VIVID
SOFTWARE SOLUTIONS

CLIENT CASE STUDY / LEGAL SERVICES

Disability Help Group Arizona

Integrated Digital Marketing & Lead Generation

How Vivid strengthened search visibility, website performance, and consistent lead generation through SEO, paid advertising, and conversion optimization.

SEO + PAID SEARCH
Integrated acquisition

ARIZONA
Phoenix & Tucson

WEB + CONVERSIONS
Performance focused

PROJECT OVERVIEW

An integrated strategy to connect search visibility, advertising and meaningful inquiries.

CLIENT	INDUSTRY	LOCATION
Disability Help Group Arizona	Legal Services / SSDI & SSI	Arizona, USA

Website: disabilityhelpgroup.org

About the Client

Disability Help Group Arizona provides assistance and representation to individuals navigating Social Security Disability Insurance (SSDI) and Supplemental Security Income (SSI) claims.

Serving clients throughout Arizona, including Phoenix and Tucson, the organization helps individuals understand eligibility requirements, navigate complex disability benefit procedures, and pursue the assistance they need.

In a competitive legal services market, the organization's website plays a central role in attracting prospective clients, communicating its services, and generating qualified inquiries.

To strengthen its digital presence and support continued business growth, Disability Help Group Arizona partnered with Vivid Software Solutions for an integrated digital marketing strategy combining organic search, paid advertising, website optimization, and ongoing performance management.

The Challenge

Increasing Visibility in a Competitive Legal Market

Social Security Disability is a highly competitive search category, with numerous legal firms and service providers competing to reach individuals actively seeking assistance.

Disability Help Group Arizona needed a comprehensive approach to improve its presence in relevant search results, connect with prospective clients across Arizona, and establish consistent opportunities for lead generation.

At the same time, the organization faced several challenges affecting its digital marketing effectiveness.

1. Website Performance and User Experience

Slow-loading pages and inconsistent mobile performance created potential barriers for visitors seeking immediate information. Improving website speed, accessibility, and usability was essential to delivering a more efficient experience and supporting search engine optimization efforts.

2. Paid Advertising Restrictions

Advertising disability-related services requires careful attention to platform policies, particularly when campaigns reference government benefits and eligibility requirements.

Certain campaigns faced advertising approval challenges, creating a need for more transparent messaging, improved landing page content, and a stronger alignment between advertising claims and the website experience.

3. Search Visibility and Market Competition

Reaching individuals searching for SSDI and SSI assistance required more than paid advertising alone. The organization needed an organic search strategy supported by relevant content, technical optimization, and location-focused visibility.

4. Lead Generation and Conversion Reliability

The website needed to provide clear pathways for prospective clients to request assistance while ensuring that inquiries generated through organic search and paid advertising could be captured and measured accurately.

The primary objective was to develop a more effective digital marketing ecosystem that could attract relevant visitors, build trust, and convert website traffic into meaningful business opportunities.

Our Strategy and Solutions

Vivid Software Solutions developed an integrated optimization approach addressing the client's website performance, organic visibility, paid advertising effectiveness, and lead generation experience.

Rather than treating each marketing channel independently, our strategy focused on creating a coordinated digital presence in which website content, search visibility, advertising, and conversion tracking supported the same business objectives.

1. Search Engine Optimization and Organic Visibility

Strengthening the website's ability to attract people actively searching for Social Security Disability assistance.

Our SEO strategy focused on improving the website's technical foundation, strengthening the relevance of its content, and supporting its visibility for disability-related searches throughout Arizona.

Key initiatives included:

- Technical SEO Optimization: Evaluated website structure, indexing considerations, page accessibility, and technical issues that could affect search engine discovery and overall performance.
- Content Relevance and Optimization: Refined website messaging to address the questions and informational needs of individuals researching SSDI and SSI benefits.
- Search Intent Alignment: Strengthened the relationship between targeted search queries, page content, and the services offered by the organization.
- Local Search Strategy: Supported geographic visibility for prospective clients searching for disability assistance in Phoenix, Tucson, and surrounding Arizona communities.
- Website Quality Improvements: Identified technical issues, broken links, and navigation opportunities to create a more reliable experience for visitors and search engines.

