



SEO Portfolio for 850Lawyer

LAST 6 MONTHS

Executed a comprehensive SEO strategy to improve organic visibility, keyword rankings, and traffic for a diesel engine supplier.

**JUSTIN
ANDERSSON, P.A.**
YOUR 850 DIVORCE LAWYER

SEO Performance Overview



Organic Search

470



Average CTR

0.8%



Average Position

15



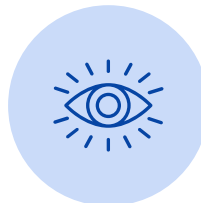
Total Keywords

80+



Click

467



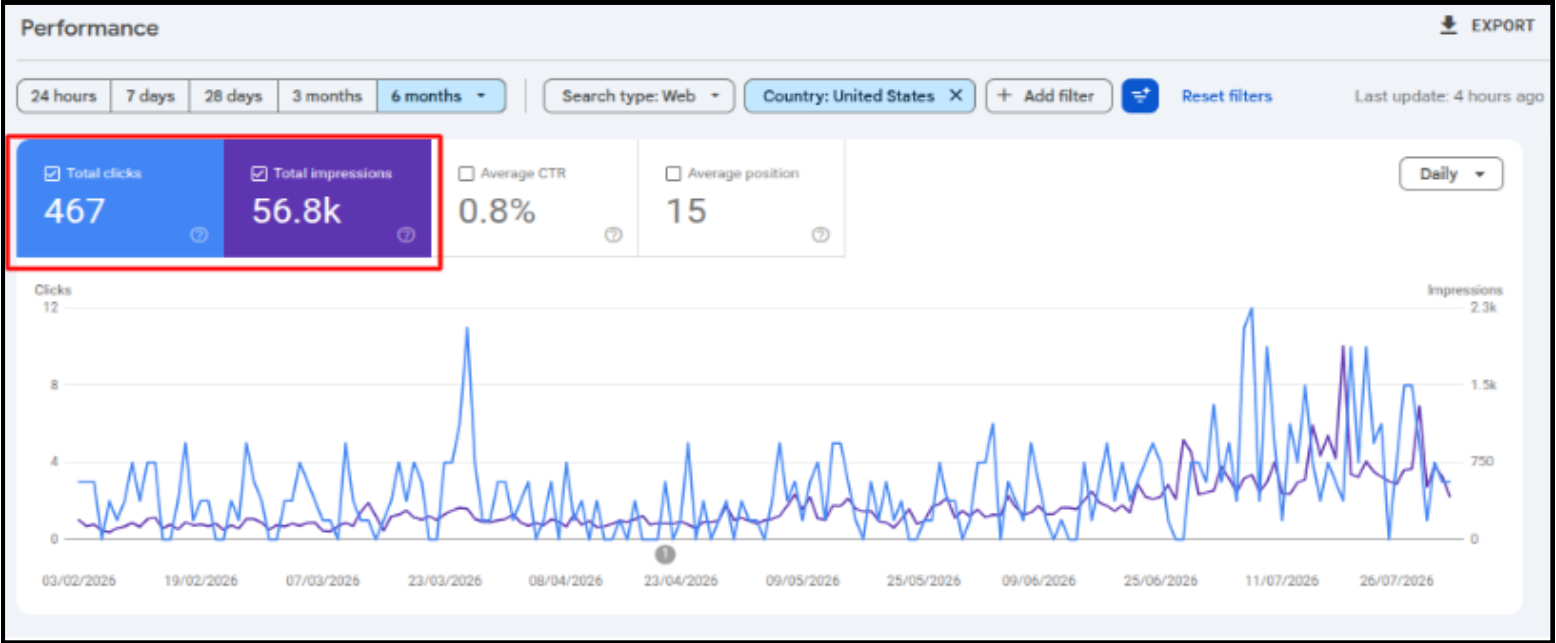
Impressions

56.8K

Organic Traffic

- **629** total website visitors were recorded during the reporting period.
- **470 visitors** came through Organic Search (USA), making it the primary source of traffic.
- Organic Search remained the dominant traffic source, driving the vast majority of website visits.

Overview



Click & Impressions

- We received **467 organic clicks** and **56.8K impressions** in the United States. This reflects the continued improvement in the website's organic visibility in Google search results.

