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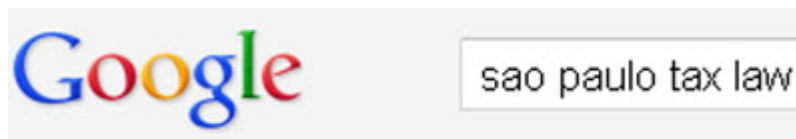
Does SEO work? *Prove it.*

The Brazil Results are In! What kind of results did we achieve?

(This article describes an intensive SEO effort to elevate a Brazil law firm's Google rankings for a variety of practice areas in just 45 days.)

Just two months before heading to Rio de Janeiro, Brazil for the Lawyers Associated Worldwide (LAW) annual conference we discussed with the host law firm, [Lacaz Martins](#), their interest in **using the internet to seek referrals from US law firms**. Our initial investigation showed that **they didn't show up on the first ten pages of any geographic-, industry-, practice-, or sub-specialty-specific Google search we conducted**. Terrific firm, no real internet presence.

Few people will look past page two. If you want to develop an effective SEO strategy, you must be up front, organic search page one, ideally near the top. We set as the strategy moving them up to the top of a number of key search terms. In phase one, we had little time and a limited budget, but we thought we could still achieve measurable results in some important categories.



Just 45 days before the conference, we undertook an aggressive search-engine optimization (SEO) campaign ([discussed here](#)) to show them how we could elevate their US Google rankings before their conference.

We had limited content to work with, because their materials were almost entirely in Portuguese. Regardless, they have particular tax expertise and great people, and we wanted them to succeed. In the brief time available, we didn't seek to optimize their website (which would have been our preference), so we opted to create a series of blogs, and use link-building, and other SEO tools.



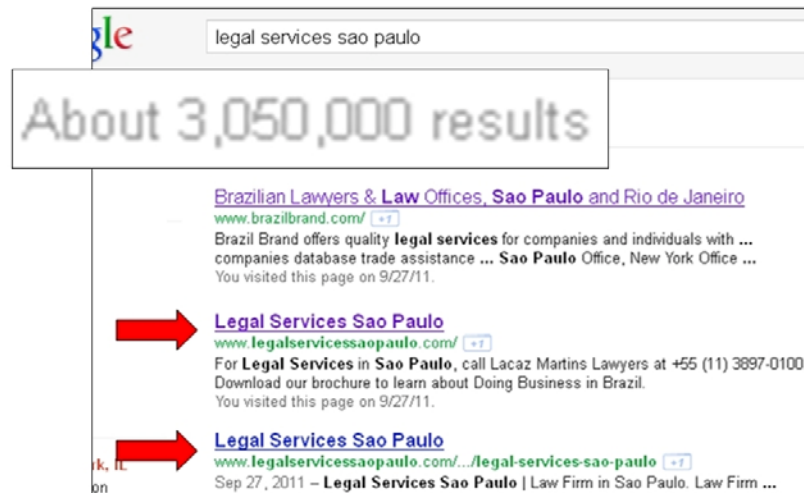
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So? How'd we do? They think we did pretty darned well, obtaining a **variety of number-one and other high-level organic Google search rankings for their preferred search terms**, including searches relating to general, geographic, and practice-specific terms, as well as high-value sub-specialty queries.

More specifically:

A general search for "**legal services sao paulo**" yielded *two of the top three links, above 3 million other results* (after "Places "):



The Lacaz Martins firm has a particular expertise and leadership in tax law but hadn't shown up in any Google searches relating to this practice.

Afterwards, a new practice-specific search for "**sao paulo tax law**" resulted in **the top two rankings of over 21 million results**:



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Next, we selected a more narrowly specialized tax area, where they wanted to showcase their legitimate thought leadership. **"Transfer pricing"** is an important substantive topic today in Brazil, and searches for "transfer pricing in a recession in brazil" currently shows them as **the top two results** as well (above pwc.com, kpmg.com -- and 679,000 others):

A screenshot of a Google search results page. The search bar contains the text "transfer pricing in brazil in recession". Below the search bar, it says "Search About 679,000 results (0.22 seconds)". On the left side, there is a navigation menu with "Everything" selected and highlighted by a red arrow. Below the menu, there are three search results. The first result is from Quora: "What are efficient transfer pricing strategies with Brazil during a ...". The second result is from PwC: "Transfer Pricing in a recession". The third result is from PwC: "Tax services: Transfer pricing in a recession: What companies ...".

Google

transfer pricing in brazil in recession

Search About 679,000 results (0.22 seconds)

Everything  [What are efficient transfer pricing strategies with Brazil during a ...](#)
www.quora.com/What-are-efficient-transfer-pricing-strategies-with-Brazil-... -
Block all www.quora.com results
1 answer - 15 hours ago
The Brazilian legislation on **transfer pricing** is about to change dramatically. ... Alexandre,
Thank you. Could you explain what the real problem with fixed margins ...
[Get more discussion results](#)

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More

Wilmette, IL
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All results

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File Format: PDF/Adobe Acrobat - [Quick View](#)
Transfer Pricing in a recession, what companies should consider. The United States
represents approximately 20 percent of the global economy, and the impact ...

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This article addresses ways in which multinationals may approach **transfer** ...
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We even did well for the general search for **"Brazilian law firm,"** which yielded a **page-one result** for our own rossfishman.com blog: Of course, with the aggressive competition for all of these terms from other firms and organizations, if these rankings are not proactively maintained, they'll decline quickly.

The next step, of course, is **converting highly placed search results into hard leads, and the leads into paying clients.** We were recently speaking with a small international firm that **generates nearly one million Euros per year in new business alone just from these types of SEO efforts.**

But that's a discussion for another day, and another blog post.

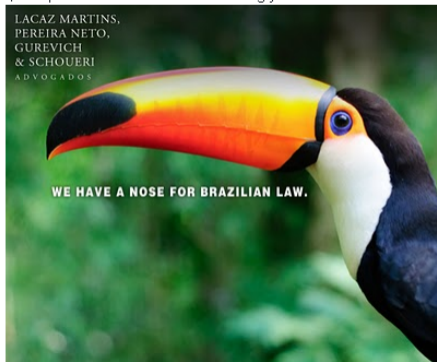
FRIDAY, SEPTEMBER 23, 2011

Lacaz Martins - the Brazil Law Firm

Brazil's Lacaz Martins has 180 lawyers and a competitive market. It wanted to increase its referrals from the United States and had joined Lawyers Associated Worldwide (LAW), an international law firm network, to expand its reach and global network.

But law firms struggle with marketing into foreign countries. Google may be omnipresent, but the searches are still geographically focused. It presumes that when you are sitting in Chicago searching for a plumber, you don't want one in New York or Rio de Janeiro, and provides information accordingly.

Google search results are biased toward your geographic location, as well as your personal search history (and language, more on this below).



The same goes for searches for law firms -- a search for "Doing business in Brazil" will provide results close to home before providing results all the way to Brazil.