These initiatives helped establish a stronger foundation for sustainable organic visibility alongside the client's paid acquisition efforts.

2. Google Ads and Microsoft Advertising Optimization

Improving paid search effectiveness through relevant targeting, transparent messaging, and stronger landing page experiences.

Paid search is an important acquisition channel for Disability Help Group Arizona, allowing the organization to reach prospective clients actively researching disability benefits and representation services.

Vivid supported Google Ads and Microsoft Advertising initiatives with an emphasis on campaign relevance, landing page quality, and conversion opportunities.

Our work included:

- Paid Search Campaign Alignment: Reviewed the relationship between search intent, advertising messaging, and landing page content to create a more consistent user journey.
- Advertising Policy Compliance: Refined disability-related messaging to improve transparency and address platform requirements concerning government benefits and organizational identity.
- Landing Page Optimization: Improved content organization, informational value, and calls to action to better serve visitors arriving from paid search campaigns.

- Audience Intent and Relevance: Evaluated opportunities to develop more focused landing page experiences for different search themes and campaign objectives.
- Conversion-Focused Messaging: Balanced educational content with clear opportunities for prospective clients to request assistance.

Following landing page and messaging improvements, previously rejected Microsoft Advertising campaigns began receiving approvals, supporting the restoration of advertising visibility.

3. Website Performance and User Experience Optimization

Creating a faster, more dependable website experience across desktop and mobile devices.

Website performance directly influences how easily visitors can access information, explore services, and complete important actions.

Vivid conducted a structured performance assessment to identify opportunities affecting loading speed, mobile usability, and overall website efficiency.

Our optimization efforts focused on:

- Page Speed Improvement: Reduced unnecessary loading demands and improved the delivery of website resources to support faster page experiences.
- Mobile Experience Optimization: Enhanced visual stability and content presentation for visitors using smartphones and tablets.
- Website Efficiency: Streamlined unnecessary website functionality and optimized the resources required to deliver essential content.
- Third-Party Integration Performance: Evaluated the impact of analytics, advertising integrations, and interactive tools on overall website responsiveness.
- Functionality Preservation: Validated critical website features throughout the optimization process to maintain reliable lead capture and user interactions.

During the initial optimization phase, mobile Largest Contentful Paint (LCP) improved from approximately 6.0 seconds to 4.9 seconds, representing an approximate 18% reduction in this loading metric.

These improvements established a foundation for continued performance optimization.

4. Content Strategy, Trust, and Landing Page Optimization

Helping prospective clients understand their options while building confidence in the organization's services.

Individuals researching Social Security Disability benefits often face complicated decisions and require information that is clear, accurate, and easy to understand.

Vivid refined the website's content and landing page experience to better address these needs while communicating the organization's role and services transparently.

Our work emphasized:

- Audience-Focused Content: Improved educational messaging to explain disability-related topics in an approachable and informative way.
- Clear Service Positioning: Strengthened the distinction between independent disability assistance services and official government benefit programs.
- Trust and Transparency: Improved organizational disclosures and supporting information to help visitors understand whom they were contacting.
- Conversion Path Optimization: Refined calls to action and content placement to create a more natural transition from researching information to requesting assistance.
- Advertising and Content Consistency: Aligned landing page messaging with paid advertising requirements without compromising the usefulness of the information provided.

This approach supported both advertising compliance and a more trustworthy website experience for potential clients.

5. Conversion Optimization and Marketing Analytics

Connecting advertising, website engagement, and lead generation through more reliable performance measurement.

Attracting website traffic is only one part of an effective digital marketing strategy. Equally important is understanding how visitors interact with the website and whether marketing campaigns generate meaningful inquiries.

Vivid reviewed the client's conversion pathways and marketing measurement systems to support accurate lead tracking and more informed optimization decisions.

