

Case Study



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Introduction – Client Onboarding & Identifying Problem Areas (January 2026)

From the introductory onboarding call with **Lawson West Solicitors** on 26th January 2026, it was clear there were multiple factors preventing real growth. Both Ashley Hunt (Director & Senior Employment Solicitor) and Justine Hatcher (Head of Marketing & Business Development) expressed areas where they felt were lacking the most, as well as aspects of the business they wanted to see expand most to fulfil their potential.

The biggest priority flagged by the client was **Family enquiries**. In Ashley Hunt's own words, the family pages were sat "halfway down page two"; he identified that the site needed a technical overhaul, naming both "**visibility**" and "**quality**" as the two main aspects they wanted to focus on.



I mean, if I had two words that I really put down before this in terms of what we were looking for... we're looking at visibility and quality in respect of our site.



Ashley Hunt, Lawson West – onboarding call (January 2026)

**Lawson West
Solicitors** 

Crescat performed an initial audit and identified multiple issues from the outset: the site carried **35 missing and 42 duplicate H1 tags** on a single page category alone, as well as **site-wide 404 and keyword-cannibalisation issues**. Alongside this, there was **no AI-Search strategy in place** and was therefore not tracked or targeted as a channel – meaning the greater inevitability of lower visibility, missed intent for their demographic and overall risk of leaving them behind and at a competitive disadvantage to similar law firms within their field of expertise.

Case Study Overview – Analysing Enquiry & Accepted Matter Data By Practice Area

Beginning in Q1 2026, Crescat launched a targeted optimisation campaign to reverse a period of stagnant digital growth.

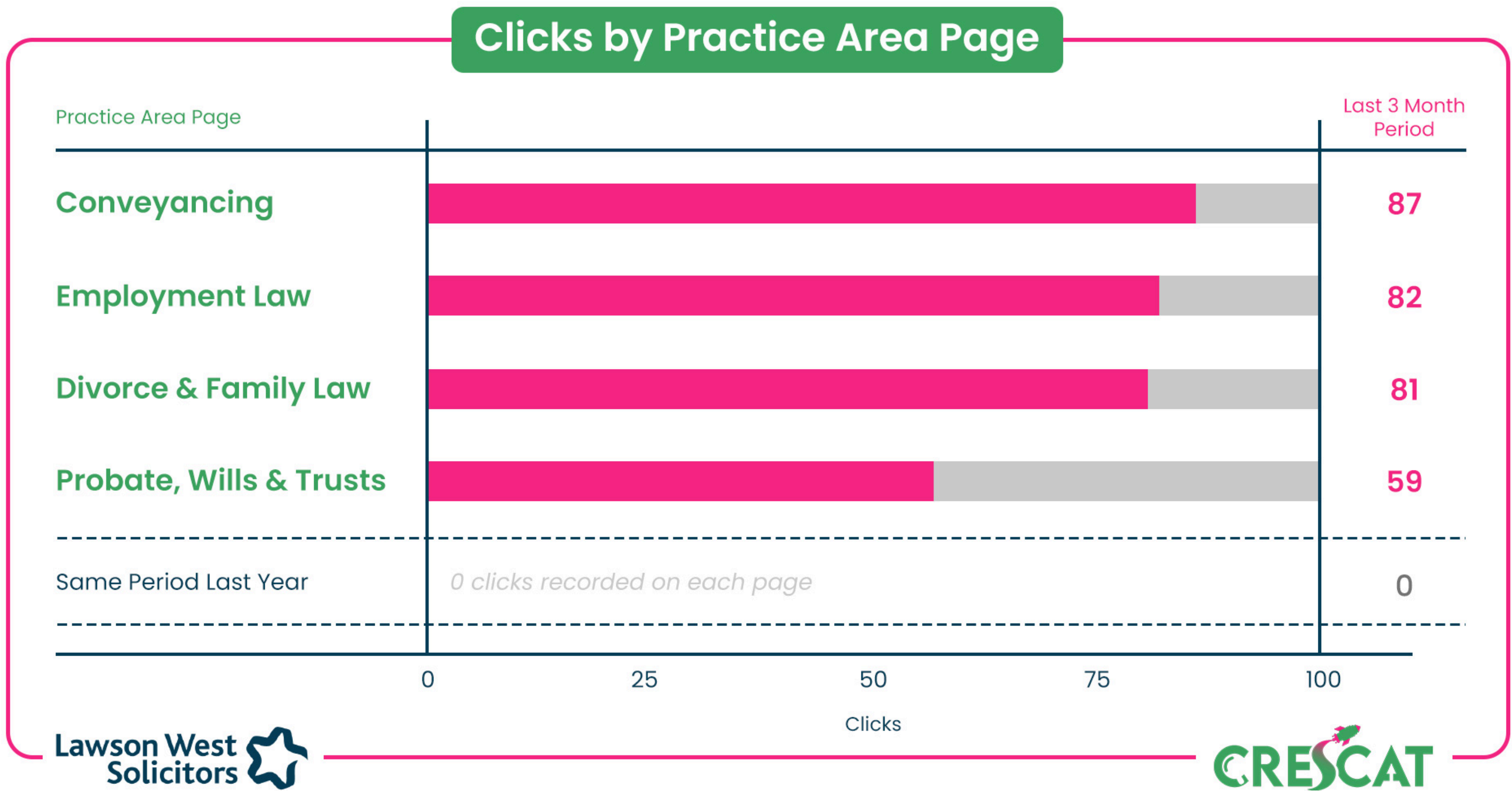
To evaluate the true impact of these new strategies, performance was tracked over a strict 3-month period (April – July 2026) and measured directly against a baseline from the exact same three months last year. This year-over-year (YoY) approach eliminated seasonal traffic spikes and provided a clean, honest look at growth. By isolating this specific window, the case study demonstrates how strategic adjustments can fundamentally shift client behaviour and maximise marketing spend.