Keyword Ranking Summary



Top 5 Keywords

45



Top 10 - 20 Keywords

31



Top 20 - 30 Keywords

15



Top 30- 40 Keywords

20

Website Keyword Ranking Overview

- 80+ target keywords were optimized, improving the website's visibility in Google search results.
- 45 keywords are now ranking in Google's Top 5, increasing website visibility and driving more organic traffic.
- 31 keywords are now ranking in positions 10–20, bringing more target keywords closer to the first page of Google.
- 15 keywords are ranking in positions 20–30, while 20 keywords are now within Google's Top 40, strengthening the website's organic visibility and overall search performance in just 6 months.

Top 5 Keywords		
Sr. No.	Keywords	Ranking
1	springfield fl uncontested attorney	1
2	child custody attorney springfield fl	1
3	springfield fl child custody lawyer	1
4	alimony attorney springfield fl	1
5	child custody lawyer Parker fl	1
6	child custody attorney Parker fl	1
7	Mexico Beach uncontested divorce lawyer	1
8	no contest divorce attorney Mexico Beach fl	1

Top 10 - 20 Keywords		
Sr. No.	Keywords	Rankig
1	military divorce attorney panama city	10
2	family law lawyer lynn haven fl	10
3	child custody lawyer Bay County fl	10
4	family divorce lawyer Bay County fl	10
5	Military divorce attorney panama city	10
6	alimony lawyer panama city	11
7	alimony lawyer lynn haven fl	11
8	child custody attorney Bay County florida	11
9	family law lawyer Lynn Haven fl	11
10	military divorce attorney in panama city beach	11
11	family law attorney Parker fl	12
12	contested divorce attorney lynn haven florida	13
13	contested divorce lawyer parker fl	13
14	uncontested attorney panama city	14

