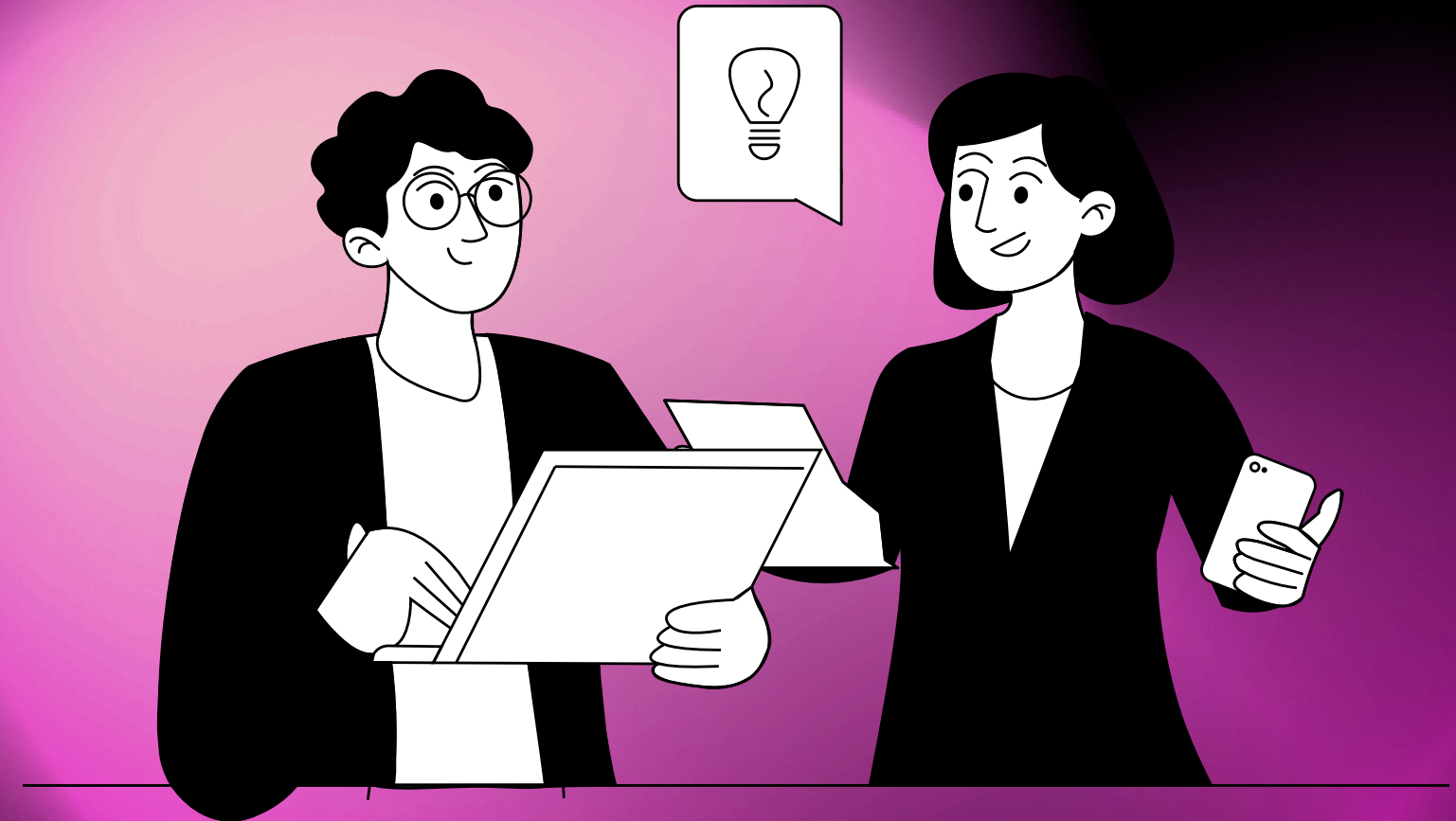


SEO *Case* Study

www.altius.law

Presented by: Dinesh Jeengar



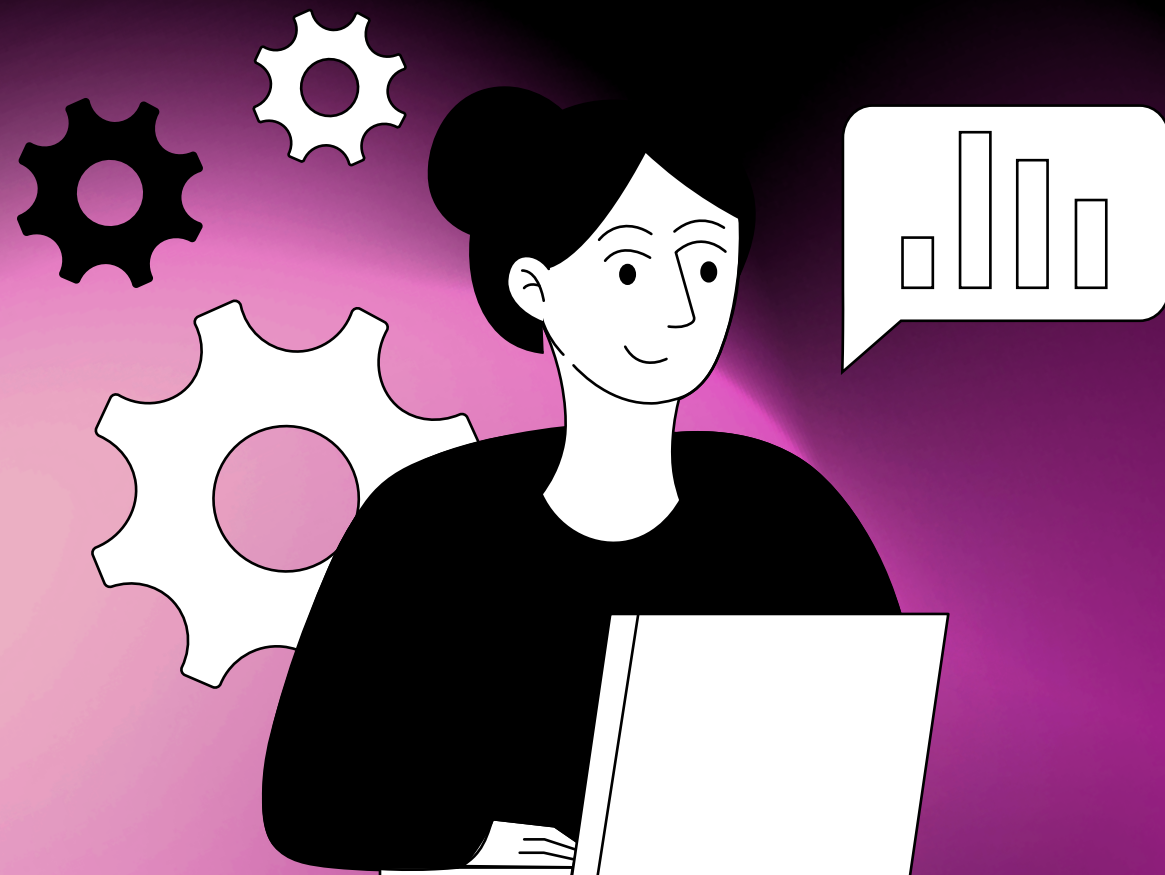
contact@dineshjeengar.com

Company *Overview*

Altius Immigration Law is a U.S.-based law firm specializing in immigration services for individuals, families, and businesses. With a mission to simplify the complexities of U.S. immigration law, Altius offers tailored legal solutions for green cards, work visas (H-1B, O-1), investor visas (EB-5), and family petitions. Known for their integrity, transparency, and client-first approach, Altius has built a strong reputation among high-net-worth individuals and professionals seeking legal entry into the United States.



