



# Ludwin Law Group

(Quarterly SEO Campaign Results)

**Case Study**

## Introduction

Ludwin Law Group established itself as a key partner in maritime law with its comprehensive approach to disputes that navigated alternative dispute resolution (ADR) such as arbitration and mediation—solutions that can be more efficient and far less expensive than bringing cases to court. Building on this success, the firm decided to expand into additional practice areas and saw the need to build a stronger online presence for marketing and building the firm’s reputation.

Blue Ocean Global Technology assisted Ludwin Law with a thorough SEO campaign and establishing a strong online presence. Our campaign transformed its online visibility in just three months, attracting a wider audience and propelling the firm toward a multi-practice future.

## The Challenges



### SEO Challenges

Ludwin Law had a limited online presence and the firm’s website lacked strategic search engine optimization (SEO), hindering organic search visibility.



### Target Expansion

As the firm wanted to expand beyond maritime law, it needed to target new audiences online with relevant keywords.



### Online Reputation

Establishing a strong online reputation was crucial in efforts to attract new clients.



## Our SEO Strategy

We conducted an in-depth analysis of relevant keywords and selected a strategic mix of local and national keywords targeting both maritime law and the firm's new legal specializations.



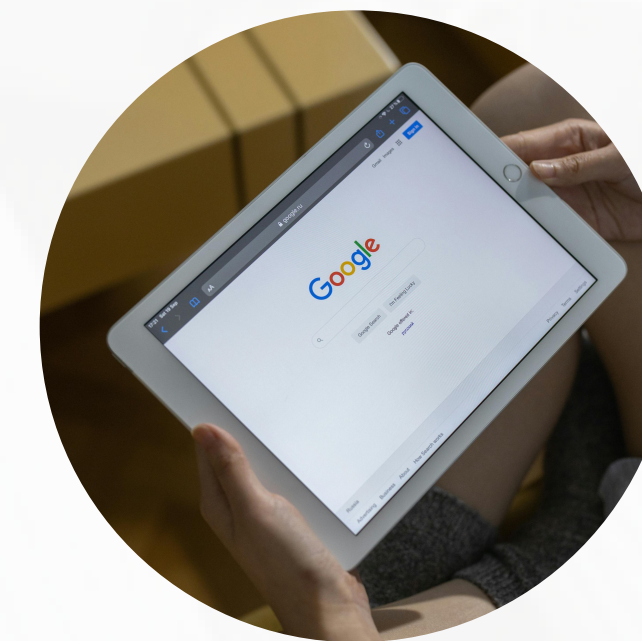
**On-Page  
Optimization**



**Technical SEO  
Audit and  
Improvement**



**Off-Page  
Optimization and  
Link Building**



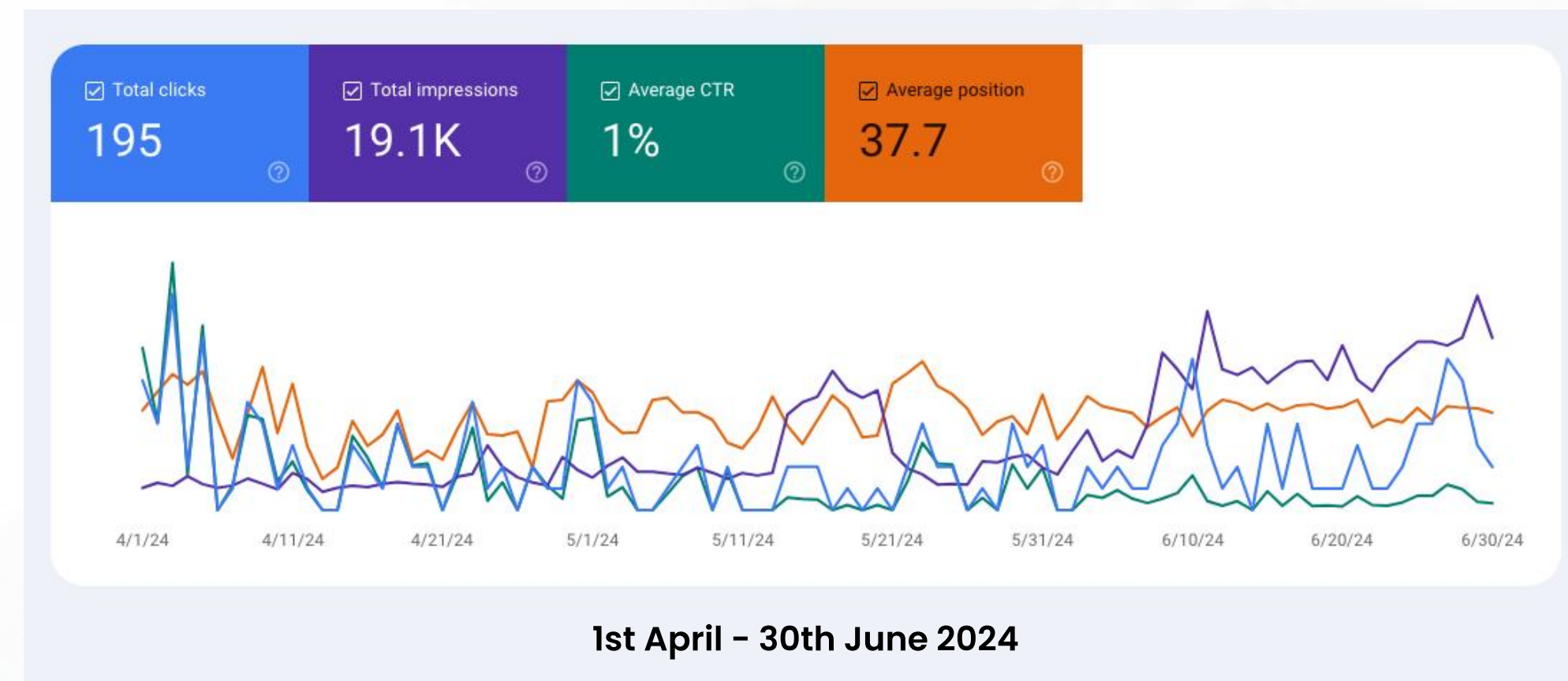
**Local SEO  
Optimization**



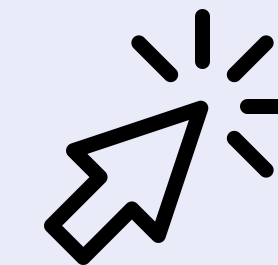
**Review  
Management**

# The Results |

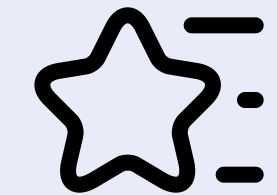
The results achieved within a 3-month timeframe:



**1,700%**  
Increase in Rankings  
for Organic Keywords



**223%**  
Increase in  
Total Clicks



**1230%**  
Increase in  
Impressions

## Improved Average Position on the SERPs

Keyword rankings climbed steadily, with the average position of the firm's website moving to 37.7 on search engine result pages.

## Enhanced Online Reputation

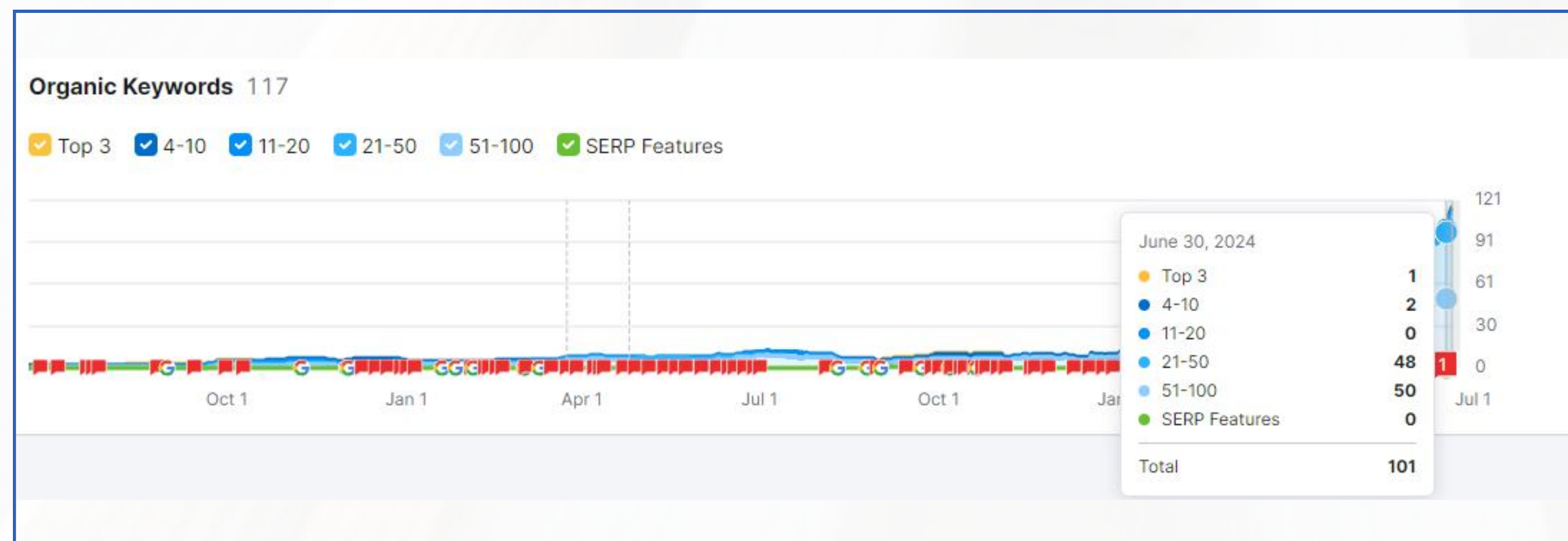
Positive reviews across leading platforms instilled trust and confidence in potential clients.