To ensure absolute accuracy in tracking these Key Performance Indicators (KPIs), a robust data stack was deployed:

- Google Analytics 4 (GA4) served as the primary truth source for mapping user journeys and calculating conversion rates.
- This was paired with Google Search Console (GSC) to capture raw top-of-funnel impressions and visibility metrics.
- SEO Stack was utilised to analyse performance metrics and monitor position changes on search engine results pages to track ranking.



Headline Results (A) – Clicks By Practice Area



Between the 3-month period in 2025 and 2026, all four core practice area pages **moved from zero recorded organic clicks to consistent visibility and enquiry volume** in a single year, with average positions climbing out of the 20s–80s and into the top 30.

- **309 clicks** across the four pages, from a base of zero.
- **Conveyancing and Employment** carry the largest share.



I nearly fell off my chair on Friday when I did a search for us and we were number one on the organics.

Ashley Hunt, Lawson West – on a family-law search result (April 2026)



Headline Results (B) – Average Position Shift By Practice Area

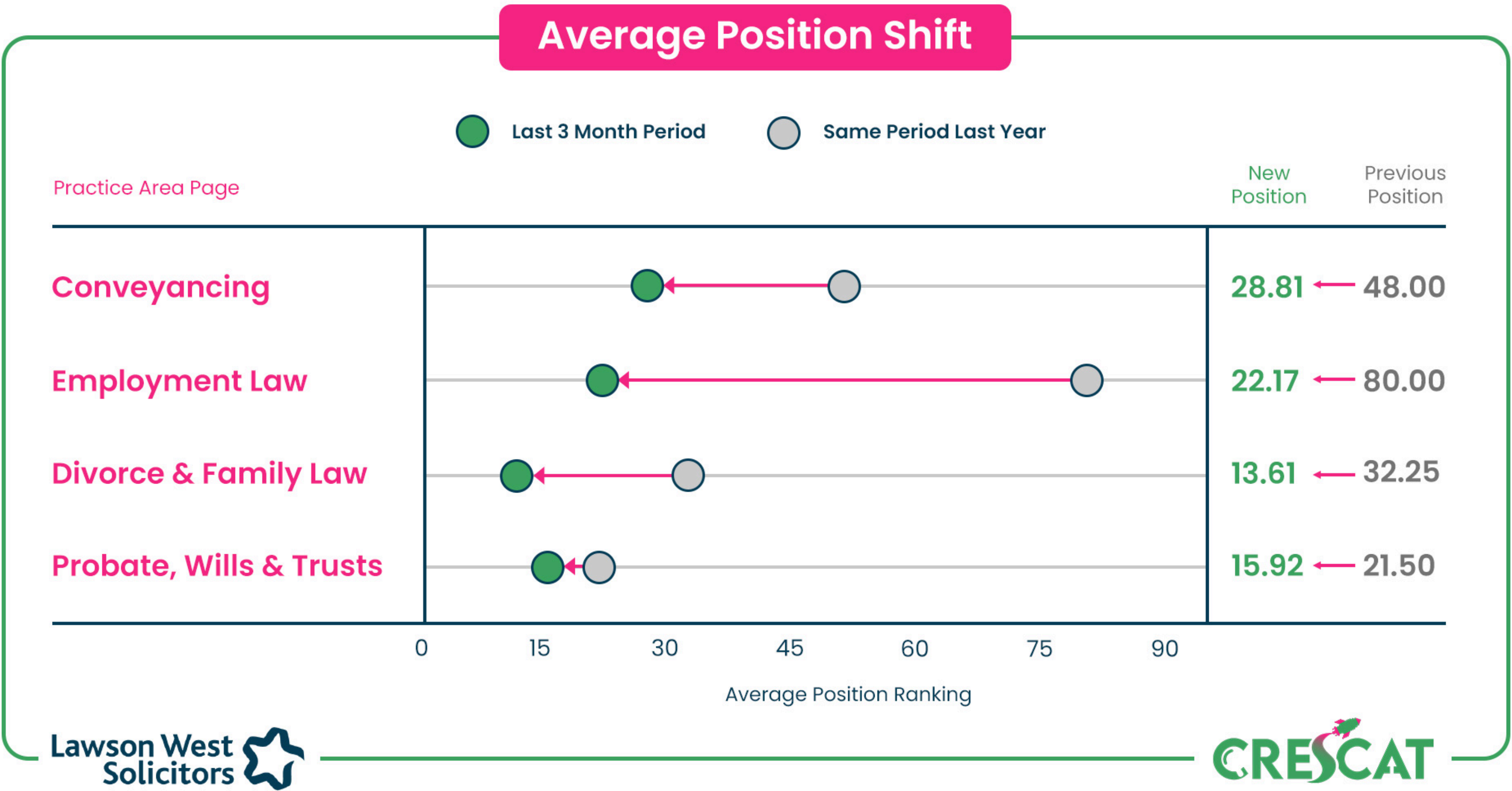
A vast increase in clicks across the four core practice area pages translated as a huge shift in average position ranking on Google’s search engine results pages (SERPs).

- Employment Law made the longest move, from position 80 to 22 – a **72.29% increase from last year**.
- **Divorce and Probate** now sit inside the top 16.