Challenges & Objectives



Challenges

- Low organic visibility on Google for high-value immigration keywords
- High competition from larger, multi-practice law firms
- Low engagement rate on blog content and resources
- Underutilized technical SEO and on-page best practices

Objectives

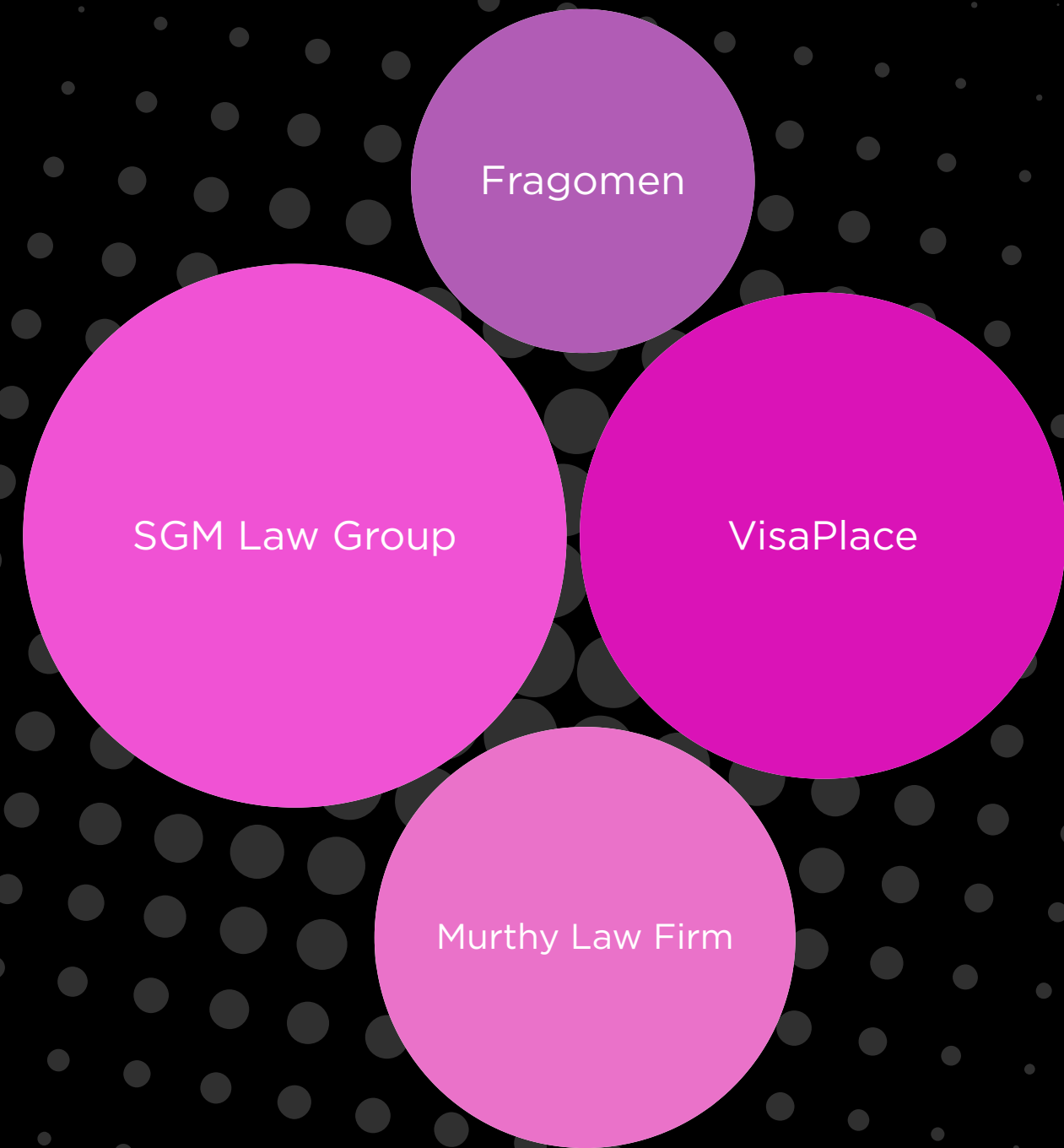
- Improve website visibility through targeted SEO strategies
- Establish authority through high-quality legal content
- Increase lead generation via service-specific landing pages
- Strengthen brand trust with testimonials and success stories

