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## CASE STUDY

# Netska Law Group, PLLC

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**Jennifer Netska**  
FOUNDING ATTORNEY

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[www.netskalaw.com](http://www.netskalaw.com)



# Client Overview

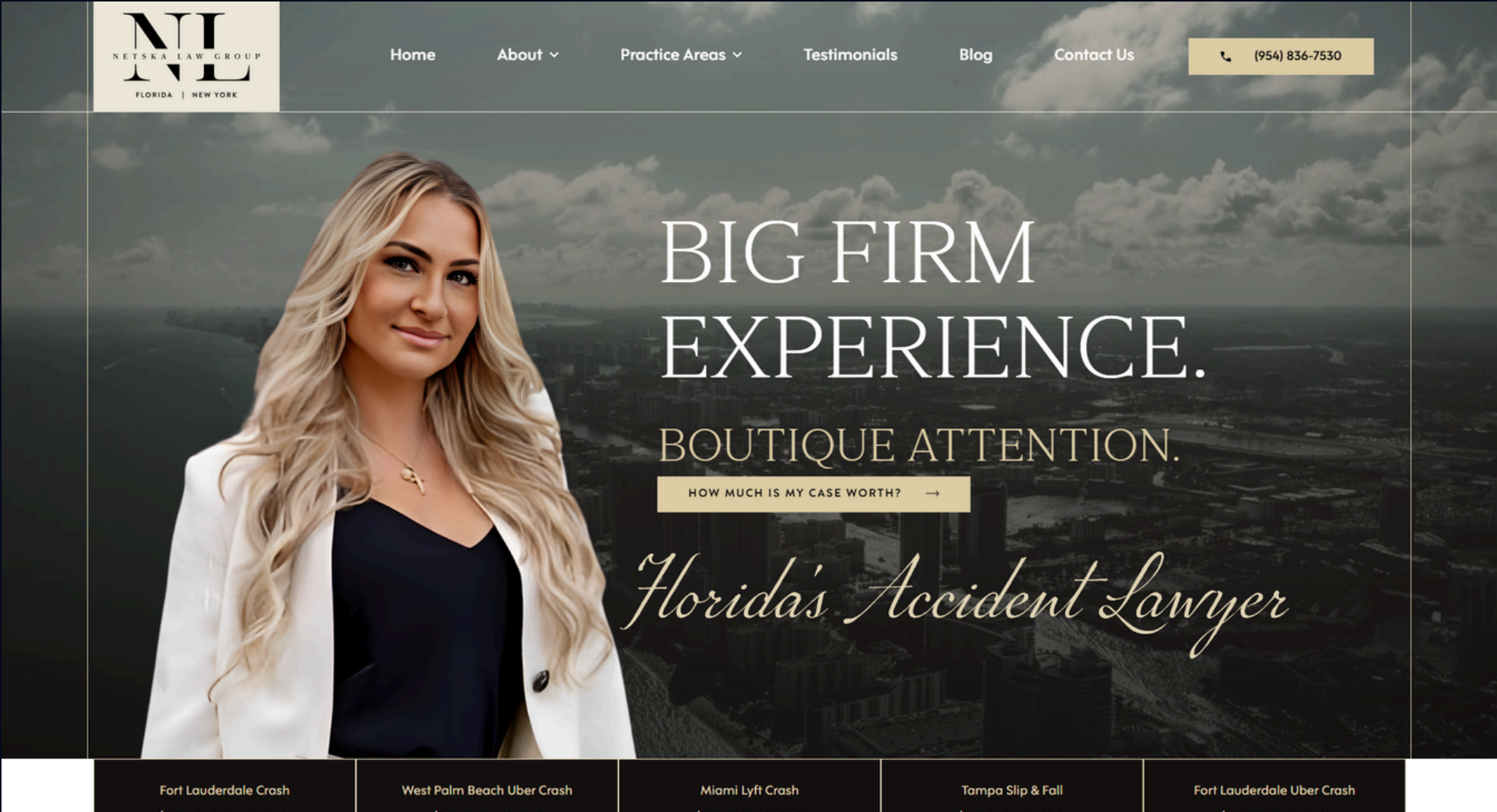
**Law Firm Sites was engaged to develop a new website design for Netska Law Group, PLLC.**

Years into practice, obtained her Florida law license and relocated to South Florida where she resides with her husband. Upon relocation, Jennifer worked in ‘big law’ for a nationally recognized AM 200 Law ranked firm. Jennifer worked among some of Florida’s best trial attorneys and further gained invaluable experience defending nationwide commercial entities...

Jennifer resigned from her position within big law and launched her own practice where she serves both a Florida and New York client base.

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“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.



**Jennifer Netska**

FOUNDING ATTORNEY





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# Challenge

**Single attorney personal Injury law firm in Fort Lauderdale looking to secure cases from Google, generating more leads through organic traffic despite the saturated Florida market.**

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# Solution

**Netska Law Group, PLLC  
approached Law Firm Sites to  
drive their website rebrand  
efforts.**

We gauged the surrounding competitors in order to find out what kind of content plan we needed to implement in order to be competitive in the market. We discussed some of the practice areas in which she wanted to push towards the top and we performed keyword research on some of those areas.



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# Results

**In only 6 months, traffic has increased by 87.6% and generated several leads from organic searches on Google, and the site averages a keyword position on the first page.**

Despite the short time frame the firm has already experienced great ROI on the services.

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