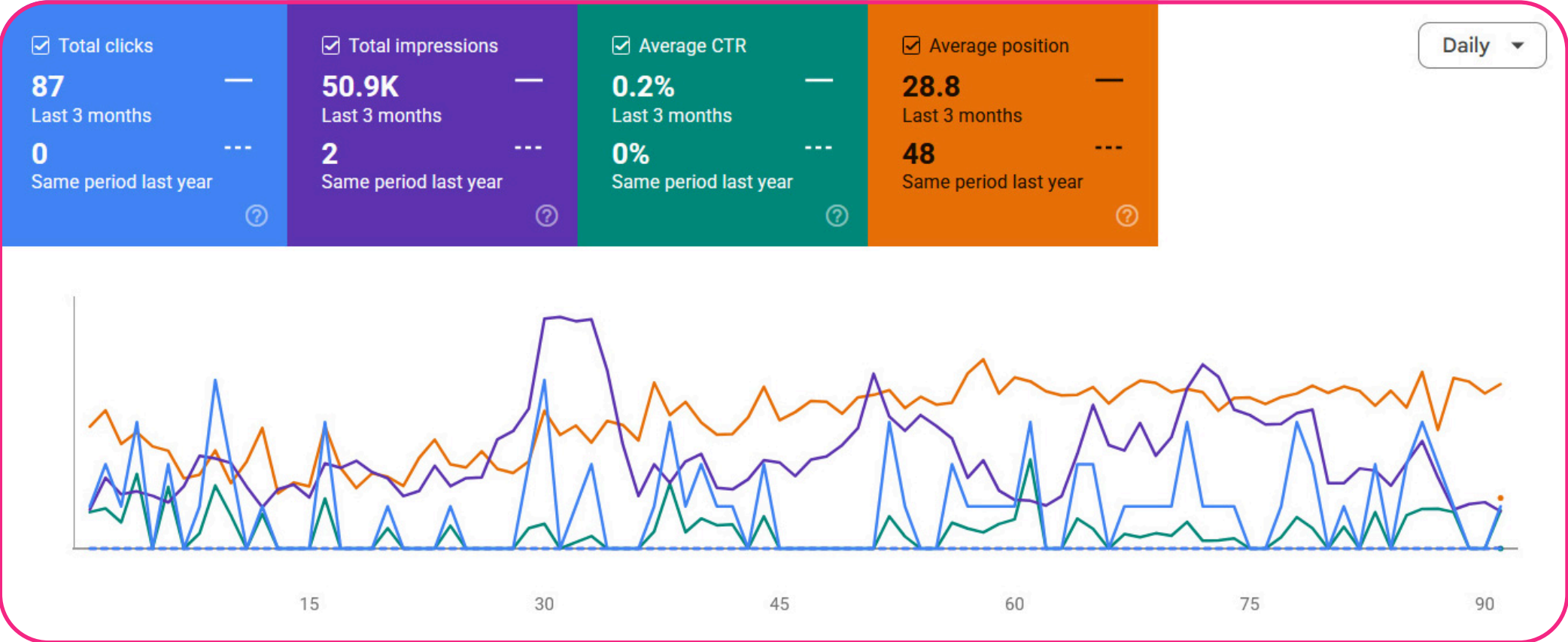
You said you'd get us up there on the rankings for the family team and you've delivered on it... it is nice to see that we're not halfway down page two anymore. That was really, really pleasing to see.

Ashley Hunt, Lawson West (April 2026)

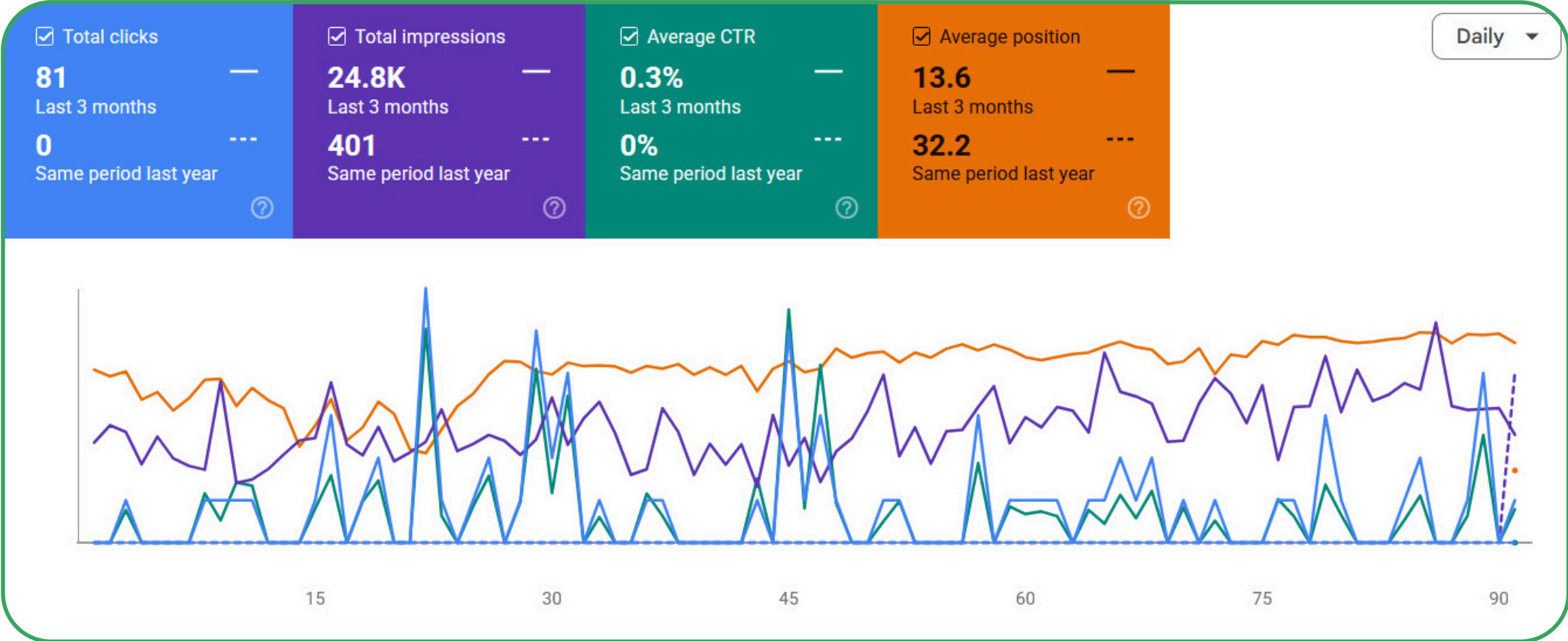


Results Analysis – Practice Area Pages At A Glance (GSC Metrics)

