



# Ludwin Law Group

(Bi-Annual SEO Campaign Results)

October, 2024 – March, 2025

**Case Study**

## Introduction

Ludwin Law Group established itself as a key partner in maritime law with its comprehensive approach to disputes that navigated alternative dispute resolution (ADR) such as arbitration and mediation—solutions that can be more efficient and far less expensive than bringing cases to court. Building on this success, the firm decided to expand into additional practice areas and saw the need to build a stronger online presence for marketing and building the firm's reputation.

Blue Ocean Global Technology assisted Ludwin Law with a thorough SEO campaign and establishing a strong online presence. Our campaign transformed its online visibility in just three months, attracting a wider audience and propelling the firm toward a multi-practice future.

## The Challenges



### SEO Challenges

Ludwin Law had a limited online presence and the firm's website lacked strategic search engine optimization (SEO), hindering organic search visibility.



### Target Expansion

As the firm wanted to expand beyond maritime law, it needed to target new audiences online with relevant keywords.



### Online Reputation

Establishing a strong online reputation was crucial in efforts to attract new clients.



## Our SEO Strategy

We conducted an in-depth analysis of relevant keywords and selected a strategic mix of local and national keywords targeting both maritime law and the firm's new legal specializations.



**On-Page  
Optimization**



**Technical SEO  
Audit and  
Improvement**



**Off-Page  
Optimization and  
Link Building**



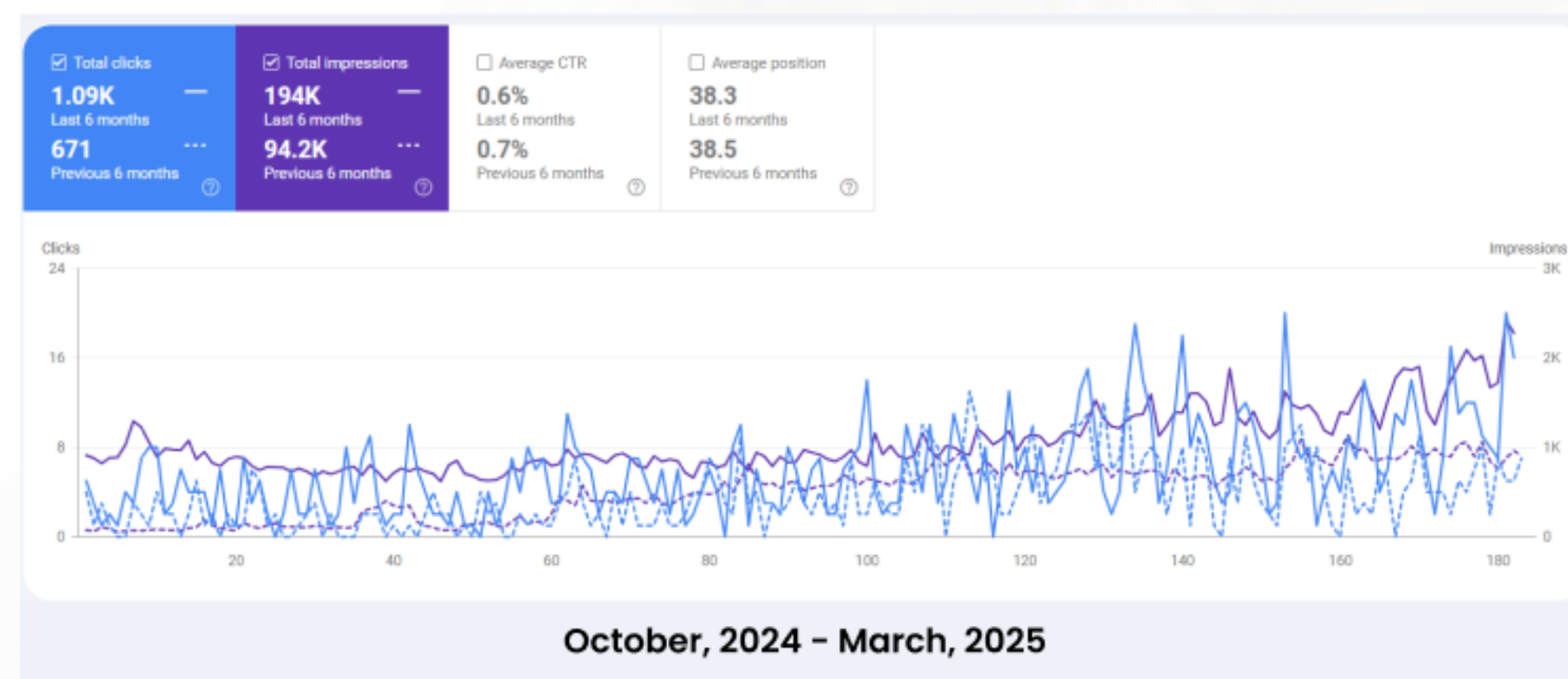
**Local SEO  
Optimization**



**Review  
Management**

# The Results |

The results achieved within a bi-annual timeframe:



19%

Increase in Rankings  
for Organic Keywords



62.4%

Increase in  
Total Clicks



106%

Increase in  
Impressions

## Enhanced Online Reputation

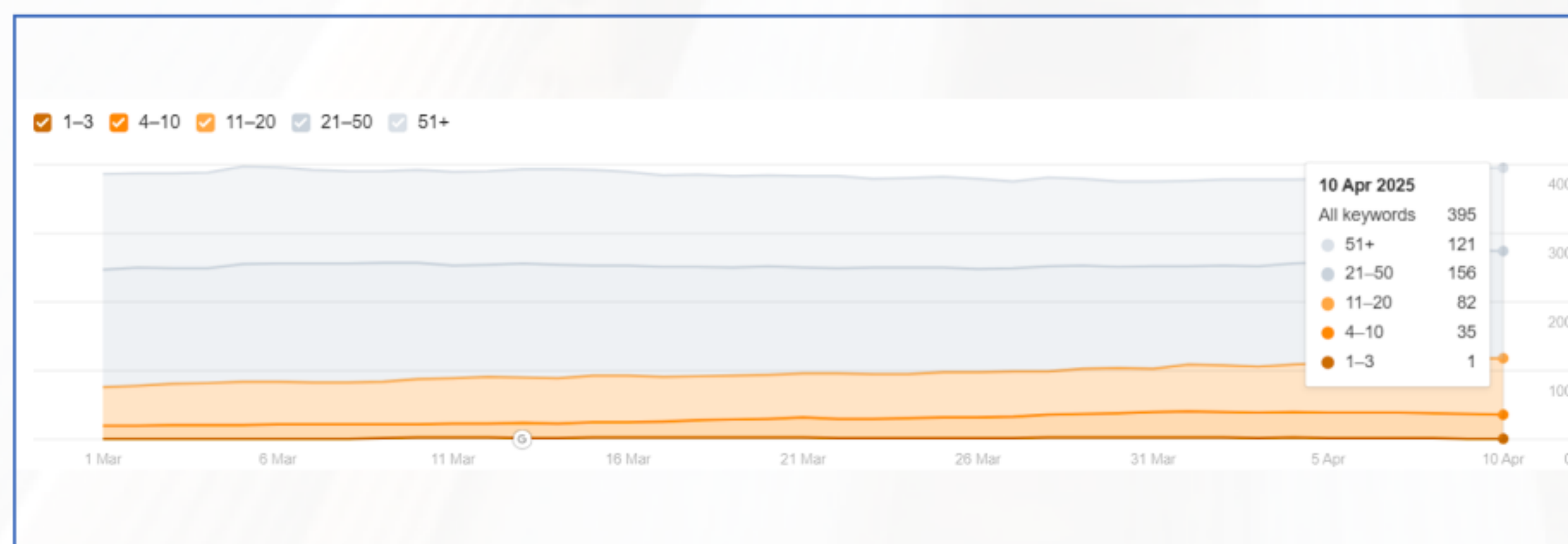
Positive reviews across leading platforms instilled trust and confidence in potential clients.



