

The Stuck Law Firm

Passage Immigration Law (passage.law) Founded by Erick Widman, Passage is a premier U.S. immigration practice with offices in Portland, Seattle, and Los Angeles. The firm handles complex, high-stakes casework ranging from business visas and permanent residency to removal defense.

The Vulnerability

Passage had an exceptional reputation, but their digital intake pipeline was exposed. In the legal sector, relying on fragmented search visibility or fighting the hyper-inflated cost-per-click of Google Ads is a massive liability. They needed a way to decouple lead generation from expensive paid media. The goal was to build a predictable, high-intent organic intake system that brought in qualified cases without paying a premium for every single click.

The 24-Month Build

We spent two years completely overhauling their digital footprint, turning a static website into a dedicated client acquisition engine.

- **Search Intent Alignment:** We analyzed the specific, high-anxiety questions clients ask when researching immigration counsel. From there, we restructured the firm's content so that both search algorithms and AI Answer Engines recognized Passage as the definitive legal authority in their markets.
- **Technical Pipeline Engineering:** We dug into the site's architecture. By rebuilding keyword mapping and metadata, we transformed standard informational pages into actual intake funnels that drive consultations.
- **Asset Compounding:** Instead of renting temporary ad space, we focused on building permanent digital equity. We optimized the user experience to keep people on the site longer—a strong signal to search engines that automatically accumulates authority over time.

The Verdict

By the end of the engagement, Nexstack had built a predictable organic pipeline that completely changed how the firm acquires new cases.

- **Market Visibility:** Secured top-tier organic rankings for highly competitive, high-ticket immigration search terms across all three of their target cities.
- **Better Lead Quality:** Kept users on the site longer to educate them before they ever dialed the phone, resulting in highly qualified initial consultations.
- **Scaled Intake:** Drove a sustained surge in new client inquiries without increasing ad spend.

The Nexstack Standard

Furqan Shaikh, CEO *We transition law firms of the US off the paid ad treadmill. By building self-sustaining organic search infrastructure, we scale qualified pipelines by 30–50% in 90 days—replacing rented traffic with compounding digital assets.*