## Number of Organic Keywords in April 2024



## Number of Organic Keywords in June 2024




## Beyond the numbers, the SEO campaign led to:

1. Increased website traffic translated into a wider pool of potential clients, facilitating practice area expansion.
2. Improved search rankings and a robust online presence positioned Adam Ludwin as a leading expert in different fields.
3. Achieved a remarkable increase in lead generation, from 0 to 8-12 leads per month through the website, reflecting a growth rate of up to 1200%.

After analyzing our campaign's initial impact, we are working to further build Ludwin Law's online presence. We are continuing to refine keyword strategies, create high-quality content, and explore new link-building opportunities.

## Adam Ludwin – Google My Business Page & Reviews



**Ludwin Law Group P.A.**  
4.9 ★★★★★ 28 Google reviews  
Legal services in Delray Beach, Florida

Website Directions Save Share Call




**Address:** 85 SE 4th Ave #108, Delray Beach, FL 33483, United States  
**Hours:** Open · Closes 5 pm  
**Phone:** +1 561-455-4455

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5/5 FindLaw Lawyer Directory · 14 reviews

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-  "I highly recommend Ludwin Law Group's **services**."  
★★★★★
-  "Adam is great to work with."  
★★★★★
-  "I had an amazing **experience** working with them."  
★★★★★


[View all Google reviews](#)

← Reviews ⋮

All Replied Unreplied


20 weeks ago  
Thank you, Prithvi.  
[Edit](#) [Delete](#)

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 **Andrew Fox**  
1 review · 0 photos ⓘ

★★★★★ 21 weeks ago

Adam is great to work with. He is extremely patient and genuinely cares about his clients. Highly recommend Ludwin Law Group.

 **Ludwin Law Group P.A.**  
Owner




21 weeks ago

Thank you Andrew. Glad we could help.

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Reviews  
Reviews from the web  
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-  "I highly recommend Ludwin Law Group's **services**."  
★★★★★
-  "Adam is great to work with."  
★★★★★
-  "I had an amazing **experience** working with them."  
★★★★★

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## Adam Ludwin – lawyers.com



Posted By Anonymous

July 30, 2024



### Admiralty and Maritime Law

Hired Attorney Mr. Adam Michael Ludwin

Working with Adam on my maritime legal issue was a smooth process. He was very professional and kept me informed throughout the entire case. He is undoubtedly t...

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Posted By Anonymous

July 24, 2024



### Admiralty and Maritime Law

Hired Attorney Mr. Adam Michael Ludwin

Adam Ludwin represented us in a recent maritime issue with some partners. He was very efficient and professional and excelled in finding the right solutions for...

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Posted By Anonymous

July 19, 2024



### Contracts

Hired Attorney Mr. Adam Michael Ludwin

Adam excels in his work and he is always present to advise and help in the legal process from start to finish. It's been a fulfilling and great experience to wo...

[Read Review](#) ▾

This paper outlines the immediate impact that SEO campaigns can generate and how these campaigns are foundational to building a rock-solid online presence and reputation. To learn more, contact Blue Ocean Global Technology and see what Online Reputation Management can do for your firm.

[Contact Us](#)