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## CASE STUDY

# Grzymala Law Offices, P.C.

Law**Firm**Sites



**Mark B. Grzymala**  
ATTORNEY

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[grzymalalaw.com](http://grzymalalaw.com)



# Client Overview

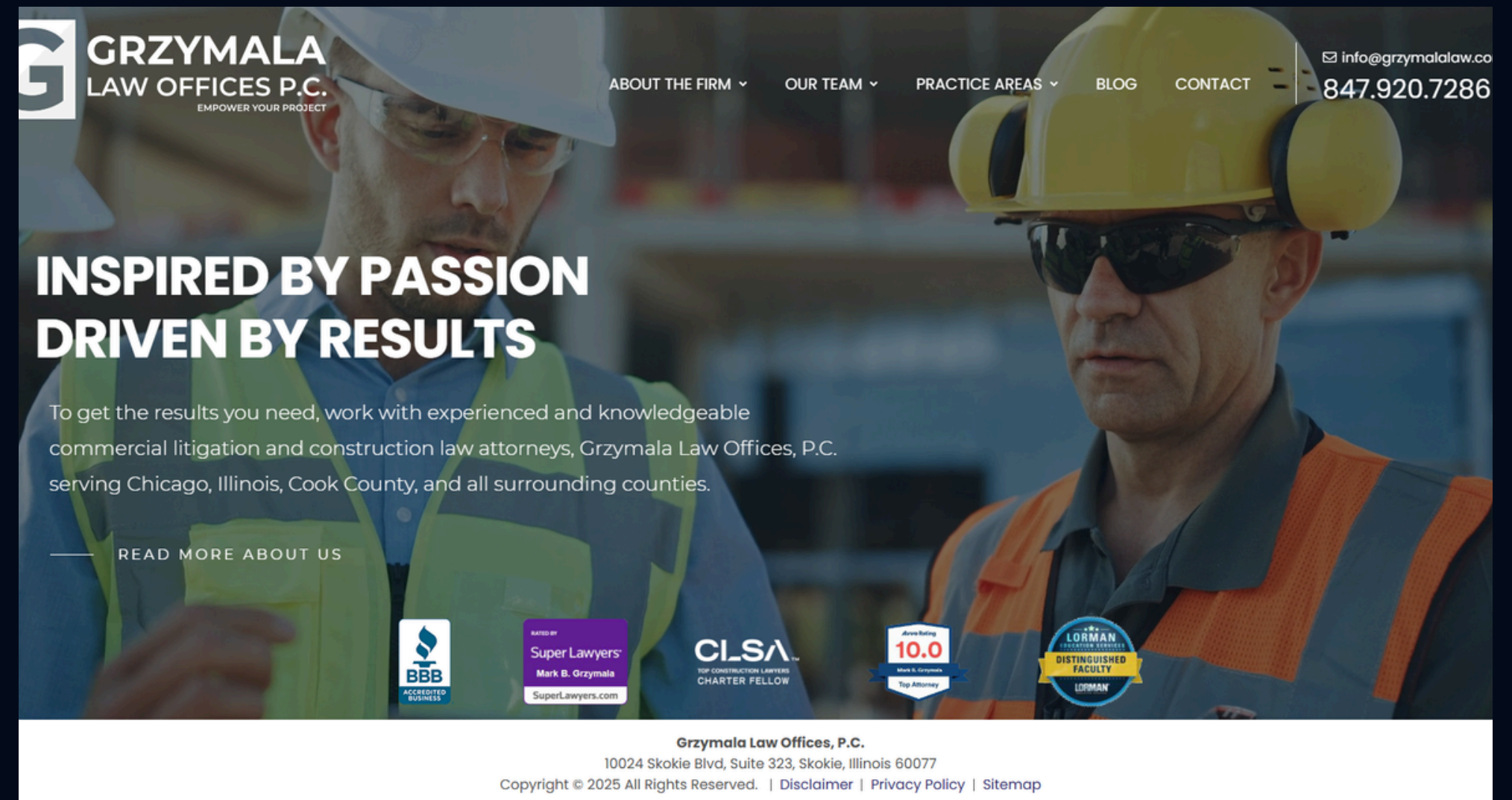
**Law Firm Sites was engaged to develop a new website design for Grzymala Law Offices, P.C.**

Grzymala Law Offices P.C. was founded to offer quality representation to clients. Our efficient, aggressive litigation approach ensures that we are able to best serve the needs of businesses and business owners. The firm's practice focuses on construction law, including mechanic's liens and bond claims, as well as commercial litigation, and business law.

The law offices were founded in January 2015 by Mark B. Grzymala who, after fifteen years of working at smaller law firms, wanted to provide his clients with the same excellent service and aggressive representation, while offering more affordable billing arrangements.

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LawFirmSites



“Law Firm Sites has been a proactive partner

in that, they offer recommendations for updates, augmentation, and expansions to our site, our SEO efforts, and overall marketing options to continue to improve our results.



**Mark B. Grzymala**

ATTORNEY

# Challenge

**Grzymala Law Offices, P.C. came to Law Firm Sites in hopes that we could rebuild their website to streamline the legal process for their current clients, and seem approachable about complicated legal matters to potential clients. They wanted to generate more leads for the firm, and establish themselves as a thought leader in the construction litigation and mechanic lien space in Illinois.**





# Solution

**Started by optimizing the Google Business Listing to better explain the type of law they practiced.**

Being a more niche law group, we decided we needed to capture the small audience and get them to the site to convert. We then conducted keyword research and proceeded with a blog content strategy.



# Results

**Went from generating spam leads or leads about irrelevant practice areas, to generating 9-12 legitimate leads per month.**

Growth is ongoing, but we got there by not only generating more organic traffic, but designing the site on a conversion funnel that motivates users to submit their information.





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# Grzymala Law Offices, P.C.