Our initiatives included:

- Lead Generation Optimization: Evaluated contact forms, conversion pathways, and calls to action to support a streamlined inquiry process.
- Conversion Tracking: Reviewed and improved the implementation of lead tracking across website forms and paid advertising platforms.
- Cross-Channel Measurement: Supported the alignment of Google Ads, Microsoft Advertising, and website analytics to improve visibility into marketing activity.
- Lead Capture Reliability: Verified that critical inquiry forms and associated tracking systems functioned correctly.
- Performance Monitoring: Established ongoing oversight of key website and marketing functions to identify issues affecting campaign effectiveness.

By improving the connection between acquisition channels and lead measurement, the organization gained a more dependable foundation for evaluating its marketing efforts.

6. Ongoing Website Management and Digital Growth Support

Maintaining a reliable digital platform capable of supporting continuous marketing activity.

A successful digital marketing program requires ongoing attention to website functionality, technical health, content quality, and evolving search and advertising requirements.

Vivid provides continued website oversight and technical support to help maintain the performance and reliability of the organization's digital presence.

This includes proactive website maintenance, performance reviews, technical SEO monitoring, functionality testing, and ongoing recommendations to support marketing effectiveness.

Our long-term approach emphasizes sustained website quality and continuous improvement rather than isolated technical updates.

RESULTS AT A GLANCE

≈700	5 → 16+	≈18%
Reported monthly leads across paid and organic channels	Growth in organization team size during broader relationship	Reduction in mobile LCP during initial optimization

Results and Business Impact

Through coordinated search engine optimization, paid advertising, website improvements, and lead generation support, Disability Help Group Arizona has developed a digital marketing program that supports its continued growth.

Key Results

Approximately 700 Leads Per Month

The integrated marketing program has been reported to generate approximately 700 monthly leads through combined paid and organic acquisition efforts.

Team Growth From 5 to More Than 16 Employees

During the broader client relationship, Disability Help Group Arizona expanded from a team of five to more than sixteen people, reflecting the organization's growth. Digital marketing has been one component of its business development activities.

Approximately 18% Improvement in Mobile LCP

Initial website optimizations reduced mobile Largest Contentful Paint from approximately 6.0 seconds to 4.9 seconds, improving an important aspect of the mobile loading experience.

Improved Microsoft Advertising Approvals

Landing page and messaging improvements helped address advertising review issues, with previously rejected ads beginning to receive approvals.

More Reliable Lead Tracking

Improvements to conversion measurement and form monitoring strengthened the infrastructure supporting advertising analysis and lead generation reporting.

The Value of an Integrated Digital Marketing Strategy

The Disability Help Group Arizona engagement demonstrates the importance of connecting multiple digital marketing disciplines within a unified strategy.

Organic SEO supports long-term discovery. Paid advertising helps reach individuals with immediate needs. Website optimization makes information easier to access. Content strategy builds clarity and trust, while conversion tracking helps connect marketing investment with business opportunities.

By coordinating these efforts, Vivid Software Solutions supports Disability Help Group Arizona with a digital marketing foundation designed for ongoing visibility, lead acquisition, and continued improvement.

SERVICES DELIVERED

Service	Strategic Focus
Search Engine Optimization	Technical SEO, content relevance, search visibility, and site quality
Local SEO	Geographic targeting and search visibility across Arizona markets
Google Ads Management	Paid search strategy, campaign alignment, and lead generation support

Service	Strategic Focus
Microsoft Advertising	Advertising compliance, landing page optimization, and campaign support
Website Performance Optimization	Page speed, mobile usability, and user experience
Content Strategy	Educational content, trust messaging, and search intent alignment
Conversion Rate Optimization	Landing page experiences, forms, and inquiry pathways
Analytics and Tracking	Lead tracking, conversion measurement, and cross-channel visibility
Website Maintenance	Technical reliability, site health, and ongoing optimization

Looking to Generate More Qualified Leads?

Your website, SEO, and paid advertising should work together to attract the right audience and create meaningful business opportunities.

At Vivid Software Solutions, we help legal and professional service organizations improve their online visibility, strengthen their digital presence, and develop marketing strategies focused on measurable business outcomes.

EXPLORE MORE AT VIVIDSOFTWARESOLUTIONS.COM