

## Chang and Carlin – Chicago, IL

Problems solved, plan executed, business grown with PME 360

### SOLUTIONS UTILIZED

With a combination of Local Press 360, Local SEO and Maps Optimization, Organic SEO, a microsite, the PME 360 Lead Track Dashboard, and our Consulting and Support, Chang and Carlin realized tremendous success.

### SUCCESS HIGHLIGHTS

- 125 Page 1 rankings (Google, Yahoo, Bing and local maps)
- 58% increase in organic traffic within 60 days, overall increase of over 80%
- 22-30%+ close ratio for all leads driven by PME 360, a 100-200% increase vs. their previous lead provider
- Averaging 170-215 leads per month from online marketing
- \$60,000+ in new revenue each month from internet marketing

### KEYWORDS

Want proof? Go ahead and search these terms: Bankruptcy Lawyer in Chicago, Chapter 13 Chicago, Foreclosure Attorney in Schaumburg!



[www.changandcarlin.com](http://www.changandcarlin.com)

CHANG AND CARLIN help individuals and families in Illinois improve their quality of life by helping them get a fresh start! They offer a NO OBLIGATION Free Bankruptcy Consultation (in their office or over the phone) to help you determine if you have a viable case or not.

### THE PLAN:

Rise far above the competition in one of the most competitive cities in the country for bankruptcy law.

### THE RESULTS:

Overall, they are currently generating \$60,000+ in new revenue each month from internet marketing, with an average of \$1,250 per case. They are now experiencing a 6X gross return on investment while saving an additional \$7,500/mth by reducing other less effective marketing.



### WHY THEY LOVE PME 360:

*“Ryan has been great to work with. He first listened to my business needs, then helped me create a website that really captured the visitors and turned them into potential leads. He knew that as a small business we were very cost conscious and created plans to work around our budget. Their service and response to my needs as well as consultative approach has been a true asset to my business.”*

David Chang, Esq.  
Partner/Lawyer,  
Chang and Carlin, LLP

