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CASE STUDY

Abrams Justice Trial Attorney

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Ivan Abrams
FOUNDING PARTNER

www.abramsjustice.com



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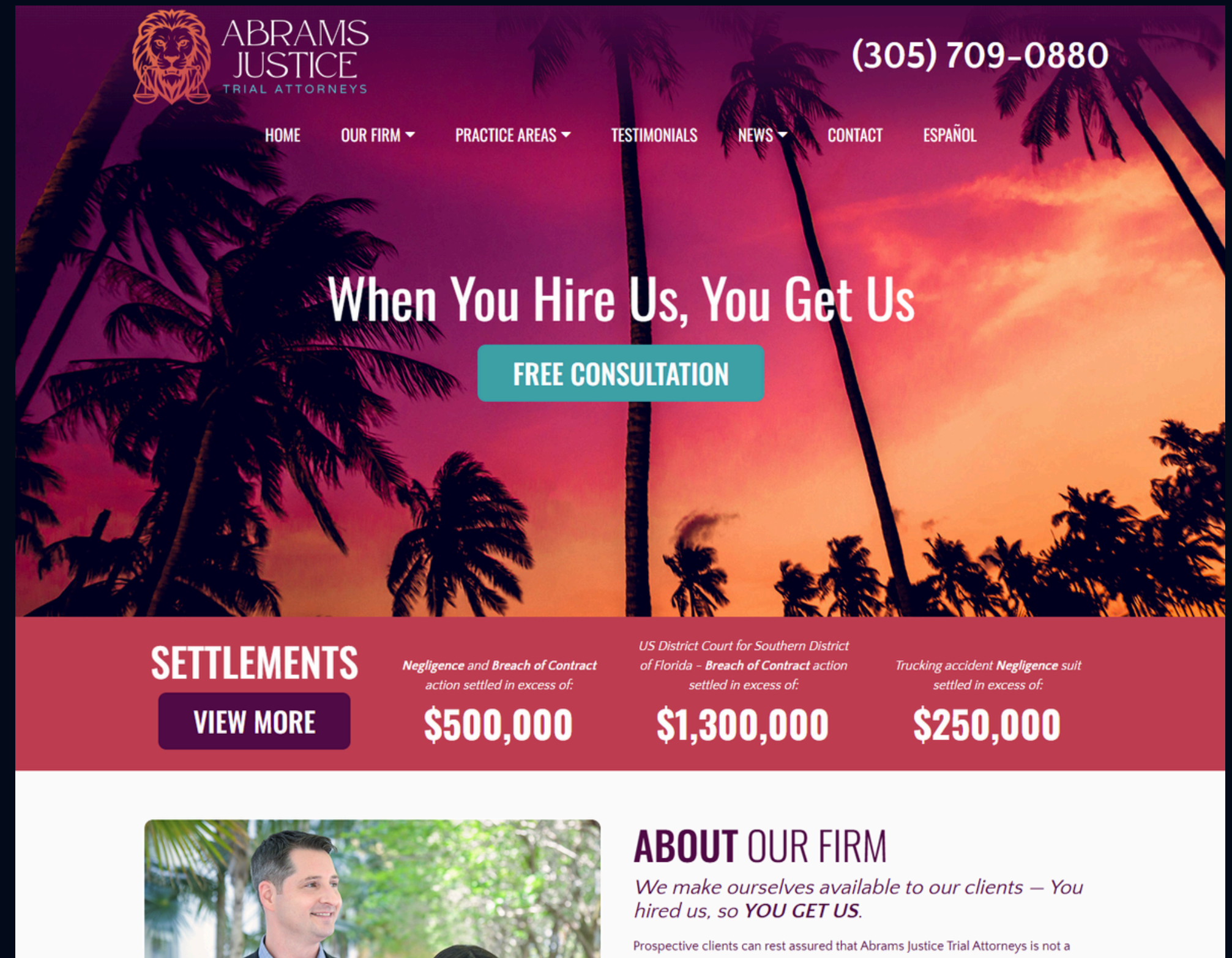
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Client Overview

Law Firm Sites was engaged to develop a new website design for the Abrams Justice Trial Attorney.

Prospective clients can rest assured that Abrams Justice Trial Attorneys is not a personal injury “mill” that takes on hundreds of cases a year. Instead, the Firm focuses on quality above quantity, which stems from the partners’ deep-rooted desire to be intimately involved with each case to ensure that each client gets the attention and communication he or she deserves.

Law**FirmSites**





Law Firm Sites provides a service above and beyond any other agency I have ever encountered. They offer a responsive, expert team of marketers and developers that guide you through the process from stage one to post website launch.

They act as a trusted partner to my firm and show the value of their work with every action.



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Challenge

Dual attorney firm in Florida that practices personal injury law,

they were working with another company that had gotten them good results and then their plan just bottomed out and they lost all their organic SEO progress.

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Solution

Initially seeking a branding and design update, the firm contracted with Law Firm Sites to achieve these goals.

Through the website design and brand update process, the firm experienced the highly customized and focused law firm marketing services offered by Law Firm Sites.

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We had to figure out what went wrong and then shift our focus on how we could improve. The client wanted to focus on some new practice areas as opposed to continuing on the ones they had lost progress on, so we executed competitor research and developed keyword lists to push the new practice areas.





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Results

Once we implemented our strategy we almost immediately began to crawl back up the Google rankings.

Since we took over in October the average keyword position improved from 8 Top 3 to 7 and the traffic has increased by 30.7% and traffic continues to improve month to month despite the drop off in stats before we took over.

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