



Maxwell Tillman sees
7x more leads with a B12 website



2020



Law



Birmingham, AL

Learn how a Birmingham, AL personal injury law firm achieved next-level growth on B12's SEO Pro plan.

ABOUT

The firm needed a proactive website service that met its content needs

Founded in 2015, Maxwell Tillman is a Birmingham law firm that focuses on personal injury, auto/truck accident, motorcycle accident, wrongful death, social security disability, and mass torts. The firm is passionate about advocating on behalf of individuals and groups that experience discrimination and other civil rights violations.

Maxwell Tillman started in founder Leroy Maxwell Jr.'s living room, where he worked tirelessly to build his firm and clientele base. In only a few months, he grew from 5 to 300+ clients. Led by two black attorneys, the firm is now a team of 12 dedicated attorneys and staff fighting for justice across Alabama.

+40%

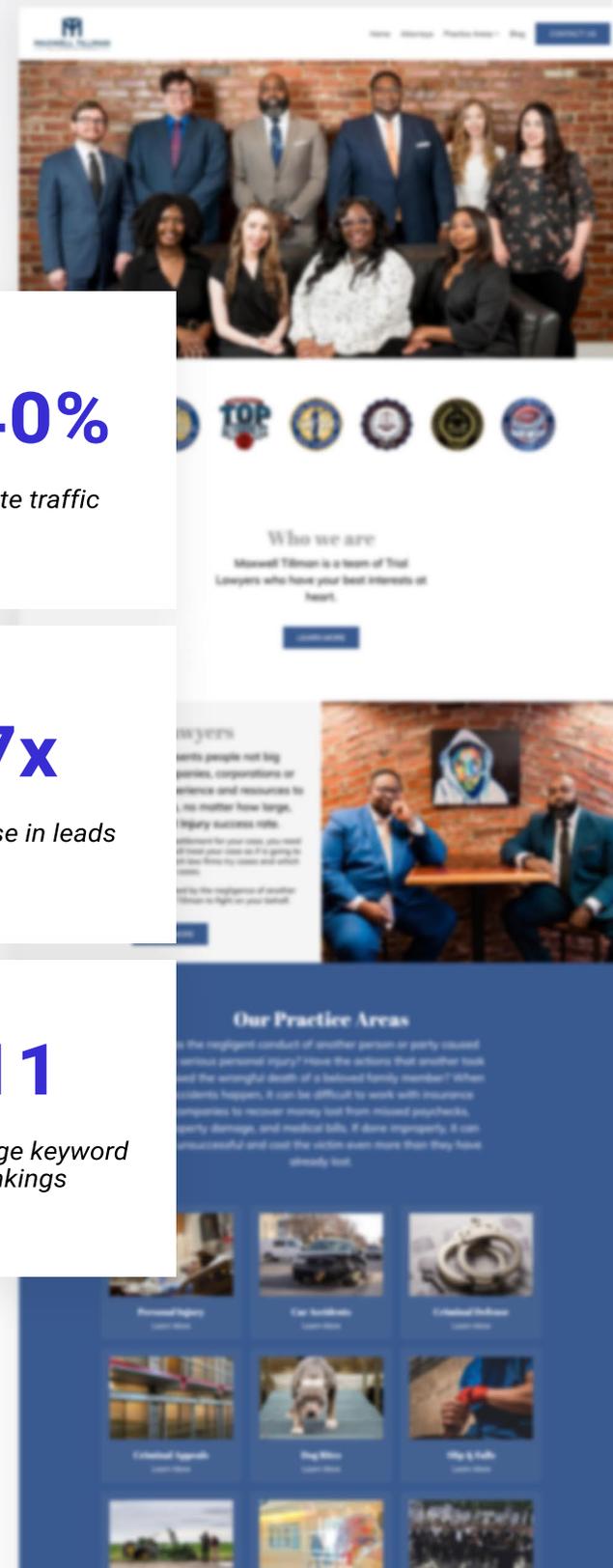
Website traffic

7x

Increase in leads

11

First-page keyword rankings

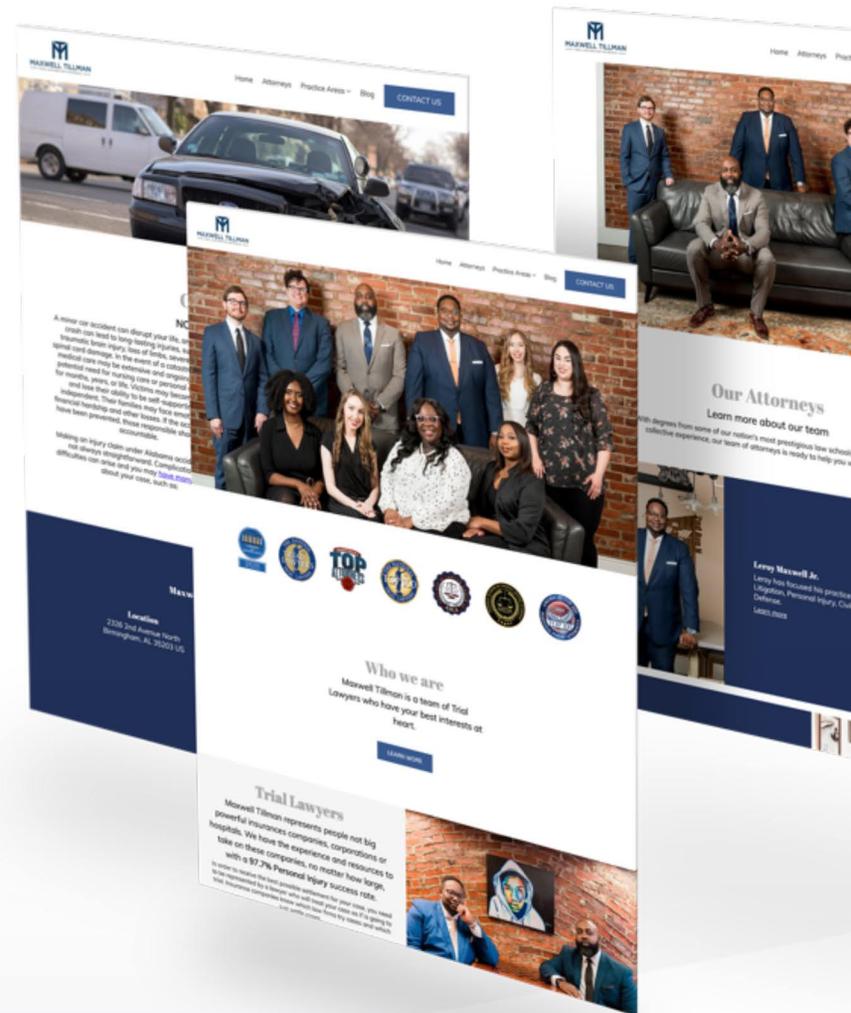


BEFORE B12

Website was a time-suck that Maxell Tillman outgrew

Maxwell Tillman’s original website needed constant management and maintenance. By 2020, the firm’s content and visual needs had outgrown its online platform. Leroy received little guidance on how to improve the firm’s online efforts and knew he needed a cost-effective website service with a more hands-on approach. He wanted help growing his site while he focused on growing his business. With that priority in mind, he began sourcing local alternatives.

During his search, Leroy tried local website designers based in Alabama but was unsatisfied with the results. Around this time, he discovered B12 and was impressed by the initial AI website draft. With a prompt response from B12’s design consultant, Dan Mule, Leroy learned about B12’s website and SEO services, and was convinced.