SWOT

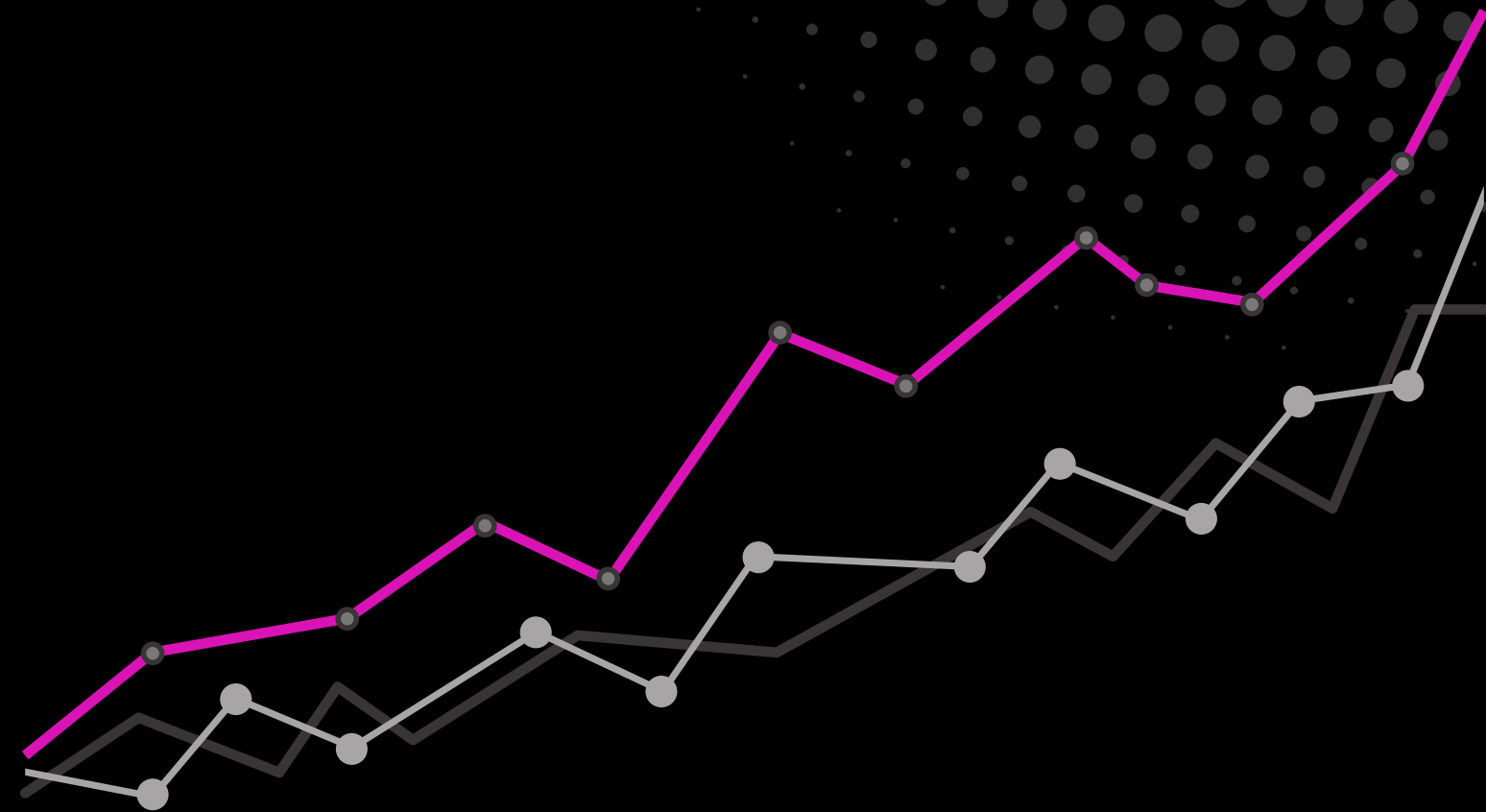
S (Strengths)	W (Weaknesses)
<ul style="list-style-type: none">• Personalized, high-touch legal service• Strong client success rate and testimonials	<ul style="list-style-type: none">• Under-optimized website for mobile and technical SEO• Lower domain authority due to few backlinks
O (Opportunities)	T (Threats)
<ul style="list-style-type: none">• Potential to target specific immigration visa segments (e.g., EB-2 NIW)• Expansion into video content (FAQs, client stories)	<ul style="list-style-type: none">• Larger firms increasing spend on PPC and SEO• AI-based immigration tools disrupting initial consultations

