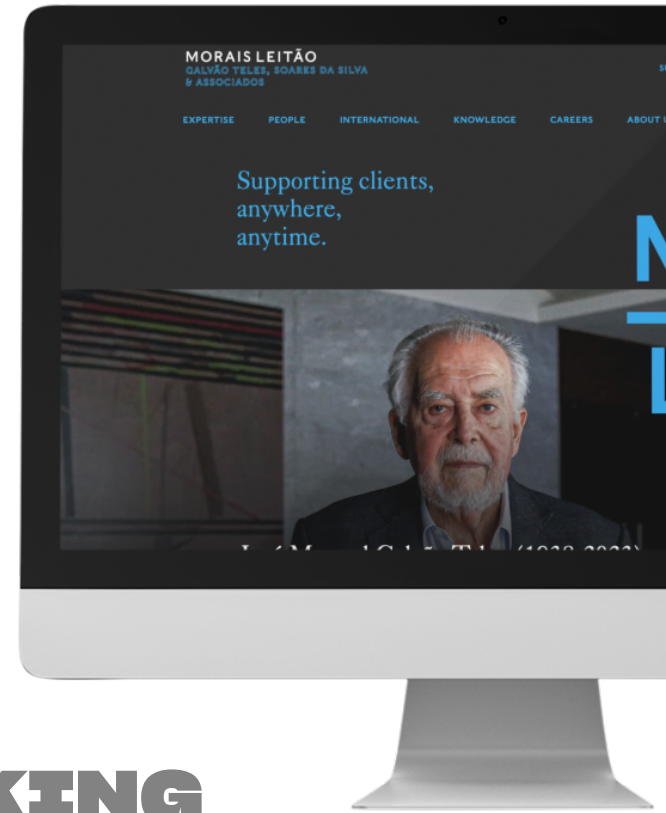


HOW MORAIS LEITÃO BECAME ONE OF THE DIGITAL LEADERS IN THE LAW CATEGORY

HOW WE DID IT?

- **DIGITAL BRAND MAP**
- **PERMANENT SEO OPTIMISATION**
- **HOLISTIC STRATEGY**
- **24/7 PERFORMANCE TRACKING**



SEO is crucial for law firms in Portugal as they cannot advertise their services. Morais Leitão is one of the largest Portuguese law firms, but its digital position in terms of keywords ranks in google was far from that.

Gigantic proposed to Morais Leitão to work with a performance based methodology. We start by mapping the whole market, identifying the key drivers to generate traffic. After that we started an SEO program to improve the website in terms of structure and and content.

Once the groundwork was done, digital performance kpis were defined and we started to be monitored on a weekly basis, allowing for constant performance improvement.

“

We are engaged in a very proactive approach, reviewing and developing our digital marketing.

They go the extra mile, permanently looking for new options and ways to deliver a better service.

KEY RESULTS

120.000
WEBSITE
YEARLY VISITS

537
KEYWORD
POSITIONS
IMPROVED

70
KEYWORDS
GOOGLE TOP 100
SEARCH RESULTS

ANA CRAVEIRO

Communications Director
Morais Leitao

