

LAWYER WEBSITE STUDIO

Case Study: Burts Law - Legal SEO Domination in North & South Carolina

Client: Burts Law, PLLC

Location: Charlotte, NC & Rock Hill, SC

Website: www.burtslaw.com

The Challenge

Burts Law needed a fast, professional, and SEO-optimized website that could dominate local legal searches across both North Carolina and South Carolina. Their goal was to increase visibility, attract higher volumes of qualified traffic, and generate more client leads through organic search.

Our Solution

- Custom Website Design: We designed and built a modern, responsive, conversion-focused website using WordPress and Elementor.
- Strategic SEO Architecture: We created over 1,200 internal pages targeting legal services and local search terms in both states.
- Technical SEO & Analytics Setup: All pages were keyword-optimized, connected to Google Analytics and Search Console.
- Content + Performance Optimization: We fine-tuned headings, internal links, and performance for SEO and UX.

The Results

- A powerful legal website targeting two states with location-based SEO content.
- Fast indexing and visibility growth from SEO-focused site architecture.
- Increased organic traffic and contact form submissions from NC and SC residents.
- Since launching in 2023, the site has generated over 1.73 million search impressions and more than 9,320 clicks, with an average Google Search position of 39.9 and a 0.5% average CTR - a strong foundation for long-term growth and visibility.

"Working with Glencer was exactly what our law firm needed. The site looks incredible, and the SEO structure they implemented has already brought us more leads."

- Anthony Burts, CEO, Burts Law PLLC

Prepared by Glencer Villarroel - Full-Stack Web Developer & SEO Strategist