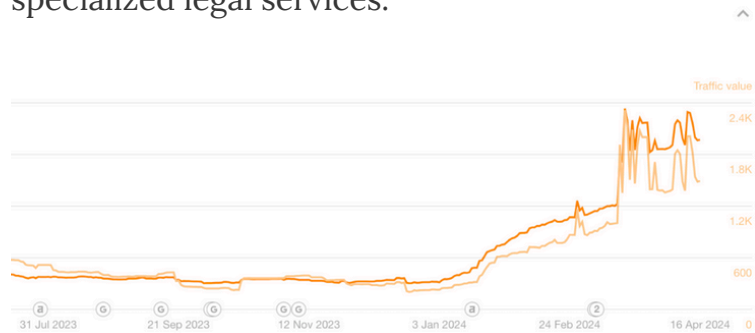
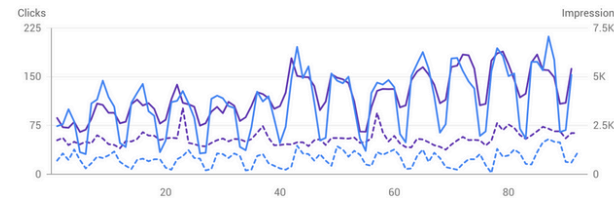


# Novian Law Saw a 453% Increase In Organic Traffic and a 218% Increase In Impressions

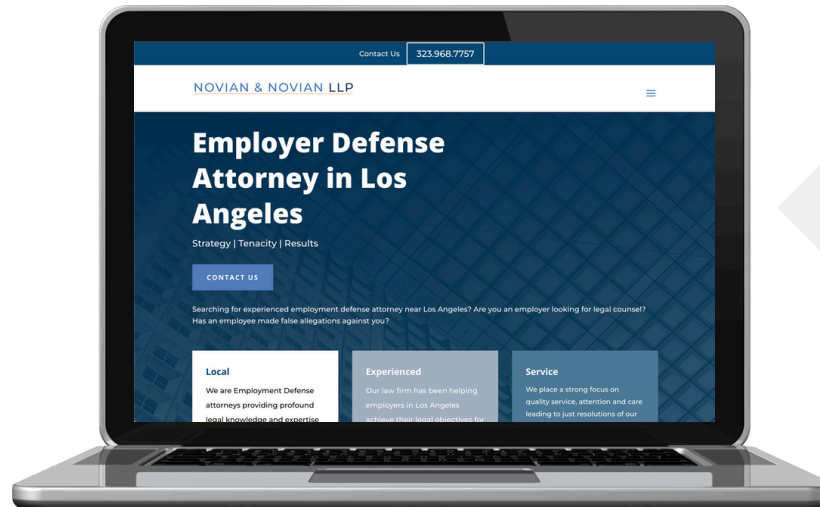
Novian Law, a full-service law firm specializing in employment defense, has leveraged the power of SEO to enhance its online visibility and client engagement. As an active recurring SEO client for four months, Novian Law has seen significant growth through our collaboration. We have successfully **created and optimized 50 employment defense-specific pages** on their website. This focused approach has not only improved their search engine rankings but also targeted and attracted a more relevant audience seeking legal assistance in employment-related cases. The strategic expansion of their digital footprint has positioned Novian Law as a prominent leader in employment defense, driving increased web traffic and client consultations. This case study underscores the effectiveness of targeted SEO practices in advancing the reach and impact of specialized legal services.



Metric	Last 3 months	Previous 3 months
Total clicks	10.1K	2.23K
Total impressions	367K	168K
Average CTR	2.7%	1.3%
Average position	29.9	41.5



“In four months, Novian Law saw a 453% increase in organic traffic and a 218% rise in impressions through our SEO strategy, which involved creating and optimizing 50 employment defense-specific pages.”



## The Results

↑ 453%

Increase in Organic Traffic

↑ 218%

Increase in Impressions

↑ 50 Pages

Created with SERPs.com