

Case Study

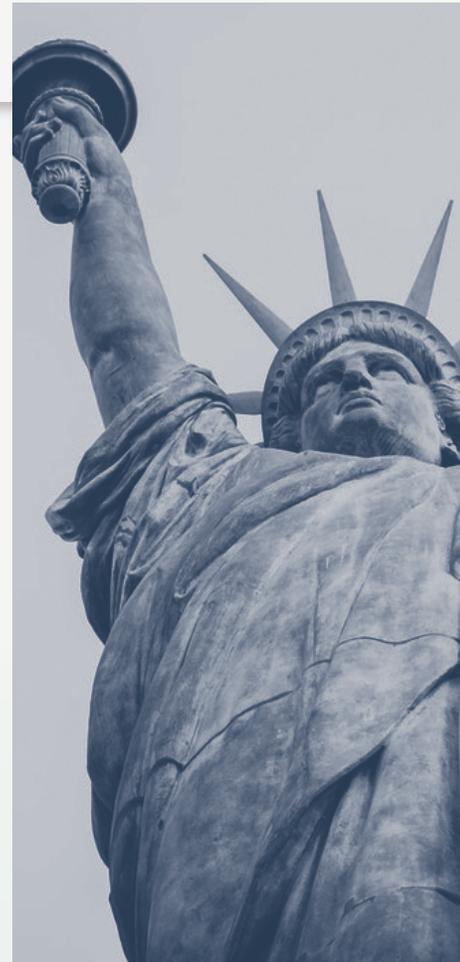


How an SEO agency doubled their client base with BrightLocal

About *ClikTru*

ClikTru is an agency specializing in local internet marketing for legal firms, lawyers, and attorneys. While the majority of their clients are criminal defence attorneys who specialize in DUI, they also work with personal injury attorneys and other criminal defence attorneys. By gaining a full understanding of their clients' local markets, ClikTru are able to pinpoint the keywords and other elements that are most likely to help their clients stand out in search.

ClikTru's dedication to research is shown throughout their work. By gaining a full understanding of their clients' local markets, they are able to pinpoint the keywords and other elements that are most likely to help their clients stand out in search.



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Because of BrightLocal... we've been able to bring on double the amount of clients.

Stacey Darabos

Director of Operations
ClikTru



The Challenge

ClikTru were spending lots of time researching new directories for the legal profession, as well as manually submitting citations to these sites.

Then there was the manual searching in Google, taking screenshots and entering details into a spreadsheet. It was a long, laborious process and made it difficult for the agency to grow, so Director of Operations Stacey Darabos looked for a tool with a local SEO focus to address these issues.

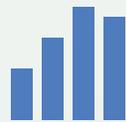


The Solution

“The focus on localization, along with the cost-effectiveness, was the biggest draw,” Stacey says of BrightLocal. In Citation Builder, ClikTru found a way of removing the time and headaches associated with building citations.

Additionally, the Ranking Reports allow her to quickly, easily, and accurately report on ranking change for priority keywords, and she says the Local Search Audit tool now enables her to view all her critical local SEO KPIs on one page at a glance.

The BrightLocal Tools Used



Local Search Rank Checker

Monitor your organic, mobile, and local search rankings, and react quickly to any changes.



Local Search Audit

Crystal-clear, branded SEO audit reports which make it easy to win new clients.



Citation Builder

Manual citation building, clean-up, management, and aggregator submissions service to help improve local search performance.

The Results



Using BrightLocal has enabled ClikTru to **double their client base.**



60 hours saved per month using Citation Builder.

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Because of BrightLocal saving us the time that it has, we’ve been able to bring on double the amount of clients.



Stacey Darabos
Director of Operations
ClikTru