



# MeanPug SEO Campaign on Behalf of Edwards Pottinger, LLC

## Campaign Overview

MeanPug, a full-service digital marketing agency, manages SEO, content marketing, web design and development, PPC ads, and more for the law firm [Edwards Pottinger](#). The law firm predominantly represents sex abuse survivors and has helped them achieve justice against some of the most notorious sex offenders, including Jeffrey Epstein.

Having only worked with the firm for one year, the SEO gains we have seen have allowed Edwards Pottinger to capture traffic from some of their top competitors and ultimately gain and convert more leads.

For this particular campaign, we focused on capturing new clients relating to the troubled teen industry. Below is an outline of our strategy and results.

## Objectives:

Since Edwards Pottinger primarily represents survivors of sexual abuse and assault, our agency frequently targets keywords pertaining to institutions and populations that we know have a higher risk of abuse. One institution that has only recently come to the public's attention is the troubled teen industry (TTI). Edwards Pottinger did not have any content pertaining to these programs and did not know enough about them to have any strategy in place for capturing potential clients. To close this gap in their strategy, our agency created a dedicated campaign targeting the troubled teen industry.

Specifically, our objectives were to:

- Rank for the keyword **troubled teen industry abuse lawyer** as well as supporting keywords, including **troubled teen industry abuse** and **TTI abuse**.
- Gain additional traffic to the Edwards Pottinger website
- Increase the number of qualified leads



## Challenges

Since this is a particularly sensitive topic, our team had to be mindful of the tone of any copy we wrote. While our strategy is always to balance quality content with SEO best practices and keywords, it was particularly important that we struck that balance with this piece of content so we did not turn off or even offend readers.

Additionally, information pertaining to abuse within the troubled teen industry is still new and evolving. Only recently have high-profile celebrities like Paris Hilton spoken out about the problem. That being said, few law firms had any information on their websites pertaining to lawsuits filed against these programs. While this presented an opportunity for Edwards Pottinger to rank for these keywords, it also presented a challenge as this was a new case type for the firm. Our team had to communicate closely with the lawyers to ensure that they could help survivors of troubled teen industry abuse and make sure the copy accurately represented legal options survivors had if they had been abused.

Lastly, since few law firms have pursued these cases, many survivors aren't aware that they can pursue legal action for the harm they suffered. As such, our content targeted readers higher in the funnel who may not necessarily have been looking for a lawyer at the time. Our copy had to strike a balance between giving those readers the information they were looking for while also encouraging them to contact a lawyer if they had been abused at one of the programs within the troubled teen industry.

## Solutions

To reach our objectives, MeanPug produced two content pillar pieces for Edwards Pottinger's website (<https://www.epllc.com/>): a practice area page titled "[Troubled Teen Industry Abuse Lawyer](#)" and a blog post titled "[The Troubled Teen Industry and Sexual Abuse](#)." Producing more than one piece allowed us to add more internal links to each page and gave us the opportunity to target more keywords.

In addition to incorporating our relevant keywords throughout the copy and H2s, we also included an FAQs section answering common Google search queries to help capture featured snippet spots. Each page also referenced recent news relating to the troubled teen industry, such as Paris Hilton's advocacy efforts, to help capture existing search traffic. Each page followed standard SEO best practices, including linking to authoritative external websites, high word count (2,000 words+), only including relevant and useful information, and more.

Furthermore, we were able to leverage the technical infrastructure already put in place by our web development team to boost traffic to these pages, including our table of contents, key



takeaways, and sources widgets as well as our overall fast website speed and UX/UI best practices.

## Results

Though we only published our pages in early November and early January, we've already seen a significant growth in traffic and rankings.

Below are a few screenshots highlighting our results.

### Keyword Rankings

Keyword	Intent	SERP	SERP Features	epllc.com	
				Pos. Jan 13	Pos. Jan 19
what is tti abuse	I	🔍	👑 📺 🗨️ 📄	👑 1	👑 1
tti abuse	I	🔍	🔗 📺 🗨️	🔗 3	🔗 2
signs of tti abuse	I	🔍	★ 🔗 📺 🗨️ 📄	🔗 2	🔗 4
tti teens	I	🔍	★ 📺 🗨️ 📄	🔗 5	6
tti therapy	I N	🔍	🔗 📺 🗨️ 📄	11	12
what is tti camp	I	🔍	👑 ★ 📺 🗨️ 📄	15	13

# MEANPUG.

<input type="checkbox"/>	Keyword	Intent	SERP	SERP Features	epllc.com		
					Pos. Jan 13	Pos. Jan 19	
<input type="checkbox"/>	troubled teen industry abuse lawyer	I				1	1
<input type="checkbox"/>	troubled teen industry abuse	I C				3	4
<input type="checkbox"/>	what is the troubled teen industry	I				5	5
<input type="checkbox"/>	victims of the troubled teen industry	C				5	6
<input type="checkbox"/>	what is a troubled teen program	I				7	6
<input type="checkbox"/>	troubled teen industry statistics	I				4	6
<input type="checkbox"/>	troubled teen industry schools	I				7	6
<input type="checkbox"/>	troubled teen industry survivors	I				8	8
<input type="checkbox"/>	troubled teen industry	C				9	10
<input type="checkbox"/>	what is tti abuse	I				1	1

## Traffic to blog post

Explorer **Navigation Summary**

Pageviews vs. [Select a metric](#)

Day Week Month

● Pageviews



Primary Dimension: **Page** [Other](#)

Page ?	Pageviews ?	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?	Page Va ?
	1,394 % of Total: 9.00% (15,484)	1,294 % of Total: 10.03% (12,897)	00:05:28 Avg for View: 00:01:35 (246.03%)	1,263 % of Total: 14.27% (8,850)	91.69% Avg for View: 74.28% (23.43%)	89.67% Avg for View: 57.16% (56.89%)	\$ 2.70%
1. /troubled-teen-industry-sexual-abuse/	1,394(100.00%)	1,294(100.00%)	00:05:28	1,263(100.00%)	91.69%	89.67%	\$0.08(1



Blog post has become the third most visited page on the Edwards Pottinger website

Page ?	Pageviews ?	Unique Pageviews ?
	15,484 % of Total: 100.00% (15,484)	12,897 % of Total: 100.00% (12,897)
1. <a href="/attorneys/brad-edwards/">/attorneys/brad-edwards/</a>	3,286 (21.22%)	2,881 (22.34%)
2. <a href="/">/</a>	2,760 (17.82%)	2,251 (17.45%)
3. <a href="/troubled-teen-industry-sexual-abuse/">/troubled-teen-industry-sexual-abuse/</a>	1,394 (9.00%)	1,294 (10.03%)

Google featured snippet spot

### People also ask :

What is TTI abuse? ^

1. What is TTI Abuse? TTI abuse refers to **abuse occurring in troubled teen industry treatment programs**. This can be attributed to the lack of oversight and regulation of these programs and facilities. Nov 8, 2022

<https://www.epllc.com> > [troubled-teen-industry-sexual-ab...](#) :

[The Troubled Teens Industry & Sexual Abuse - Edwards Pottinger](#)



## High average page duration

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The Troubled Teens Industry & Sexual Abuse

Top Search queries: troubled teen industry, troubled teen industry abu...

👁 592 ⌚ 5m 47s

⌚ High avg. duration

