

Autocomplete Takeover Case Study

Law Offices of John McNeil

Driving search visibility and qualified engagement through strategic autocomplete optimization across Louisiana and Mississippi markets.



Search...



Objective & Strategy

Campaign Goal

Increase brand visibility and drive search engagement by strategically positioning the firm's name in Google searches across multiple Louisiana and Mississippi locations and Bing's autocomplete dropdown for high-intent legal service.

Targeted Keywords

- criminal defense attorney covington la
- family law attorney mandeville la
- family law attorney slidell la
- family law attorney covington la
- personal injury attorney covington la
- brookhaven ms criminal defense attorney
- personal injury lawyer covington la
- personal injury attorney slidell la
- personal injury lawyer slidell la
- covington la personal injury lawyer
- family law attorney hammond la
- personal injury lawyer covington la

Our Approach

The Autocomplete Takeover campaign targeted 23 carefully selected legal keywords covering multiple practice areas such as criminal defense, personal injury, and family law, all paired with relevant geographic modifiers.

By optimizing autocomplete visibility and click volume, we ensured the Law Offices of John McNeil appeared prominently when potential clients searched for legal representation in various locations across Louisiana and Mississippi.

- family law attorney mandeville la
- personal injury attorney mandeville la
- family law attorney covington la
- personal injury lawyer columbia ms
- personal injury lawyer brookhaven ms
- personal injury lawyer mandeville la
- personal injury lawyer hammond la
- covington la criminal defense attorney
- criminal defense attorney covington la
- family law attorney covington la
- family law attorney covington la

Exceptional Results

30-Day Campaign Performance

1,015

Total Clicks Delivered

254% of contracted volume

2.5x

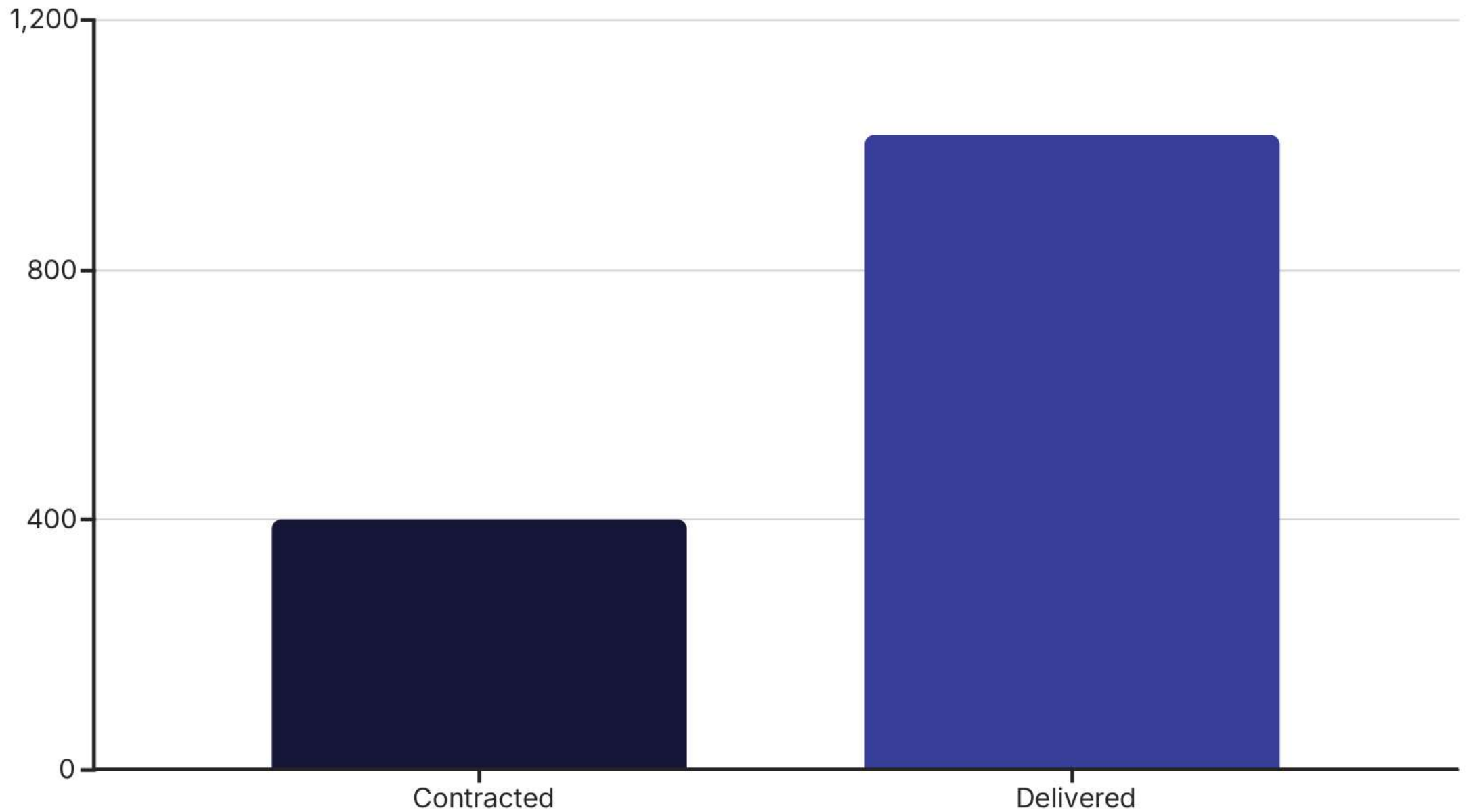
Performance Multiple

Exceeded expectations significantly

23

Keywords Targeted

High-intent local legal searches



📌 **2.5x Click Performance** - Exceptional search visibility and engagement across Google & Bing platforms, with strong cross-regional engagement from Covington, Mandeville, Slidell, Brookhaven, Hammond, and Columbia. Campaign delivered significant exposure across criminal defense, family law, and personal injury practice areas.