



SEO & Digital Marketing for Law Firm

PROJECT DETAILS

SEO & PPC

May 2019 - Ongoing

Less than \$10,000

"They are extremely responsive and I have never felt as though the business needs have been unmet."

PROJECT SUMMARY

A law firm hired Cato Marketing to help with their SEO and digital marketing efforts. The team aids in setting up and designing campaigns to help the client reach their goals.

PROJECT FEEDBACK

Thanks to Cato Marketing, the client was able to rank first on one of their focus keywords. The team is great in managing expectations, meeting deadlines, and achieving goals. They are professionals, knowledgeable, and willing.



The Client

Please describe your company and your position there.

I am the managing Partner of a Law Firm.

The Challenge

For what projects/services did your company hire Cato Marketing, and what were your goals?

We are growing our services and our sectors and required the assistance of CATO marketing with our SEO and PPC Campaigns.

 **Marium Razzaq**
Managing Partner, JMR Solicitors

 **Legal**

 **1-10 Employees**

 **Manchester, England**

CLIENT RATING

5.0

Overall Score

Quality: 5.0

Schedule: 5.0

Cost: 5.0

Would Refer: 5.0



The Approach

How did you select Cato Marketing and what were the deciding factors?

Followed their work closely on Linked in and then spoke to them at length of our needs. They listened carefully and were very responsive to our needs.

Describe the scope of work in detail, including the project steps, key deliverables, and campaigns.

We explained our goals to them and set out what we wanted to achieve. They then set up specifically designed campaigns to help us achieve our goals together with landing pages. These campaigns are regularly reviewed and amended by them to help us grow systematically.

How many people from the vendor's team worked with you, and what were their positions?

Two: Daniel Gillen - Managing Director Fotini Papadopetraki- Client success manager

The Outcome

Can you share any measurable outcomes of the project or general feedback about the deliverables?

Since implementing the services of Cato marketing, we are ranking as number one for Business Solicitor Manchester.



Describe their project management style, including communication tools and timelines.

They are superb at managing our expectations and meeting deadlines and our goals. Most of our communication is through Zoom and email. They are extremely responsive and I have never felt as though the business needs have been unmet.

What did you find most impressive or unique about this company?

Professionalism, knowledge and their willingness to deliver.

Are there any areas for improvement or something they could have done differently?

no