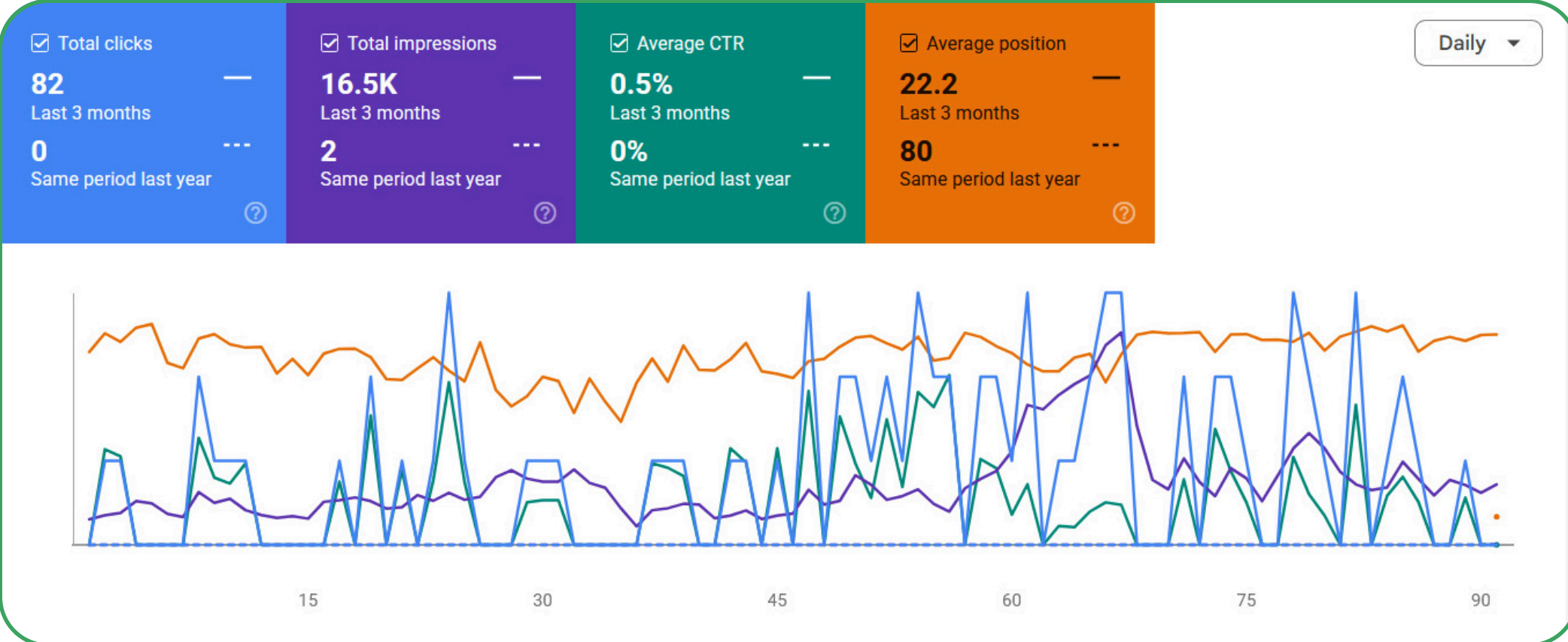
Conveyancing Law



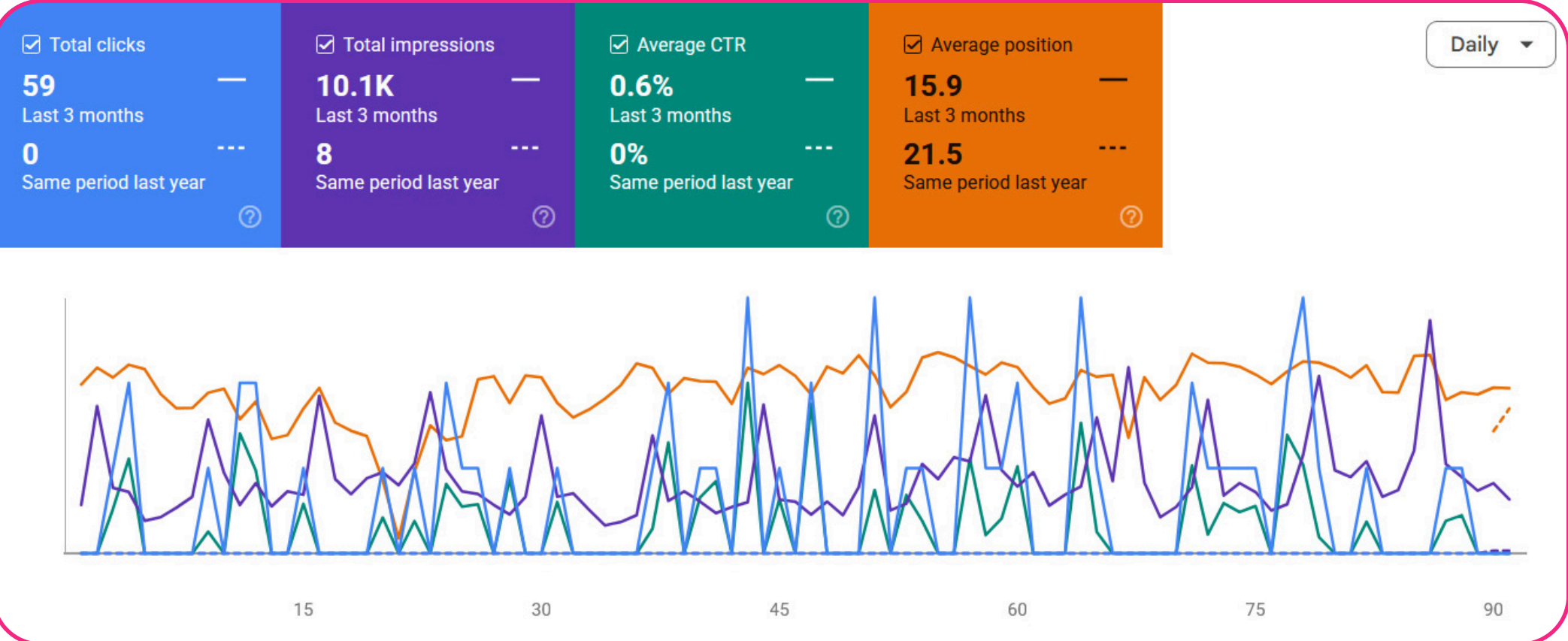
Divorce Law



Employment Law

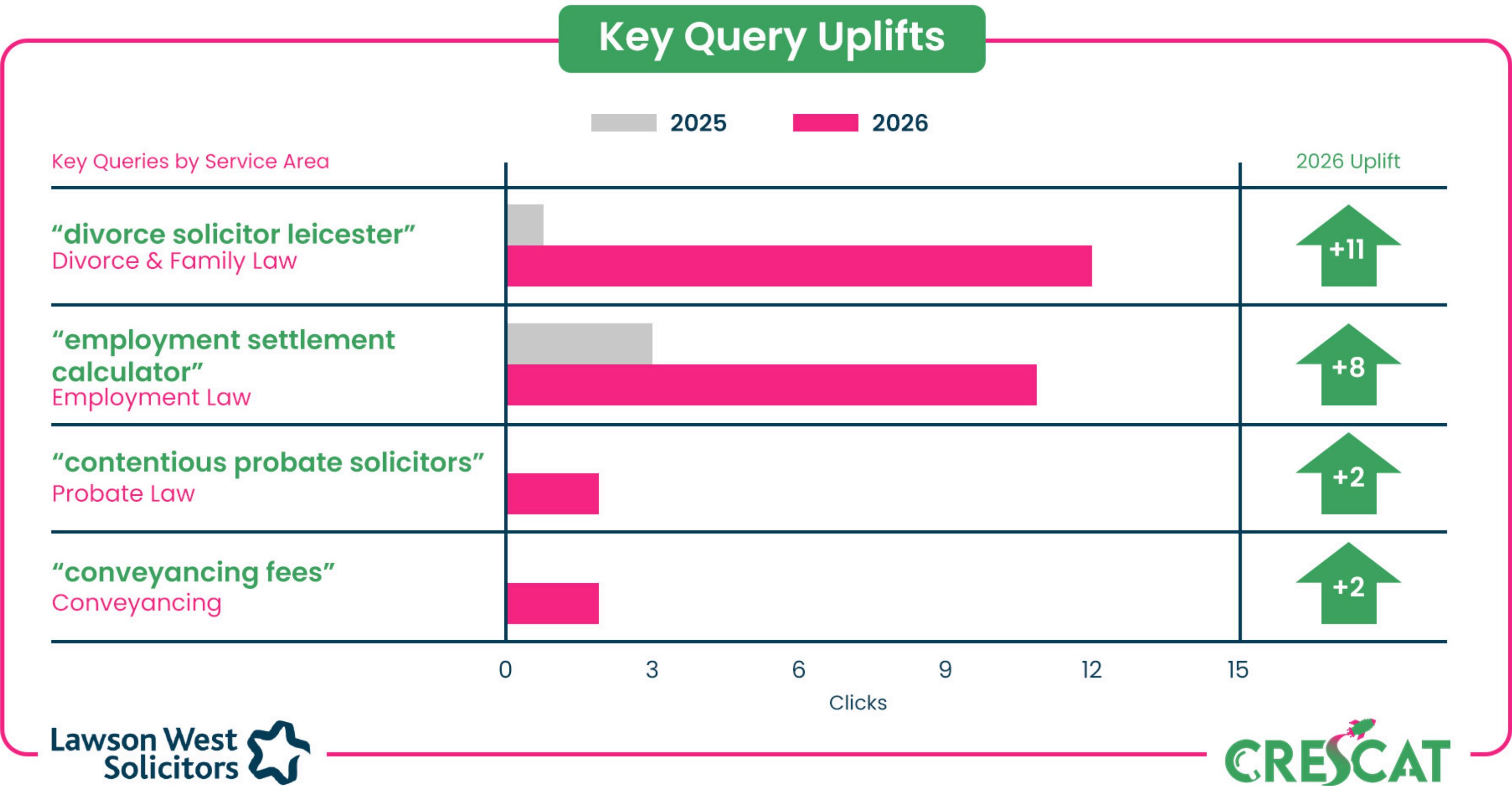


Probate Law



Across the board, the core Practice Area Pages of **Conveyancing**, **Divorce**, **Employment** and **Probate Law** demonstrate a clear surge in visibility through average CTR as a result of vastly increased impressions over the 3-month period in 2026 compared with the same period the previous year. This increased visibility has been reflected in total clicks, boosting each page's average position.

Biggest Wins – Key Query Uplifts



- Local divorce queries – **"divorce solicitor leicester"** rose from 1 to 12 clicks YoY for the same 3-month window (+11 clicks), showing improved visibility for local divorce intent.
- Strong improvement for **Employment-related calculators** and content (top query +8 clicks), indicating successful capture of informational/transactional employment searchers.
- **Probate and Conveyancing** show smaller absolute gains (several queries from 0 → 2 clicks), signaling early traction but low volume; these are opportunities to scale.

Local divorce intent is the standout. **Probate and Conveyancing** show early traction at low volume – the clearest room to scale.



Well, I think you've made some terrific progress...I was looking at everything that's going on... very pleased with the way it's going.



Justine Hatcher, Lawson West – on the technical SEO audit and clean-up work (March 2026)



Supporting Query Detail – Google Search Console

Visibility was one key aspect Lawson West was looking to improve upon. Within the 3-month period, gains had been made through key queries across various practice areas of the firm, specifically geo-targeted queries for “Leicester”.

- **Family Law** saw a vast improvement in position, with “divorce lawyers”/“divorce solicitors” local-intent queries raising their positions, demonstrating a YoY Keyword Growth.
- Both **Conveyancing** and **Probate solicitor** queries went from unranked to ranked YoY.