GMB Performance

Before starting



Current



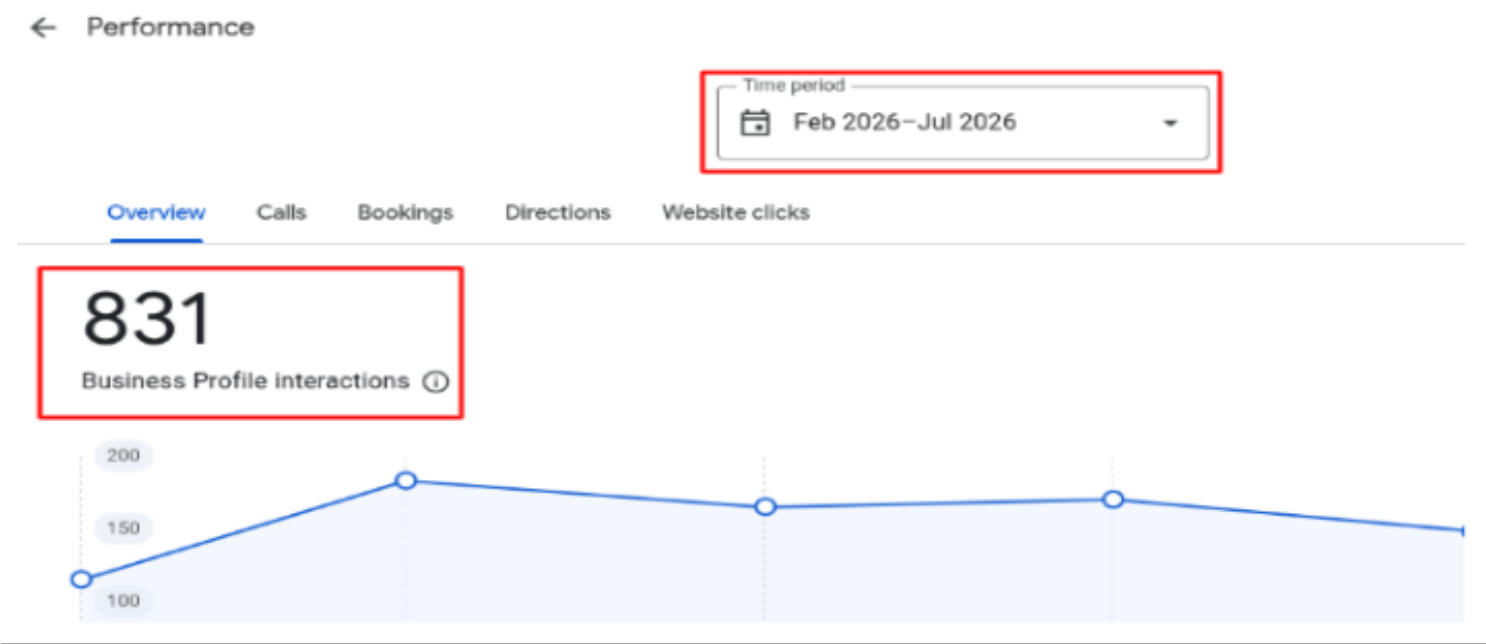
GMB Overview

- 19 GMB Posts added to improve local visibility.
- Products added to increase customer engagement.
- Logo & Cover updated to strengthen branding.
- GMB Profile optimized for better local search performance.

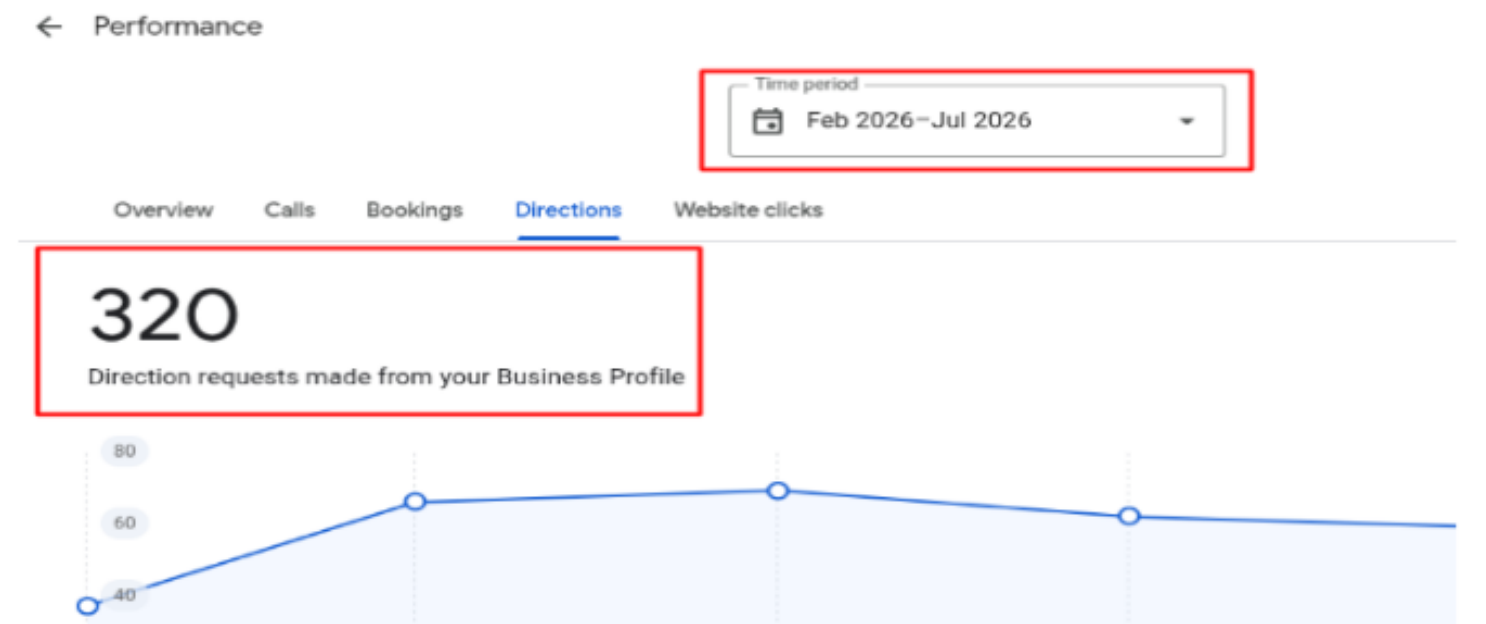
GMB Keywords

uncontested divorce lawyer springfield fl	1
military divorce attorney Parker fl	2
alimony consultation lawyer springfield fl	2
uncontested divorce attorney Parker fl	2
military divorce attorney panama city	2
Military Divorce Attorney Callaway fl	2
Contested divorce attorney panama city	4

Interactions



Directions



AI Keyword Rankings



Appearing in Google AI Overview

Featured in AI Overview results for multiple targeted keywords and products.



