



OYKHMAN CRIMINAL DEFENCE LAW

CASE STUDY

In the hyper-competitive Criminal Defence Law niche, Inbound Law Marketing was able to take Oykhman Criminal Defence Law from virtually zero online leads to becoming a top-ranking powerhouse, achieving...

**SUSTAINED #1
RANKINGS ON GOOGLE**
for 100+ niche keywords

An average of
**50 -100 NEW SALES
LEADS PER MONTH**

**A BACKLINK PROFILE
FULL OF LINKS**
from relevant,
authoritative sites

**HUNDREDS OF
THOUSANDS**
of dollars in revenue

Here's how we did it.





I am opening more than four times the amount of case files – the majority of them coming from our website, and that’s because of Calin.

Michael Oykhman Partner, Oykhman Criminal Defence Law

Michael Oykhman had a big problem: Print-based marketing wasn’t cutting it anymore, and his law firm was feeling the strain.



“I saw a significant dip in my practice, even with cold calls and leads,” he explains. “The Yellow Pages just weren’t being used anymore. I was panicking because I was opening relatively few new case files.”

Michael needed an expert who could turn his fledgling website into a lead-generating machine. But years earlier, Michael had put his faith in a big, impersonal marketing firm – and the results were devastating.



“We got burned really bad,” he says. “Not only did we see zero results, but the URL – that we loved – got blacklisted by Google because of how bad that marketing campaign was.”

Michael wanted a partner with a proven track record in competitive niches and a reputation he could trust.



“I needed someone who wouldn’t just sign me up and then farm me out to another team,” he says.

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A Relationship Built on Trust & Credibility

Michael found Inbound Law Marketing exactly where he wanted to be: at the top of Google. After doing a bit of digging and learning that Inbound Law Marketing was responsible for successful campaigns with other local law firms, Michael reached out.



“Right away, Calin took the time to understand what my needs were,” Michael says. **“The driving force that led me to go with him was that I wanted to talk with the person who would actually be doing the work – and that’s what Calin is. He’s the frontman, he handles it all, and he’s the one accountable for whether it takes off or doesn’t.”**

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A Comprehensive Strategy

Calin and his team began by conducting a thorough audit of Michael’s existing site, backlink profile and competition. They came back to Michael with a strategy that covered all areas of his firm’s online presence, including:

- A new WordPress website designed for conversions and built to be mobile-friendly (important for both Google and mobile customers)
- A content strategy that included developing targeted landing pages for specific areas of the practice
- A robust link building strategy targeting relevant local niche sites and educational resources
- An ongoing citation campaign, both acquiring new listings and cleaning up the existing ones

- A process for soliciting reviews from Michaels' happy customers - critical for earning trust online, and
- A Google Adwords campaign that would drive additional targeted leads to the website's new landing pages

All of this would be handled under one roof – no haphazard outsourcing hunting for new vendors.

Throughout the entire process, Calin and his team listened carefully to Michael's feedback and kept him in the loop.



“He was very responsive,” Michael says. “And very excited about getting me to the top and trying new things, always learning about the latest technologies and optimization tools.”

Tangible Results & Incredible Growth

Within months, Michael knew he had made the right choice.

The new site earned links from 4 coveted .edu domains and over 10 other high-authority sites. Rankings began to skyrocket, and over time, Michael's site ranked #1 for over 100 phrases related to criminal defence law.

Leads started flowing in – reaching levels of 50 - 100 new leads every month. And the strategy for earning reviews was working, netting 11 5-star reviews from real, paying customers and positioning him as one of the top lawyers in his field.

Over 3 years later, that success has been sustained.



“I am opening more than four times the amount of case files – the majority of them coming from our website, and that's because of Calin.”



“The biggest benefit has been the significant increase in leads able to find me online and being able to convert them into paying customers,” he says.

That’s all added up to some serious growth in revenue.



“Our business has reached hundreds of thousands of dollars in revenue instead of just mere thousands,” Michael says.

“The biggest benefit has been the significant increase in leads able to find me online and being able to convert them into paying customers.”

Staying on Top

Michael’s focus is now on maintaining everything Inbound Law Marketing has helped him build.



“There are a lot of competitors entering this space that are paying significant dollars for marketing,” Michael explains. “But Calin always has a plan to keep me at the top of Google. He’s never dragging his feet.”

Going forward, Michael knows he can trust Calin and Inbound Law Marketing for all of his future SEO needs.



“Inbound Law is the perfect combination of great customer service, direct communication with the people doing the work, and proven results,” he says. “That combination is the best I could ask for. I can always call him up, ask him questions, and tell him what I want. I know that he’ll get the job done.”

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Oykhman Criminal Defence Law is a Calgary-based firm exclusively practicing criminal law. They have defended hundreds of criminal cases, appearing at all levels of court in Alberta, and the Supreme Court of Canada.



DO YOU WANT YOUR FIRM TO GET RESULTS LIKE THESE?

**Get started today by visiting www.inboundlawmarketing.com
to schedule a free consultation.**