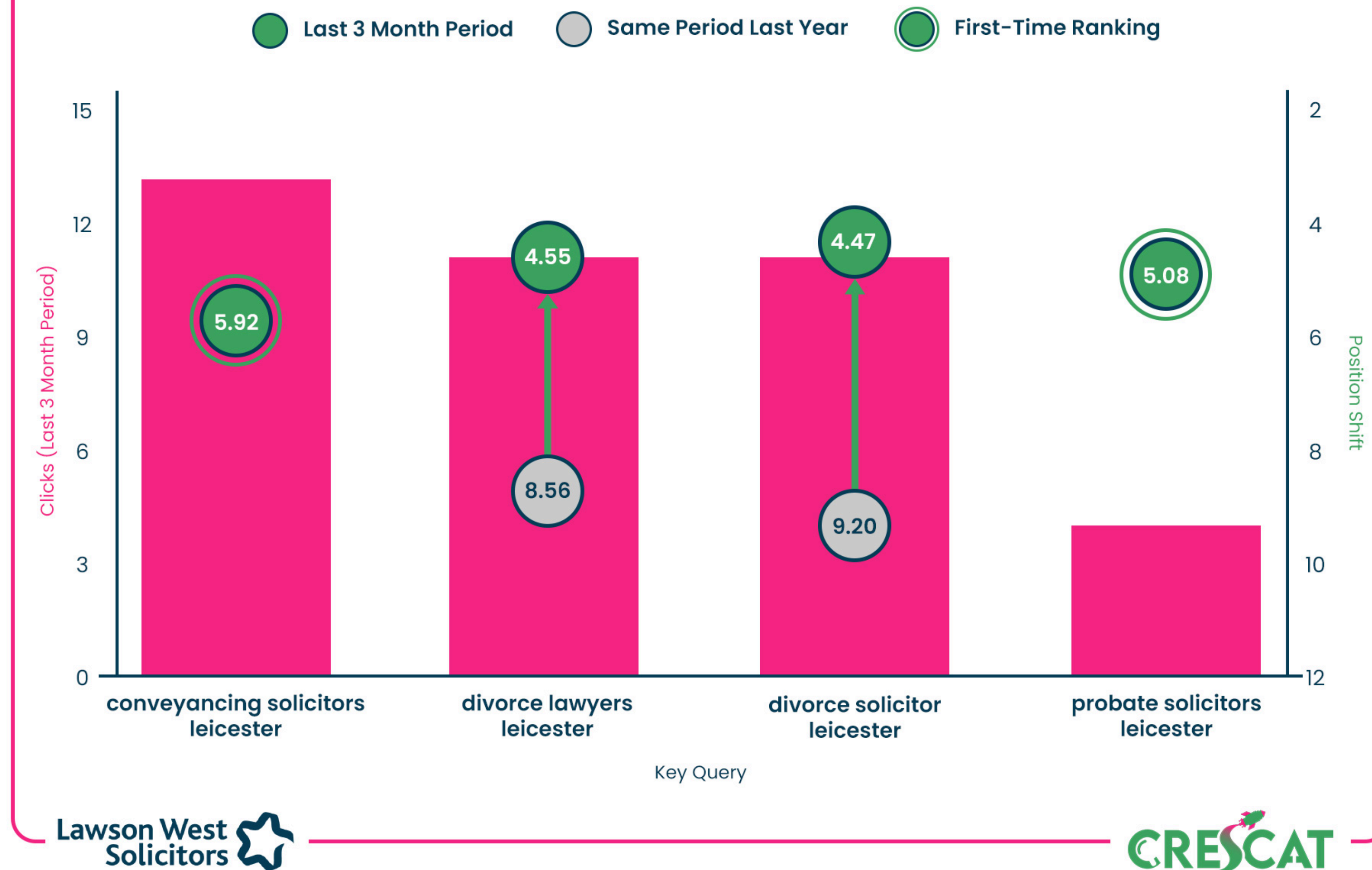


It seems like we've got past some of the fundamental issues, like the [404s]... But we are seeing some benefits already, it seems, which is really good to see.

