**Foysal Ahmed**
SEO Strategist

SEO PORTFOLIO

# 3,212 legal pages, put in *order*

Technical SEO and legal content audit for a California criminal defence firm with an English and Spanish site.




## THE PROBLEM

A large site with deep DUI content needed a clearer structure, so people in Los Angeles land on the right defence page first.

WHAT I AUDITED

# Five areas, one plan

At this size, structure decides what ranks. The audit started there and worked down.

1 **Large-Scale Sitemap Audit**
3,212 URLs and the architecture behind them reviewed.

2 **Flagship DUI Guide**
A Los Angeles DUI guide of about 10,000 words audited section by section.

3 **Legal Schema Review**
FAQ and LegalService structured data evaluated.

4 **Spanish Hreflang**
English and Spanish versions checked for correct hreflang pairing.

5 **Topical Relevance**
Internal linking and practice-area content gaps identified.

PLATFORM & SCOPE

Technical SEO | Legal Content | Structured Data | Hreflang

MEASURED RESULT

# The result, in numbers

# +20%

## more qualified legal leads

Measured over the nine months after the fixes shipped, against the nine months before.

**3,212**
URLs audited, English and Spanish

**9 months**
From the first fix to the measured result

**10K**
Words in the DUI guide, audited in full

**Audit findings** — 5 areas reviewed

- **3,212 URLs audited** — Full sitemap architecture
- **DUI guide audited** — About 10,000 words
- **Legal schema checked** — FAQ and LegalService
- **Spanish hreflang reviewed** — en-US, es-US and x-default
- **Practice gaps identified** — Topical relevance and links

### Want this audit on your site?

Send me your domain and I will show you the first three fixes I would make.

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