



CASE STUDY

From Visibility to **Viability**:

How Strategic SEO Delivered
25% Higher Lead Inquiries
for Vidhikarya



VIDHIKARYA
LEGAL MATTERS SIMPLIFIED



Intent-Driven
SEO Strategy



Technical
Excellence



Topical Authority
& Content Depth



Measurable
Business Impact



About The Project

Vidhikarya is a full-service law firm co-founded by Advocate Abhimanyu Shandilya, offering legal solutions across Advisory, Litigation, ADR, and Legal Training. Comprising a team of experienced lawyers and a strong pan-India presence, Vidhikarya handles matters across Cyber Law, Matrimonial and Divorce disputes, Corporate and Banking law, NCLT, POSH compliance, and more. Despite its strong foundation, reputed clientele, and the founder's excellent academic and professional background, the firm's online presence fails to reflect its real-world achievements.

The Vidhikarya website was ranking for long-demand and misaligned keywords, which was largely attracting irrelevant traffic. The site was also suffering from various unresolved technical SEO problems, which limited visibility and lead generation.

To resolve this disconnect, Vidhikarya partnered with Viacon and realigned its digital presence with actual legal search intent. The project focused on curating an SEO plan that was rooted in relevance and authority.



Key Challenges



Misaligned Keyword Targeting: Previously, SEO efforts were focused on keywords with little to no search demand or commercial intent. As a result, while the site was ranking, it failed to attract users who were actively seeking legal advice.



Irrelevant Organic Traffic: Although the website had organic visitors, much of that traffic lacked relevance. Their search intent didn't match Vidhikarya's core practice areas, leading to inconsistent and low-quality inquiries.



Technical SEO Limitations: Multiple unresolved technical issues with the website hampered crawlability and indexing, leading to poor site performance. It restricted the website's ability to compete in the SERP.



Proposed Solutions



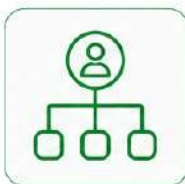
Technical SEO Optimization: Performed a comprehensive technical audit to identify and resolve critical site health issues that affect crawlability, indexing, performance, and site architecture. Also, improved internal linking, page experience signals, and on-page optimization to create a strong technical foundation for sustainable and organic growth.



Intent-driven Keyword Strategy: We replaced low-value and low-intent keywords with high-conversion legal service queries aligned with real user demand across Pan-India locations. We also built a keyword ecosystem that is centered around transactional and informational intent to improve both visibility and inquiry quality.



Topical Authority Development: Creating and publishing well-structured content around key practice areas such as Cyber Law, Divorce & Matrimonial Law, Corporate Law, and POSH Compliance helped establish topical depth and semantic relevance. This approach strengthened domain authority and positioned Vidhikarya as a trusted legal resource.



Content Structure Optimization for SERP: Optimized page layouts, content hierarchy, and formatting remarkably improved eligibility for advanced SERP placements, including People Also Ask (PAA) and Google AI Overviews. As a result, the online discoverability and credibility of the brand increased as well.



Authority and Trust Signal Enhancement: We focused on building authority-based SEO efforts rather than just traffic inflation through contextual relevance, reinforcing E-E-A-T (Experience, Expertise, Authoritativeness, and Trust), and aligning content with real legal use cases and practitioner expertise.



Conversion-focused Optimization: Improved content clarity, internal pathways, and service positioning to guide users seamlessly from search to inquiry. This practice ensured higher lead quality and improved conversion rates.

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Our goal was not just to increase traffic, but to attract the right audience and convert visibility into **valuable legal inquiries.**



Our Process



01

Discovery



Conducted in-depth audit of the website to identify technical issues, keyword gaps, and content misalignment.



Analysed historical traffic, ranking, and inquiry patterns to understand the disconnect between visibility and lead quality.



Studied search intent across legal domains to uncover real demand trends.



Defined clear performance objectives around qualified lead generation, authority building, and SERP visibility.



02

Strategy Mapping



Designed a comprehensive SEO roadmap focusing on intent-driven keyword targeting and topical authority development.



Mapped high-impact legal service keywords across practice areas and Pan-India locations.



Planned a structured content framework optimized for People Also Ask (PAA) and Google AI Overview eligibility.



Developed a technical optimization blueprint to enhance crawlability, site structure, indexing, and page experience.



03

Implementation



Executed technical SEO fixes including crawl optimization, internal linking restructuring, on-page enhancements, and performance improvements.



Replaced low-value keywords with high-intent legal service keywords across key landing pages.



Optimized content structure, schema elements, and contextual relevance for better SERP performance.



Published new, intent-focused content to build topical depth and authority.



04

Optimization



Continuously monitored keyword rankings, traffic quality, SERP feature presence, and inquiry trends.



Refined content, internal linking, and service positioning for improved visibility and conversions.



Strengthened authority signals through quality content, contextual relevance, and trust-building elements.



Scaled successful strategies to drive sustainable growth and long-term results.

The Results



Website Health Score

71% → 86%

Improved technical health
and overall site
performance



Authority Score

30 → 33

Strengthened domain
authority and trust
signals



People Also Ask Keywords

858 → 934

Increased presence in
high-impact PAA
sections



AI Overview Keywords

141 → 215

Significant growth in
Google AI Overview
visibility



Lead Inquiries

+20-25%

Increase in qualified
lead inquiries through
organic search



Sustainable growth
through strategic SEO
excellence



Key Takeaway

By aligning SEO with real user intent, building topical authority, and optimizing for advanced SERP features, Vidhikarya transformed its online presence into a consistent source of qualified legal inquiries.



Right Traffic

Attracted users actively searching for legal solutions



Higher Visibility

Ranked across competitive keywords and SERP features



Stronger Authority

Built trust and credibility in key practice areas



Better Conversions

Converted visibility into measurable business growth

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Strategic SEO is not about ranking higher. It's about being found by the right people at the right time.





Ready to Turn Search Visibility Into **Business Growth**?

Let Viacon create a data-driven SEO strategy tailored to your practice areas, market, and growth goals.



Data-Driven
Strategies



Intent-Focused
Content



Technical
Excellence



Measurable
Results

Partner with Viacon and unlock the true potential of organic search.



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