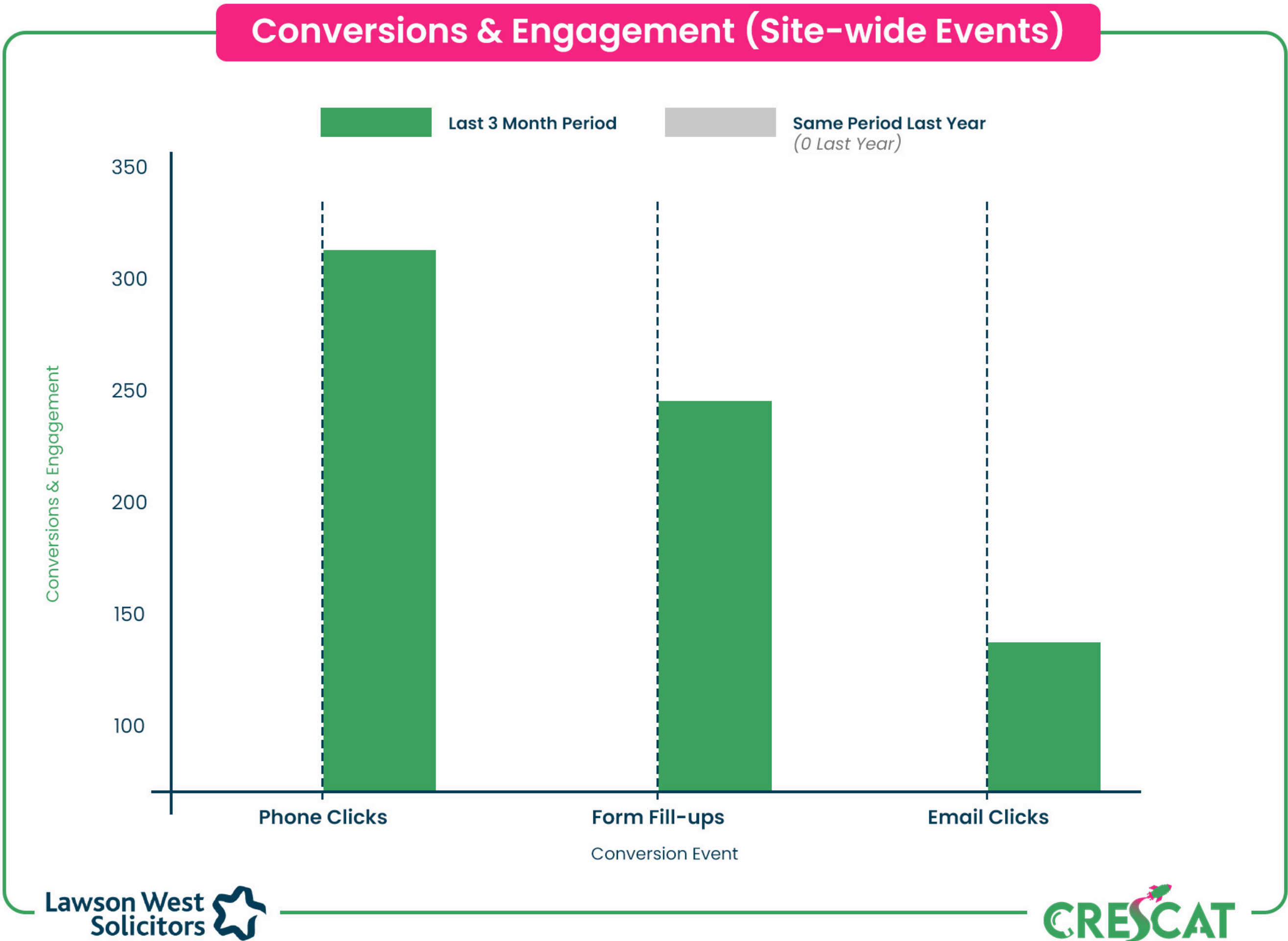


Ashley Hunt, Lawson West – on the technical clean-up and the firm's Trustpilot standing (June 2026)

Supporting Query Detail (Search Console)



Conversions & Engagement – Site-wide Events



Measuring the 3-month period in 2026 against the same period in 2025, site-wide event conversions and engagement directly correlate with Lawson West’s increased visibility:

- **703 recorded enquiry actions** in three months, against none in the same period last year.
- **Phone** is the dominant channel.

Lawson West has established **genuine organic visibility** across Divorce & Family, Employment, Probate, and Conveyancing where none previously existed – and that visibility is already converting into calls, forms, and emails.

The **implementation of AI-Search Strategy** has been a much-needed contribution to Lawson West’s conversions since the start of the year.



We spoke a lot in the past about the AI side of things... The AI is picking us up and referring to our sites.



Ashley Hunt, Lawson West – on AI-search visibility for competitive solicitor searches (April 2026)

Results Overview – Results Summary & Client Feedback

Lawson West: Results in Four Numbers

4

practice area pages
moved from
zero visibility

309

clicks to
service pages,
up from 0

57.8

positions gained by
Employment Law

703

calls, forms and
emails from a
standing start

Lawson West
Solicitors



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Year-over-year, Lawson West has moved from having virtually no organic search presence across its four core practice areas to **consistent, ranking visibility and real enquiry volume.**

All four service pages went from 0 recorded clicks in the same period last year to meaningful traffic today, with average positions improving from the 20s–80s into the top 30 – and in several cases the top 15.

The results indicate a **notable uplift on targeted service queries** (especially local divorce and employment tools); many high-CTR/position improvements appear in the returned rows and can be amplified with content & local optimisation.

This is a **full-funnel shift**: more visibility, more clicks, and a corresponding rise in phone calls, form fill-ups, and email enquiries, all from a standing start.



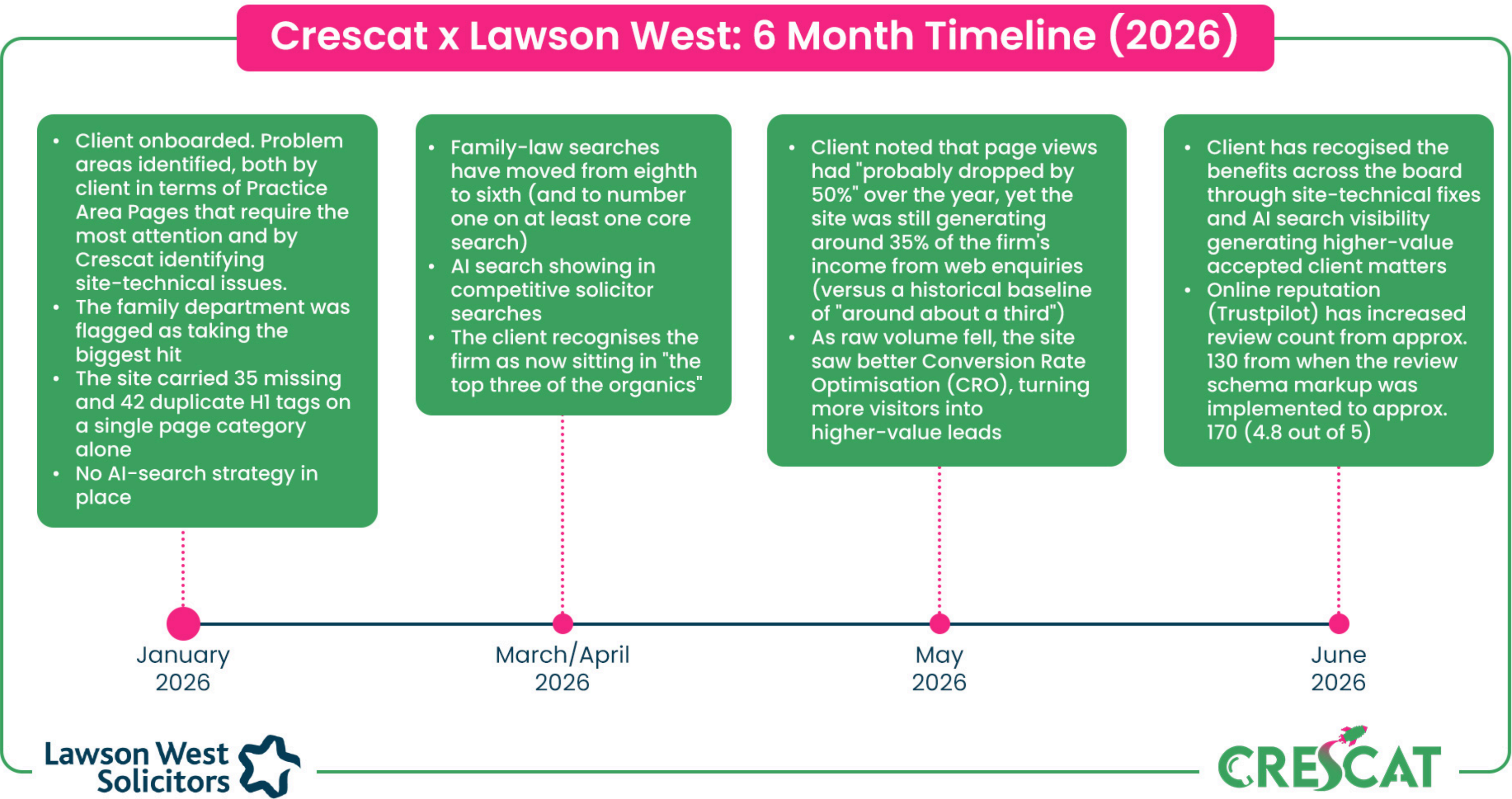
We're usually kind of in the top three of the organics... that's a great improvement to how we were sort of six months ago or so. Some real wins there.



