



## CASE STUDY

Learn how organic content supercharged one of New Jersey's top personal injury law firms' marketing strategy.

## CHALLENGE

When Fredson Statmore Bitterman wanted to invest in content marketing, it knew that scaling at the right pace would be crucial. First bringing on content marketers back in 2015, the organic traffic of the website remained below 100 visits a month, and the number of top three organic keyword ranking pages remained very low, all the way up till January of 2021. Despite the unimpressive growth, the company knew content was the key to spreading awareness. However, they needed a revamped content strategy to help them create personalized content for their target audience. They also needed an expert team of content marketers to scale quickly and start getting the organic traffic they were looking for.

## SOLUTION

With a new approach to content marketing at the beginning of 2021, we were able to develop a comprehensive content strategy, which set parameters for creating high-quality, personalized content for their target audience. Results came quickly. Since 2021, there has practically been an exponential growth curve in organic traffic, going from 94 visits a month in January 2021 up to 743 by July 2023—an 8x increase in traffic. They also moved from a max of three top keyword rankings to 13. Over this time period, there also has been a 28 percent drop in bounce rate and a particularly dramatic boost in blog traffic.

**8x**

increase in  
organic traffic

**10+**

new top 3 pages in  
2 years in very  
competitive market

**28%**

drop in  
bounce rate

## ABOUT FREDSON STATMORE BITTERMAN LLC

Fredson Statmore Bitterman is a New Jersey-based personal injury law firm handling cases including motor vehicle accidents, work injuries, medical malpractice, and more. The award-winning team has decades of proven success, securing millions of dollars of compensation for clients and their families throughout the Northeast.

## ABOUT CONCEPTUAL CREATIONS LLC

Conceptual Creations is a bespoke content marketing and SEO strategy creation organization that provides unique, high-quality, powerful lead generation organic content for small businesses—particularly law firms and home contractors. People value brands that are clear, direct, and honest. We're not into smoke and mirrors—just well-written, thoroughly researched content that shows you're an authority in your field. We believe that marketing should be focused on creating value and building relationships, not just profits. That's why we're always looking for ways to improve and innovate, and why we're committed to being a marketing brand that our clients can truly trust and depend on.