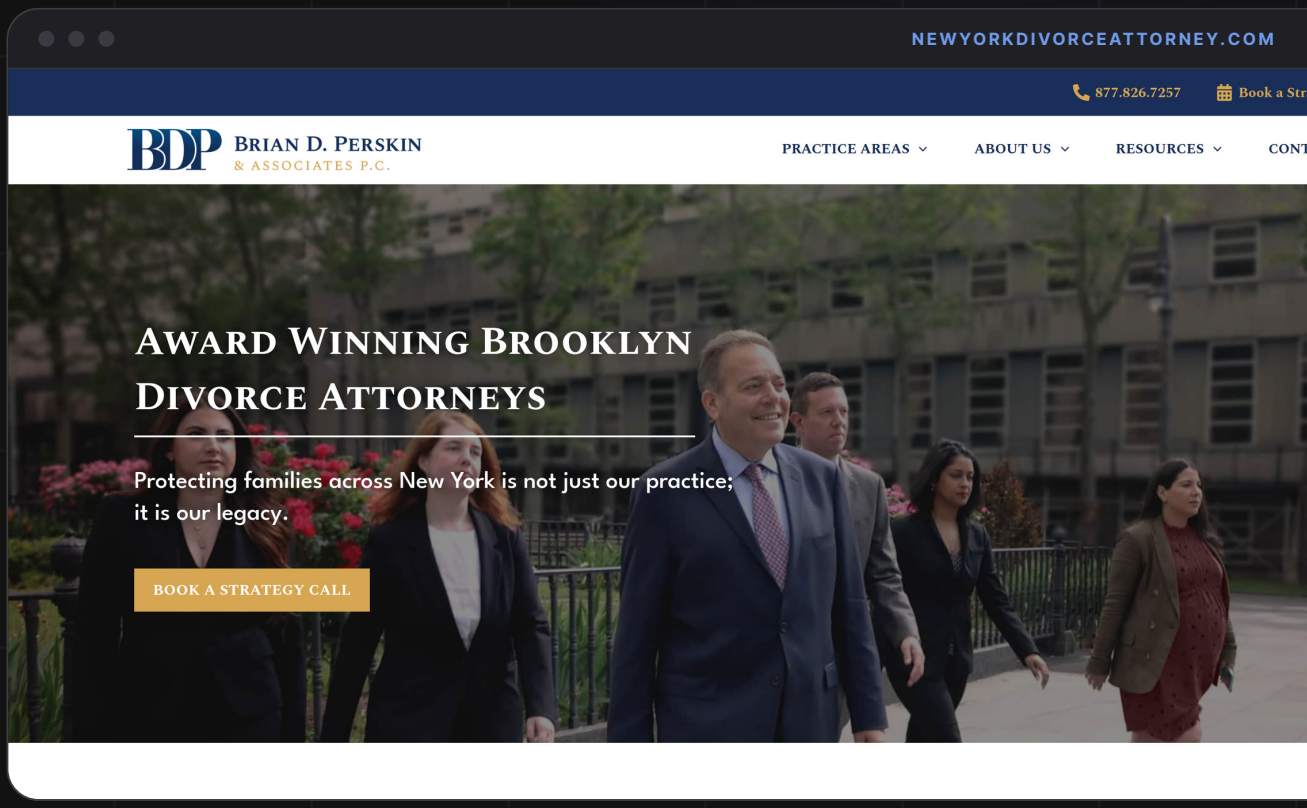
Foysal Ahmed
SEO Strategist

SEO PORTFOLIO

A divorce firm, found *first*

Technical SEO and legal content audit for a New York family law firm in one of the hardest search markets.



THE PROBLEM

Divorce searches are among the most competitive in law. The goal was stronger visibility for people actively looking for representation in New York.

WHAT I AUDITED

Five areas, one plan

Legal searchers read before they call, so the audit weighed content depth as much as code.

1 **Full Site Audit**

906 URLs, including 634 blog posts and 264 pages.

2 **Practice-Area Content**

Pages of roughly 2,650 to 3,250 words reviewed for depth and structure.

3 **Legal Keyword Targeting**

Targeting checked for divorce, child support and spousal support.

4 **Legal Schema Review**

FAQ and LegalService structured data reviewed.

5 **Topical Coverage**

Content structure, internal linking and topic gaps identified.

PLATFORM & SCOPE

WordPress | Structured Data | Legal Content | Technical SEO

MEASURED RESULT

The result, in numbers

+25%

more consultation requests

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

906
URLs audited, including 600+ legal articles

9 months
From the first fix to the measured result

634
Blog posts reviewed for legal search intent

Audit findings — 5 areas reviewed

- **906 URLs audited** — 634 posts and 264 pages
- **Practice pages reviewed** — 2,650 to 3,250 words each
- **Legal keywords mapped** — Divorce, child and spousal support
- **Legal schema checked** — FAQ and LegalService
- **Topic gaps identified** — Structure and internal links

Want this audit on your site?

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

Message me on Upwork →