

# Van Sant Law Increases Quality Leads and Transparency

PERSONAL INJURY LAW AND CAR ACCIDENT FIRM — MULTI-OFFICE, REGIONAL

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**VAN SANT LAW**  
 personal injury lawyers

Van Sant Law was struggling to generate quality leads and transparency within their marketing campaigns. With the help of Straight North, the team worked together to successfully provide more transparency, with significant increases in traffic and leads.

## COLLABORATION

Straight North collaborated with Van Sant Law to address their challenges. The process involved reviewing current campaign results and making recommendations for improvement. For Pay-Per-Click (PPC), the team created an account structure, targeted keywords, ad text, identified growth opportunities, and made budget recommendations. For Search Engine Optimization (SEO), the team mapped out target pages and keywords. The team also met David Van Sant in-person to discuss the progress and recommendations.

## BENEFITS

The main benefits of the project were an increase in leads and transparency. The client reported record leads in the third quarter of their campaign, indicating their satisfaction with the results achieved. David Van Sant appreciated the transparency provided by Straight North and their ability to bring recommendations to improve the campaigns.

## RESULTS

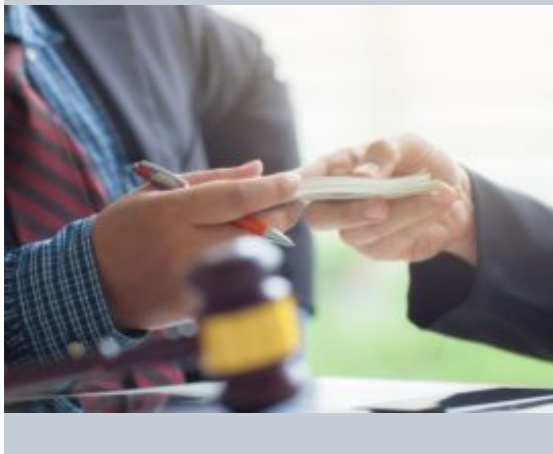
The results of the project were significant. Organic traffic increased by 33% over the six of the first nine months of the campaign, while organic leads increased by 31%. The PPC search leads also increased by 181% since the campaign started, with 21 leads in the first month of the campaign and growing to 59 leads in the ninth month.

### SEO

- ▶ Organic traffic up **33%**
- ▶ Organic leads up **31%**

### PAID ADS

- ▶ PPC leads up **181%**



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