



## Systems Technology International Case Study

### **Maze Legal Group, Implements Systems Technology International's Search Engine Optimization Package By Zhe Scott, Sr. Account Manager for STI [zscott@sti-world.com](mailto:zscott@sti-world.com) 248-522-7182**

*An Interview with Attorney William Maze, Owner of [www.michigan-drunkdriving.com](http://www.michigan-drunkdriving.com)*

In the following interview, Attorney William Maze, Owner, Maze Legal Group explains why he chose STI's Search Engine Optimization Package and how he selected STI's SEO.

Today, William Maze is known as the premier DUI attorney in Michigan and Detroit.

#### **Challenges**

The key words selected by William Maze have millions of competitors, however STI has been able to overcome the competition and place them first.

#### **Choosing STI**

William chose STI because it is a company that has been around since 1996, and has a proven track record of providing creative services for the Fortune 500 companies to the mom and pop store on the street.

#### **STI Results in one month**

SEO is a process that takes time. In two months Maze Legal Group has achieved some remarkable results. William Maze went from a website with no meta tags and 39 HTML errors and a low Google Page Rank to the following:

**Table 1 Current Rankings for MLG**

<b>Keywords</b>	<b>Rank</b>	<b>Competitors</b>	<b>Ranking Page</b>
Detroit OWI lawyer	1	2,060,000	<a href="http://www.michigan-drunk-driving.com">www.michigan-drunk-driving.com</a>
Detroit OWI attorney	1	198,000	<a href="http://www.michigan-drunk-driving.com">www.michigan-drunk-driving.com</a>
Detroit Drunk Driving Attorney	1	9,090,000	<a href="http://www.michigan-drunk-driving.com">www.michigan-drunk-driving.com</a>
Detroit Drunk Driving	1	1,440,000	<a href="http://www.michigan-drunk-driving.com">www.michigan-drunk-driving.com</a>
Detroit DUI attorney	2	1,080,000	<a href="http://www.michigan-drunk-driving.com">www.michigan-drunk-driving.com</a>



## Systems Technology International Case Study

Detroit DUI lawyer	2	316,000	www.michigan-drunk-driving.com
Michigan OWI lawyer	3	426,000	www.michigan-drunk-driving.com
Michigan Drunk Driving Attorney	4	23,700,000	www.michigan-drunk-driving.com
Michigan Drunk Driving Lawyer	4	9,130,000	www.michigan-drunk-driving.com
OWI lawyer	4	150,000	www.michigan-drunk-driving.com
Detroit Drunk Driving Lawyer	5	7,410,000	www.michigan-drunk-driving.com
OWI attorney	5	109,000	www.michigan-drunk-driving.com
Michigan DUI Lawyer	5	407,000	www.michigan-drunk-driving.com
Michigan Drunk Driving	6	646,000	www.michigan-drunk-driving.com
Michigan OWI attorney	7	1,120,000	www.michigan-drunk-driving.com
Michigan Drunk Driving Law	8	657,000	www.michigan-drunk-driving.com
Michigan DUI attorney	11	286,000	www.michigan-drunk-driving.com
Michigan DUI Law	12	460,000	www.michigan-drunk-driving.com

### Benefits

"The Benefits of the increase in visibility of Maze Legal Group on Google Page 1 has yielded more visitors to the company website. Direct Traffic increased 100%, Referring Site traffic increased 123%, and Search Engine Driven Traffic increased by 177%." Zhe Scott, Account Manager. William Maze also testifies that, "Revenues are up more than usual this month."

### Ease of Use

"STI® has a simple solution that is effective, generates more traffic and increases revenue for any business interested in implementing SEO." Zhe Scott Account Manager.

Created in 1996, STI® is a pioneer in creative, web development and SEO services. Contact the company at Systems Technology Intl Inc, 39555 Orchard Hill Place, Suite 461, Novi, MI 48375. Phone: 248-522-7182, Web Site: [www.sti-cs.com](http://www.sti-cs.com)

-end