After B12



“I'd recommend B12 to any company that wants a team to grow their website while they focus on their business. With B12, founders can their site is in good hands and proving its ROI.”



Leroy Maxwell Jr.
Attorney

AFTER B12

Revenue and SEO page rankings skyrocket

Maxell Tillman launched its 14-page B12 website in April 2020. Mere weeks after launching, Leroy noticed an increase in the quantity and quality of the leads that Maxwell Tillman was generating.

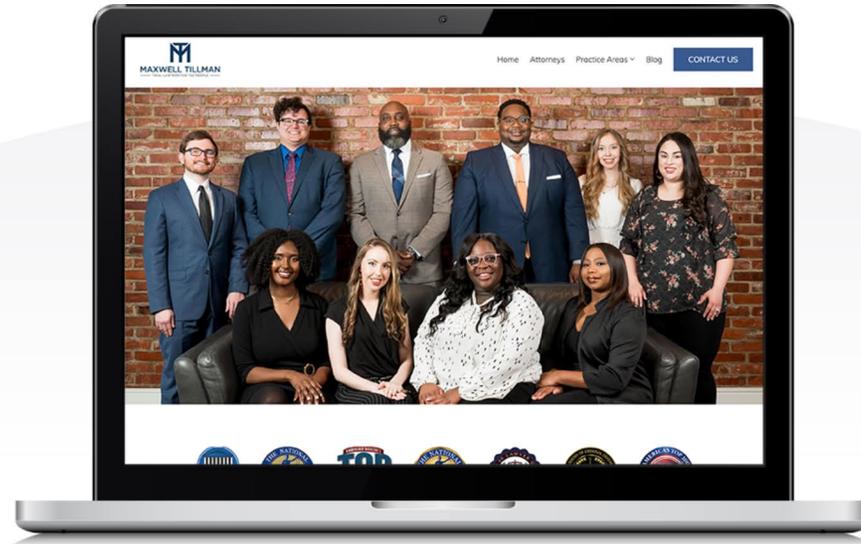
“In the past 4 months, our website traffic is up 40%, and leads have increased by 7x. We’re growing each month exponentially thanks to B12.”

The Birmingham-based firm has also seen an increase in revenue since joining B12, and it ranks on the first page of Google for its main keywords.

Leroy encourages anyone considering B12 to give the AI website builder a shot.

With his website generating value for the firm, Leroy can focus on his dream. He wants Maxwell Tillman to be known as Birmingham’s top personal injury law firm, and feels that B12 has positioned the company to make this a reality.

RESULTS



Top traffic sources

Organic Search Search engine results	24%	Google Search	22% (178)
Direct Website URL typed into browser	56%	brandcdn.com Referral	5% (41)
Referral Links on the web	8%	Facebook Social	4% (28)
Social Links on social media	4%	Bing Search	2% (13)
(Other) Links from other sources	7%	ampproject.org Referral	1% (6)

B12 did a wonderful job with my website.

Convinced that together we could be effective, we signed on the dotted line in March 2020. In any industry, they tend to forget about you once you sign on the dotted line, but that was not the case with B12. Their continued support and monthly recommendations helped me grow my online presence significantly.



Leroy Maxwell Jr.

Attorney