



Case study

Three selected Greensboro law terms ranked #1

Greensboro Family Law

October 21, 2026

Greensboro Family Law helps North Carolina families with divorce, custody, support and related matters. Its site appeared in Google Web search across both firm-name and legal-research journeys [S1].

3 selected terms at #1

Greensboro family lawyer, Greensboro family law attorney and Greensboro family law in a September 21 to October 21, 2026 ranking snapshot [S1].

340,112 impressions

Google Web search impressions in the October 5, 2025 to October 19, 2026 export [S1].

951 search clicks

Google Web search clicks in the same 380-day export [S1].

The challenge

People may discover the firm through an attorney profile, a service page or an article while researching North Carolina family law. Those visits do not all represent consultation intent [S1].

What the evidence shows

Search Console and a selected-keyword tracker document visibility; the supplied material does not identify individual optimization tasks or delivery dates [S1].

- The homepage received 286 clicks and attorney Rebecca Perry's profile 250 in the page export.
- Legal explainers on wills, mediation and separation agreements also attracted search visits.
- Clicks fell from 112 to 64 between the first and latest equal 30-day windows, despite slightly higher impressions.

The results

The #1 positions apply to three tracked local terms, not every searcher or query. GA4 reports zero tracked conversions, which does not prove zero calls or clients. Qualified consultations, retained matters and revenue are unverified [S1].

See the full story

Read Growth Friday's published case study: <https://www.growthfriday.com/showcase/greensboro-family-law-search-visibility>

Source and measurement

[S1] Growth Friday, 'What Greensboro Family Law's search data reveals'. Accessed October 21, 2026. Results are reported in the published case study using the source data described there. Underlying client exports were not independently reviewed for this PDF. PDF prepared October 21, 2026.