

SEO Case Study: Family Lawyers / Law Firm

Client: Divorce GO

Location: Toronto, Canada

Industry: Family & Divorce Law

The Challenge

In the competitive Toronto legal landscape, ranking for terms like **“divorce lawyer”** and **“Toronto divorce lawyer”** is no small feat. Divorce GO needed to outrank well-established firms and appear in the top search results to capture ready-to-act clients.

Our SEO Strategy

1. Keyword Research with Local Intent

We began with in-depth research to identify the most valuable keywords with high search volume and strong purchase intent. Our focus centered on:

- “divorce lawyer”
- “divorce lawyer Toronto”
- “Toronto divorce lawyer”

These keywords aligned perfectly with what local users were searching when seeking legal help.

2. Technical & On-Page SEO Optimization

We conducted a comprehensive audit and implemented technical fixes along with keyword-optimized enhancements:

- Optimized meta titles and descriptions to improve CTR
 - Strengthened internal linking and keyword usage across pages
 - Improved page speed and mobile usability
 - Added schema markup for legal services
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3. Content Strategy for Authority & Trust

We developed and optimized content that addressed both search engine and user needs:

- Detailed service pages on divorce, separation, and legal processes
- Local landing pages targeting Toronto and surrounding areas
- Informative blog posts covering legal FAQs and client concerns

Each piece of content was optimized for target keywords and structured to build topical authority.

4. High-Quality Link Building

To boost domain authority and trust, we built high-quality backlinks through:

- Earned brand mentions in both local and national news outlets, attracting significant attention from high-traffic legal bloggers.
- **Built local citations** and shared **custom videos** across reputable legal and local websites to strengthen online presence.

This helped Divorce GO gain credibility and climb the SERPs.

5. Local SEO Mastery

We reinforced Divorce GO's presence in Toronto through focused local SEO, including:

- Optimization of the **Google Business Profile**
 - Consistent citations across local directories
 - Generating positive Google reviews from real clients
 - Geo-targeted content integrated across the website
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The Results

Within a few months, Divorce GO secured **Top 3 Google rankings** for their target keywords:

Top 3 Rankings Achieved For:

- “divorce lawyer”
- “divorce lawyer Toronto”
- “Toronto divorce lawyer”

Massive Growth in Results

- **Significant surge in organic traffic and search visibility**
 - **Consistent flow of high-quality leads and client consultations**
 - **Enhanced brand trust and authority** within Toronto’s competitive legal market
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Want Similar Results for Your Business?

Partner with us — work with a Top-Rated SEO Expert and take your rankings to the next level.