

## CASE STUDY

# Legal Brigade

Legal · legalbrigade.co.in

<b>3.8x</b>	<b>+275%</b>	<b>0.8s</b>	<b>#1</b>
Consultations	Organic	LCP	Property legal BLR

## The Brief

Legal Brigade provides property legal verification and advisory that protects Bangalore home buyers before they sign. They needed a trustworthy site that explained a complex service simply and drove consultation bookings.

## The Challenge

Legal services are bought on trust, but the old site was dense and intimidating. Buyers searching 'is this property safe to buy' couldn't find them, and the booking process required too many steps for an anxious, time-pressured audience.

## What We Did

- Rewrote the service into plain, reassuring language with a clear 'how it works' flow.
- Built intent-led content answering the exact questions buyers ask before purchase.
- Streamlined consultation booking to a single, friction-free step.
- Added verifiable trust signals — credentials, process, and real outcomes.

## The Results

- 3.8x more consultation bookings.
- Organic traffic up 275% on buyer-protection search terms.
- Sub-1s LCP for a fast, credible first impression.
- Ranked #1 for core 'property legal verification Bangalore' queries.

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