



Overview

Lore Law Firm represents individuals across the country in overtime wage and hour claims. The focus of Lore Law Firm is to aggressively protect the rights of workers to receive “fair pay” for every hour of the work day. Lore Law Firm represents individuals and groups in claims and has been doing so for over 10 years.

CLIENT

Lore Law Firm

LOCATION

Houston, Texas

INDUSTRY

Legal Services

Project Summary Highlights – Digital Marketing

- Successful recoveries from a Google algorithm update causing a penalty and major drop in traffic.
- Performed an in-depth analysis to find the root cause of the loss in organic traffic and keyword rankings in Google.
- Technical evaluation and optimization of the website uncovered a large number of issues that were not in line with Google’s current best practices.
- Opportunities were found to eliminate redundancy of content and make the site more resourceful to users.
- Google top 20 ranking for keyword terms increased to 58 from 2 within 6 weeks, an increase of 2800%.
- 850% increase in organic traffic within 6 weeks.

Project Summary Highlights – Web Design & Development

- Website Design Guidelines – In order to maintain compliance with the Texas State Bar Association, strict compliance with the client’s design guidelines was required.
- Content Reorganization – The clients two previous websites were consolidated into a single source. Blog categories were created in order to keep the content organized.
- Responsive upgrade – two years after creating the original website, WebiMax was contracted to update the website into a responsive format.
- Platform Update – in order to maintain security and current internet standards – WebiMax was contracted to update the client’s CMS and plugins to the most recent version.