



ROYAL LEGAL

Client: Royal Legal Solutions

Role: SEO Consultant, Content Director

Royal Legal Solutions is a law firm that offers real estate investors in the United States and Canada advanced asset protection and tax strategies. Other practice areas include estate planning and retirement planning.

GOALS

- To develop a cohesive SEO “best practices” playbook and style guide for our design, development and editorial teams
- To drive as much traffic as possible to our informational posts and lead magnets
- To increase newsletter subscriptions
- To grow client billings through organic channels

ACTIONS & RESULTS

- I developed an editorial style guide and SEO playbook to be used by all marketing channels and development stakeholders to ensure better UX/UI and brand messaging.
- I published weekly articles on the Royal Legal Solutions blog, BiggerPockets.com and various partner websites, raising our brand’s profile, building authority and growing top-of-funnel visitors to our online properties.
- I oversaw production and promotion of informational assets (ebooks, webinars) aimed at growing our newsletter subscription base and moving leads further down the conversion funnel.
- I acquired links from relevant, authoritative websites to build page and domain authority for the Royal Legal Solutions brand.
- I increased engagement in our Facebook group by supporting our social media team with SEO and content assets.
- In one year, traffic to the website more than tripled, while client billings through organic channels more than doubled.

REFERENCES

- Jon Burns (supervisor): 603-321-9568 / jon@six0three.com
- Scott Smith (owner): 512-952-0800 / scott@royallegalsolutions.com