Improved Organic Visibility

Stronger presence in Google Search results through AI-powered Insights.



More Relevant Visitors

Attract users with high interest through information and product-related searches.

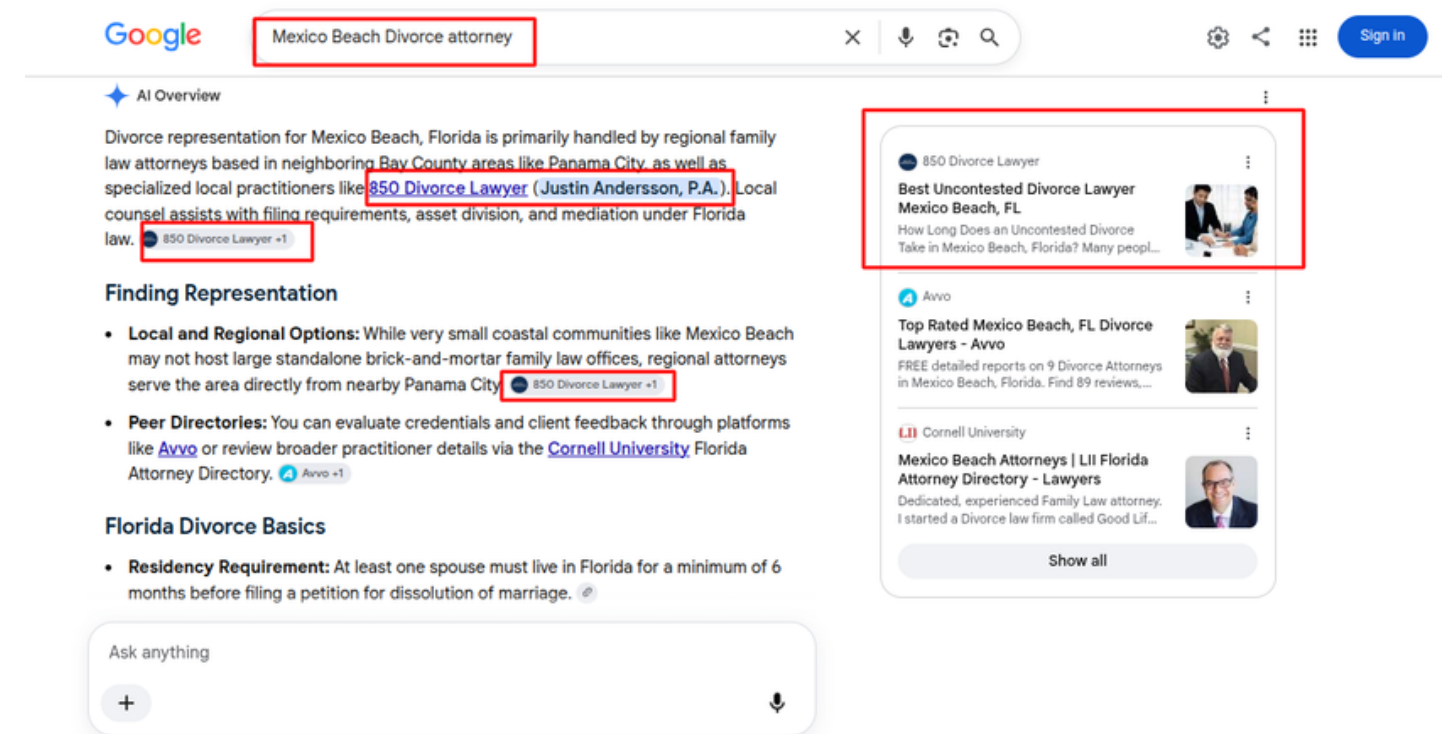
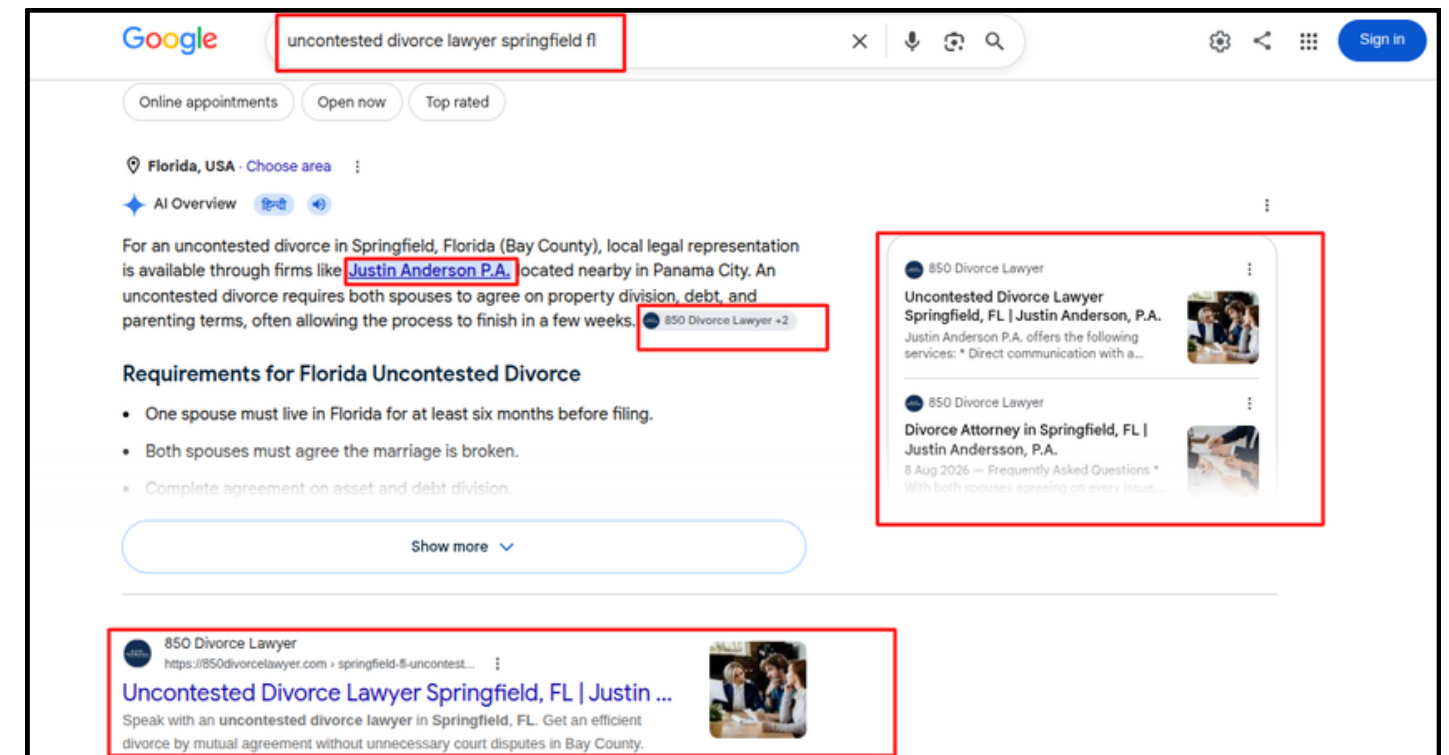