## Number of Organic Keywords in October 2024



## Number of Organic Keywords in April 2025



## Beyond the numbers, the SEO campaign led to:

1. Increased website traffic translated into a wider pool of potential clients, facilitating practice area expansion.
2. Improved search rankings and a robust online presence positioned Adam Ludwin as a leading expert in his field.
3. The SEO campaign directly impacted the firm's bottom line by generating a steady stream of organic traffic on the website.

The current work on the firm is aimed at optimizing its online presence. We will refine keyword strategies, create high-quality content, and explore new link-building opportunities.


## Online Reviews

**Ludwin Law Group P.A.**  
 4.9 ★★★★★ 47 Google reviews  
 Legal services in Delray Beach, Florida  
 You manage this Business Profile ⓘ

[Website](#)
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**Address:** 85 SE 4th Ave #108, Delray Beach, FL 33483, United States  
**Phone:** +1 561-455-4455  
**Hours:** Closed · Opens 9 am ▾  
[Edit your business information](#)


**5.0**  
 ★★★★★ (52)

**What do people say?**

Communication	★★★★★	5.0
Responsiveness	★★★★★	5.0
Quality of Service	★★★★★	5.0
Value for Money	★★★★★	5.0

★★★★★  
 Posted By Barbara  
 March 27, 2025  
**Business Litigation**  
 Hired Attorney Mr. Adam Michael Ludwin  
 It's been a pleasure working with the Ludwin Group to complement our business' in-house counsel. They work with our team seamlessly and always provide...  
[Read Review ▾](#)


★★★★★  
 Posted By Madison  
 March 24, 2025  
**Corporate Law**  
 Hired Attorney Mr. Adam Michael Ludwin  
 Our company was struggling with a complex contract dispute, and Adam and Ludwin Law Group were a lifesaver. Their thorough understanding of business and...  
[Read Review ▾](#)

**Client Rating**  
 ★ 5.0/5.0  
 47 Client Reviews  
[Write a Review](#)


5 star	★★★★★	100%
4 star	★★★★	0%
3 star	★★★	0%
2 star	★★	0%
1 star	★	0%

★★★★★  
 Posted by Michael | March 31, 2025 | Hired Attorney ⓘ  
**Exceptional in handling defamation cases.**  
 I faced online defamation from some competitors that could seriously damage my corporate reputation. I approached Adam from Ludwin Law and they handled the matter with sensitivity, contacting the publications and removing the defamatory stories and pushing for injunctions.

★★★★★  
 Posted by Barbara | March 27, 2025 | Hired Attorney ⓘ  
**Knowledgeable and Professional**  
 It's been a pleasure working with the Ludwin Group to complement our business' in-house counsel. They work with our team seamlessly and always provide crucial industry knowledge that helps us create stronger legal fronts in all matters.


 By Chester A. on Feb. 28, 2025  
 Hired attorney 2024-2025  
 ★★★★★  
 As a landlord, I faced a challenging tenant issue that seemed impossible to resolve. Adam and Ludwin Law Group not only provided sound legal advice but also took swift action that protected my rights. Their expertise in landlord and tenant law is second to none!  
[Helpful](#) [Report](#)

Value  
 ★★★★★  
 Quality Of Service  
 ★★★★★  
 Professional Competence  
 ★★★★★


 By Paul M. on Feb. 25, 2025  
 Hired attorney 2024  
 ★★★★★  
 Adam and Ludwin Law Group were instrumental in helping my startup navigate the intricacies of corporate law. They assisted us with contracts,

Value  
 ★★★★★  
 Quality Of Service  
 ★★★★★  
 Professional Competence  
 ★★★★★



This paper outlines the immediate impact that SEO campaigns can generate and how these campaigns are foundational to building a rock-solid online presence and reputation. To learn more, contact Blue Ocean Global Technology and see what Online Reputation Management can do for your firm.

[Contact Us](#)