



>> Case Study: Effective SEO, combined with a targeted online marketing campaign, yields a 167% increase in lawyer referral calls for Illinois legal association.

Background

Founded in 1877, the Illinois State Bar Association (ISBA) is a voluntary legal association with more than 30,000 members. The Association’s primary focus is to assist Illinois lawyers in the practice of law and to promote improvements in the administration of justice.

Challenge

In the past, traditional media campaigns (outdoor, television and newspaper) had resulted in some success in increasing awareness of ISBA and their consumer-facing website, IllinoisLawyerFinder.com, but did not help the Association become widely viewed as a resource by the public. Additionally, ISBA members (whose dues pay for the marketing) demanded accountability and campaign performance tracking, which is difficult to provide with traditional media.

Solution

Hult began by organizing and optimizing IllinoisLawyerFinder.com with the goals of:

- Increasing lawyer referrals
- Educating the public and providing valuable legal resources
- Advocating for the legal profession and highlighting the roles of lawyers in their communities

Clear conversion strategies were developed and dynamic toll-free tracking numbers tracked calls into the ISBA’s Lawyer Referral Service. Search Engine Optimization (SEO) was a priority for the site, not only at the design phase but on an ongoing basis as well.

Additionally, a robust online marketing campaign ran on search and display networks in Illinois, targeting consumers searching for legal information. The ads highlighted popular legal topics and underscored the importance of working with a lawyer. From the ads, consumers were directed to topical landing pages with short videos featuring ISBA member lawyers, as well as links to find a lawyer or get more information on the topic – both ultimately driving traffic to www.IllinoisLawyerFinder.com.

Results

In two years’ time, an enhanced website, bolstered by effective SEO and a strong online marketing program, yielded a dramatic increase in site visits and calls into ISBA’s Lawyer Referral Service.



93% increase in average daily site visits

22% increase in average page views per visit

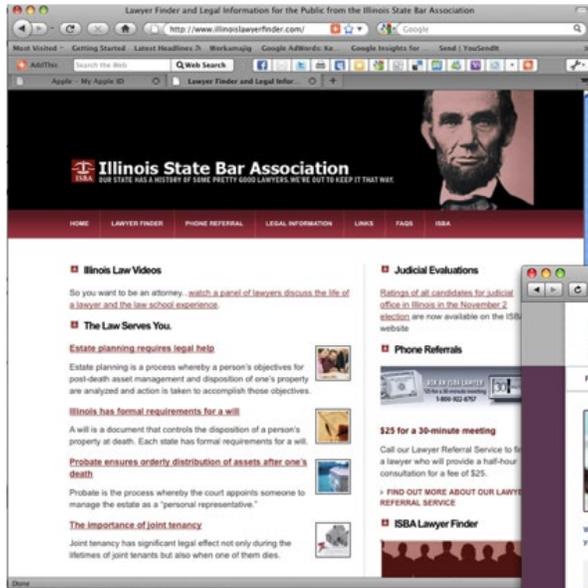
167% increase in average daily lawyer referral calls

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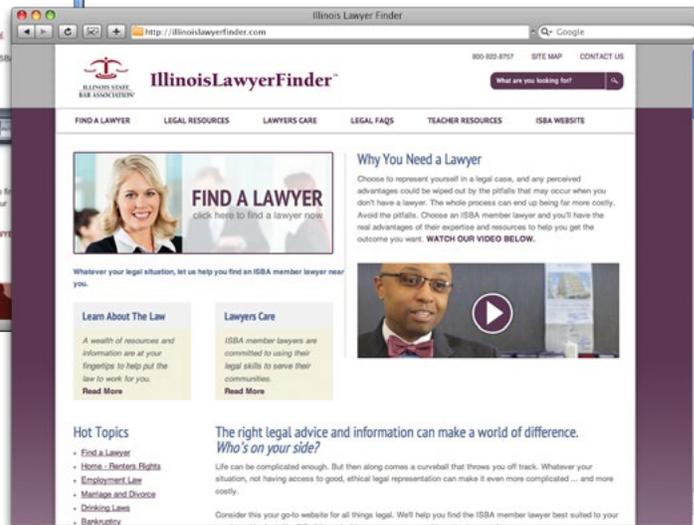


>> Campaign Creative:

www.illinoislawyerfinder.com



Before



After

Online Marketing



50%

OF FIRST MARRIAGES
END IN DIVORCE.

RELATIONSHIPS AREN'T FAIR.
DIVORCE CAN BE.

AN ISBA MEMBER
LAWYER CAN BE
YOUR GUIDE.

FIND A LAWYER

Landing Page



IllinoisLawyerFinder™

Divorce isn't easy...

Even the most amiable divorces can be difficult and emotional. An unfriendly divorce can be time-consuming, expensive and full of uncertainty. Who will get the kids? Who will get the house? Will there be child support? What about visitation rights? How long will it take? How much will it cost?

- 50% of first marriages end in divorce
- Most divorces take about a year to complete. Some take considerably more time.
- The average divorce can cost thousands of dollars
- The wife is awarded custody in 72% of divorces

An ISBA member lawyer can help you sort out all these issues and make sure you understand your options. Your lawyer can help you decide how to settle disputes in the most timely and cost-effective manner. Most important, he or she will make sure you reach the best possible solution so you can pick up the pieces and move forward.

Divorce isn't easy, but you don't have to face it alone.

For more information on divorce, [click here](#).



Need legal help?

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ILLINOIS STATE BAR ASSOCIATION

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