Increased Conversion Opportunities

Greater visibility across the buying journey leading to more qualified leads.

- The website is now appearing in Google AI Overviews for several targeted keywords and products.
- This has improved the website's organic visibility in Google search results.
- Increased visibility is helping attract more relevant visitors and generate more conversion opportunities.

AI Keyword



Organic Search Growth

Before SEO



Referring Domains

12



Organic Keywords

10

Current



Referring Domains

91



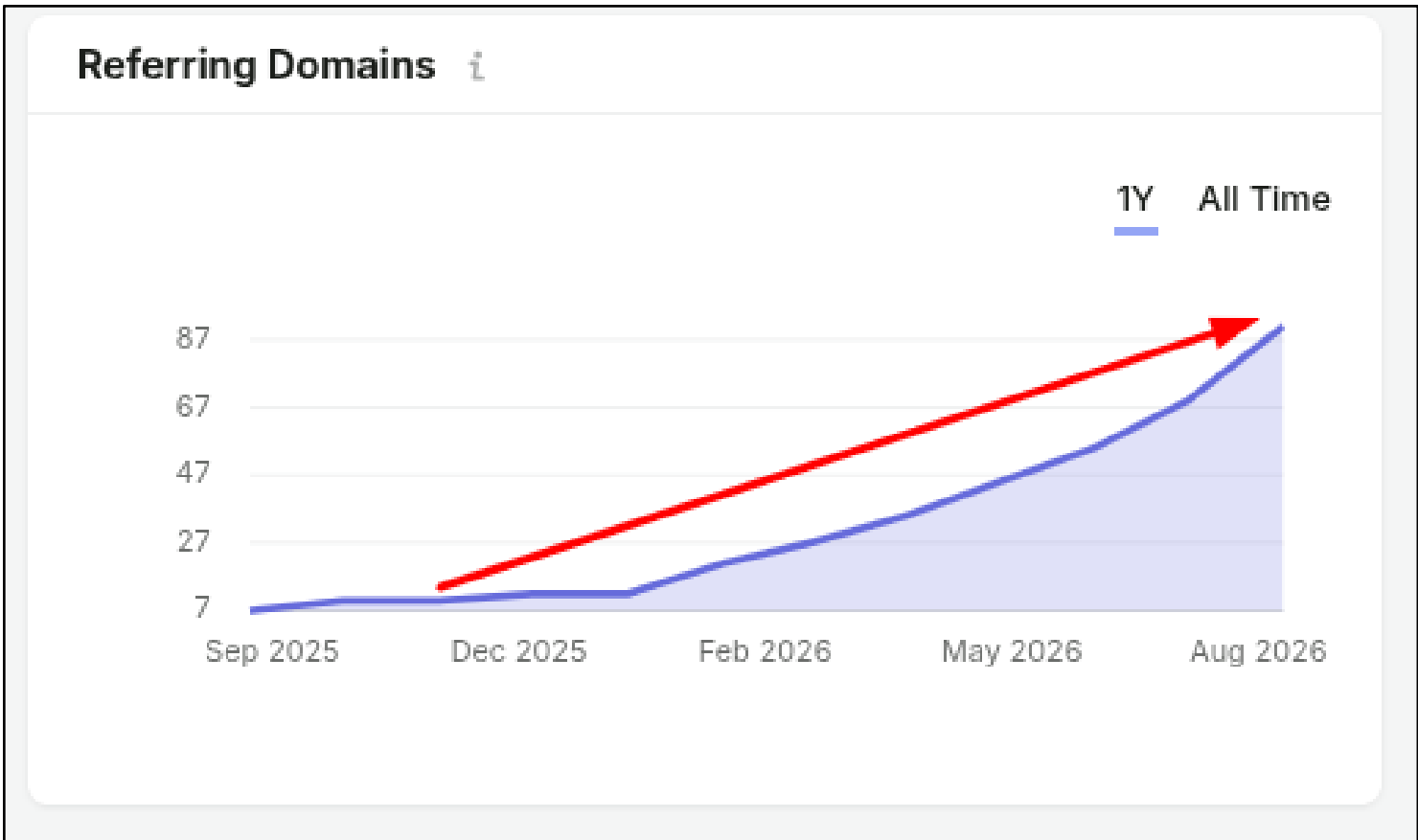
Organic Keywords

234

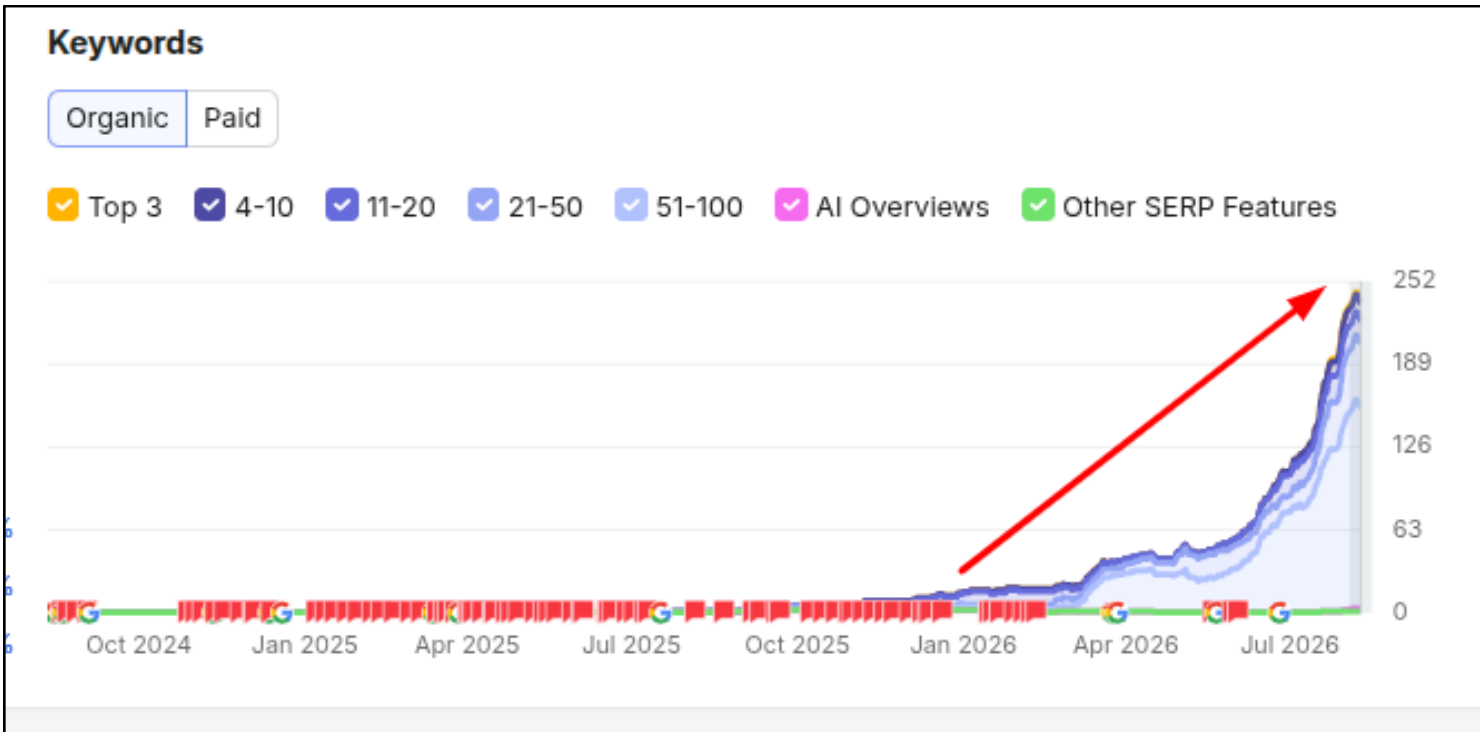
SEO Growth Highlights

- **Organic Keywords:** The website is now ranking for 234 organic keywords, increasing visibility across Google Search and attracting more potential customers.
- **Referring Domains:** Built high-quality referring domains through strategic link building, strengthening the website's authority and trust.
- **SEO Improvement:** Better keyword rankings and strong backlinks have improved the website's search visibility and overall SEO performance.
- **Increased Reach:** Expanded presence across more relevant search queries, helping the website reach more users organically.

Referring Domains



Organic Keywords



Website Health & Technical Improvements

We fixed critical technical issues and optimized key on-page factors to improve the website’s performance, user experience, and search engine visibility.

Key Highlights



Domain Authority Increased from **2 to 11**



Page Speed Score Improved from **40 to 75**



Page Authority Improved from **11 to 24**



Core Web Vitals Now **Passed**



Indexed Pages Grew from **25 to 184**



Broken Links Fixed Reduced from **30 to 0**

Website Health Overview

Metric	Before SEO	Current	Change
Domain Authority	2	11	↑ +9
Page Authority	11	24	↑ +13
Page Speed Score	40	75	↑ +35
Core Web Vitals	Failed	Passed	—
Indexed Pages	25	184	↑ +159
Broken Links Fixed	30	0	↑ +30

Impact

- Stronger search engine visibility
- Better website performance
- Improved user experience
- Solid foundation for long-term growth