Competitor *Analysis*

- *Most competitors dominate SERPs due to content depth and backlinks*
- *Strong blog strategy and consistent updates help maintain traffic*
- *Clear CTAs and trust elements (reviews, accreditations) boost conversions*
- *Few competitors emphasize human storytelling—an opportunity for Altius*



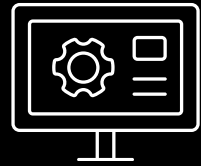
Industry *Analysis*



Immigration Legal Services Market:

- *\$4.2 Billion annual market size (IBISWorld, 2024)*
- *Increasing demand from tech professionals, startups, and investors*
- *High-value keywords like “O-1 visa lawyer” and “EB-5 attorney” have significant CPC*

Problem *Statement*



Despite being a boutique firm with high success rates and satisfied clients, Altius Immigration Law was not capturing sufficient organic traffic or qualified leads. The website lacked SEO optimization, and high-value services like EB-1 or family petitions weren't discoverable via search engines. Social media engagement and blog traction were also low.

Proposed *Solutions*



	SEO	Content	UI/UX	Content	Analytics
Solution	Full on-page and technical SEO audit, including schema markup, internal linking, image alt tags, and mobile optimization	Develop a content calendar with 2 high-authority blogs per week targeting search intent (e.g., “how to get a green card through marriage”)	Simplify service pages with strong CTAs, FAQs, and success story integration	Launch a backlink outreach campaign targeting legal blogs and immigration forums	Implement GA4 and set up conversion tracking for contact forms and consultation bookings

Recommendations

SEO-First Approach:

Implement structured data, keyword-rich headers, and technical fixes to enhance search rankings.

Content Authority:

Publish consistent legal insights, news updates, and step-by-step immigration guides to become a go-to knowledge hub.



Lead Magnet Optimization:

Create downloadable checklists (e.g., “O-1 Visa Application Checklist”) to convert readers into leads.

Client-Centric Testimonials:

Add video testimonials and case results prominently on the homepage and service pages to build trust.

References



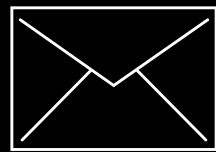
- BISWorld: Immigration Lawyers Market Research Report
- Google Keyword Planner
- Semrush – Competitive keyword & backlink analysis

Results



Keyword	Average position	Top location
com quantos anos é de maior nos estados unidos	1	Brazil
maior idade estados unidos	1	Brazil
com quantos anos se atinge a maioridade nos estados ur	1	Brazil
o'que é dupla cidadania	1	Brazil
maior idade eua	1	Brazil
maioridade estados unidos	1	Brazil
maior de idade nos eua	3	Brazil
maioridade eua 21 anos	3	Brazil
com quantos anos e maior de idade nos estados unidos	3	Brazil

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