

PERSONAL INJURY LAW · GREATER HOUSTON, TX

Page 4 to Page 1 — and 9× the Organic Traffic

A Houston personal injury firm · measured in Google Search Console · Feb 2025 – May 2026

9.4×monthly organic clicks
(90 → 847)**5.6×**search impressions
(38K → 210K)**38 → 9**average Google
position

THE CHALLENGE

One of the most saturated, expensive legal markets in the country. The firm's site was effectively invisible — an average position of 37.7 (page 4), earning ~90 organic clicks a month. For a practice that lives on case volume, that's a rounding error.

WHAT WE DID

- **Technical & on-page foundation** — schema (LocalBusiness, Attorney, FAQ), titles/meta, crawl & index hygiene.
- **Commercial-intent content** — practice-area and case-type pages built around how claimants search.
- **Entity authority & internal links** — concentrating authority on the pages that win cases.
- **AI-first visibility** — structured, citable answers for Google AI Overviews and answer engines.

THE RESULTS

METRIC	BEFORE (FEB 2025)	AFTER (MAY 2026)	CHANGE
Organic clicks / month	90	847	+841%
Search impressions / month	37,640	210,204	+458%
Average Google position	37.7	9.3	-28

The inflection hit in October 2025 (page 1) — and clicks doubled again over the next two quarters. Still climbing at the latest reading.

[Get a Free SEO Assessment →](#)

RESULTS DRIVEN MARKETING

Source: Google Search Console (via Windsor.ai), June 2026. Partial month excluded.
Individual results vary by market, competition, and starting point.