Ashley Hunt, Lawson West – on cross-department ranking positions (June 2026)

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Crescat x Lawson West Solicitors – The First Six Months Timeline Overview



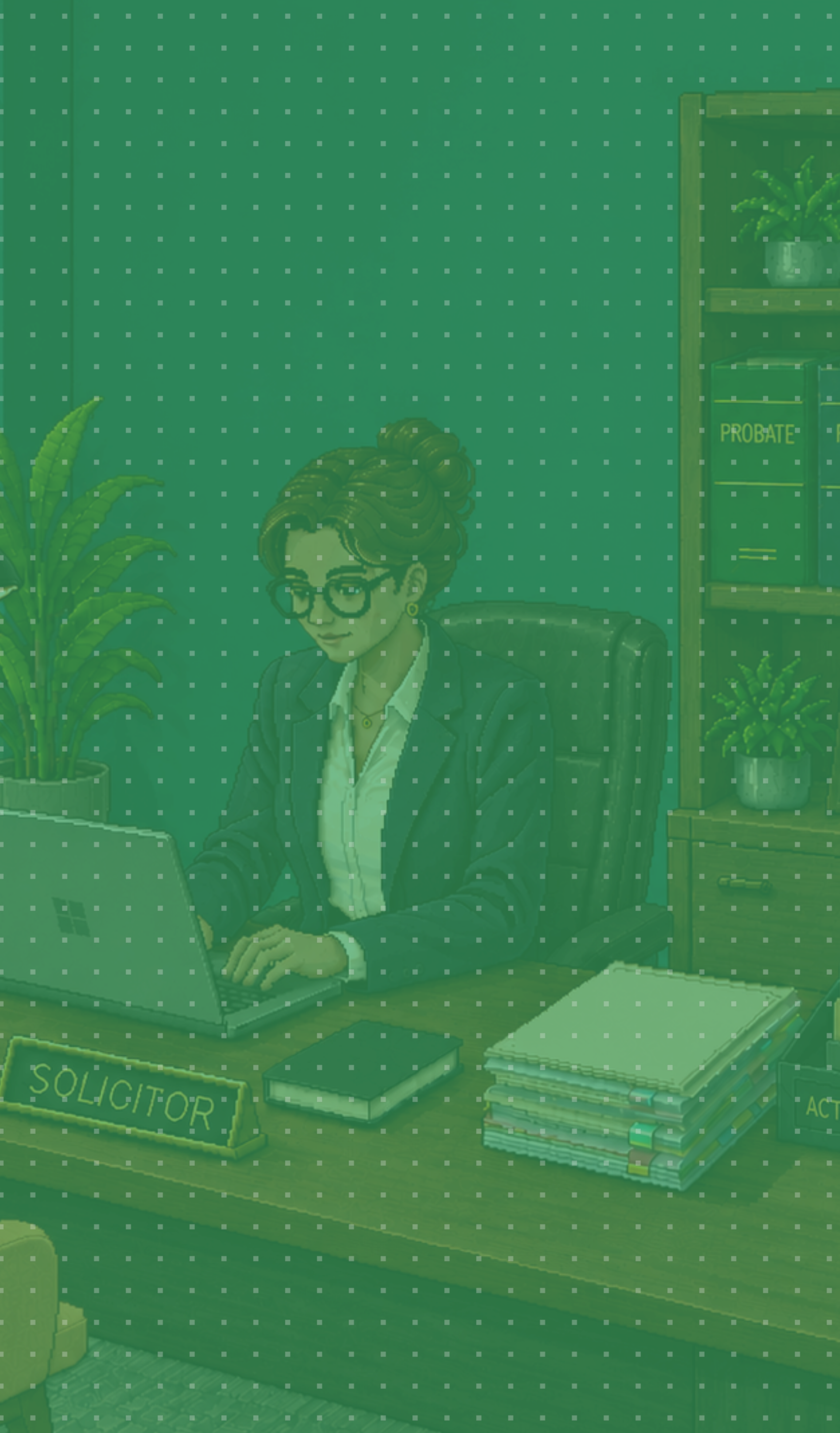
It's helpful the level of depth that you've got into for us... it's blind faith and trust is the only way we can do it. We have to sort of put ourselves in your hands... to see some of the fundamentals changing from you reshaping that back end shows that that trust was worth having.



Ashley Hunt, Lawson West – on the working relationship with Crescat (April 2026)

Building upon a technical foundation, the relationship itself between Crescat and Lawson West has shown a direct correlation with the gains and growth of the firm's site over the last six-month period. The client's "blind faith and trust" has been rewarded with clear and strong results, demonstrating greater **visibility** of intent-led enquiries and **quality** across accepted matters from high conversion and engagement.





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