

Design, Development and SEO for Prachi Shah Law, PLLC

A New York immigration law firm competing for one of the most valuable search terms in U.S. legal services — and a website built around a single flagship page engineered to win it.



CLIENT

Prachi Shah Law, PLLC

SECTOR

Immigration Law — NYC & NJ
Design, development, SEO

SCOPE

BUILT BY

Rishfotech Solutions

AT A GLANCE

A firm competing on one term, on a site built to win it.

Prachi Shah Law, PLLC is a New York immigration practice with a niche specialism in EB-5 investment immigration — the visa route by which a qualifying foreign investor obtains U.S. permanent residence through a job-creating investment. It is one of the highest-value legal services a firm can offer, and consequently one of the most competitively contested phrases in U.S. legal search.

Rishfotech handled the whole project: brand-consistent design, the full WordPress build, and the search strategy layered on top. The site is not a general law firm brochure with an EB-5 page attached. It is organised around EB-5 from the title tag of the homepage down.

What Rishfotech delivered

Design	A navy-and-gold identity built for a legal audience — serif display type, restrained accent use, photography selected for credibility rather than decoration
Development	Full WordPress build across six page templates, with custom breakpoints and a shared trust and conversion system reused site-wide
Flagship page	A dedicated EB-5 Investor Visa experience structured around the six stages of the actual EB-5 process
Trust architecture	Redacted approval notices, verified Google reviews, national press mentions and professional credentials, deployed as a repeating system
Conversion	A persistent consultation action, a dedicated contact experience, and in-page anchors from every hero
SEO	Per-page keyword targeting with distinct title tags and descriptions, entity-consistent body copy, and a technical foundation across the whole site
Compliance	Legal-advertising disclaimer on every page, and evidence published in redacted form

Platform

CMS WordPress
Build Elementor with custom breakpoints
Media Image CDN with on-the-fly resizing
Reviews Verified Google review integration

PAGES

- Home
- About
- EB-5 Investor Visa
- Practice Areas
- Contact
- Schedule Consultation

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A NOTE ON EVIDENCE

Every screenshot is captured from the live production site, and every statement about page structure, title tags and metadata is drawn from the live pages. Search performance is reported by the client and labelled as such; no traffic figures, conversion rates or ranking positions are asserted as measured findings. This document makes no claim about legal outcomes.

SECTION 01

A niche specialism, in one of the hardest search markets.

EB-5 is a high-value, low-volume service. Very few people search for it — and every large immigration firm in the country is competing for the ones who do.

The EB-5 Immigrant Investor Program is a route to U.S. permanent residence through a qualifying, job-creating investment. Clients researching it are making one of the largest financial and personal decisions of their lives, usually from outside the United States, and usually over a research period measured in months rather than days.

That produces an unusual set of demands on a website. The visitor is high-intent but slow-moving, sceptical by necessity, and comparing a small number of firms in detail. They need to understand the process before they can evaluate the firm — and they will not enquire until they believe both.

Three problems the build had to solve

01**Be found**

Compete for a head term contested by national firms with far larger marketing budgets and much older domains.

02**Be believed**

Establish credibility for a solo-principal practice against firms with dozens of attorneys and decades of history.

03**Be broad enough**

Present the full practice — immigration, contracts, trademark, estate planning — without diluting the EB-5 specialism.

The tension at the centre of the project

Problems one and three pull against each other. Search rewards focus: a site that is unmistakably about EB-5 will outrank a site that mentions it among twenty other services. But the practice genuinely does offer those other services, and they generate real work.

THE DECISION THAT RESOLVED IT

Make the [site](#) about EB-5 and the [pages](#) about everything else. The homepage title tag, the principal's biography and the headline positioning all lead with EB-5 and the NYC/NJ geography. The breadth lives on Practice Areas and in the service blocks — present and linkable, but never competing for the primary signal.

SECTION 02

The visual language of legal credibility.

Navy and gold, serif display type, and photography chosen to signal seriousness rather than to decorate. In this sector, looking established is part of the argument.

Deep navy

Navigation, section bands, footer and card fills. The dominant surface, used at full bleed for section breaks.

Gold

Primary actions, section rules and card accents. Reserved almost entirely for things the visitor can click.

Neutral ground

White and a soft grey for reading sections, so long-form legal copy is never set on a coloured field.

Typography

Headings are set in a serif with pronounced old-style figures — the "01" and "02" markers on the About page and the practice-area cards are deliberately typographic rather than iconographic. Body copy is a neutral sans at a generous measure. The pairing does specific work: the serif signals institution and tradition, the sans keeps dense procedural explanation readable.



Homepage hero. Full-width photograph under a navy overlay, the firm name as H1, and the positioning line carrying the specialism and both metros. Three actions sit below it — approval notices, the Google rating, and media mentions — each an in-page anchor rather than a link away.

WHY THE HERO LEADS WITH EVIDENCE, NOT A FORM

A visitor researching a five- or six-figure legal engagement is not going to fill in a form in the first ten seconds. The three hero actions all jump *down the page* to proof — approvals, reviews, press. The conversion action sits in the fixed header, permanently available, rather than demanding attention before the case has been made.

SECTION 03

Principal first, then breadth.

In a solo-principal practice the attorney is the product. The homepage introduces her before it introduces anything the firm does.



Prachi Shah

Prachi Shah is a highly regarded EB5 Visa lawyer, immigration attorney & consultant in NYC & NJ, with a niche practice dedicated to EB-5 investment immigration. Known for her depth of knowledge, meticulous legal analysis, and strong approval record, she assists investors with sophisticated source-of-funds structures and end-to-end EB-5 planning. Drawing from her own immigrant background, Prachi approaches every case with empathy, precision, and strong advocacy. Beyond EB-5 matters, she represents clients across employment-based, family, marriage-based, and naturalization pathways, delivering holistic and strategic U.S. immigration representation.

Professional Associations

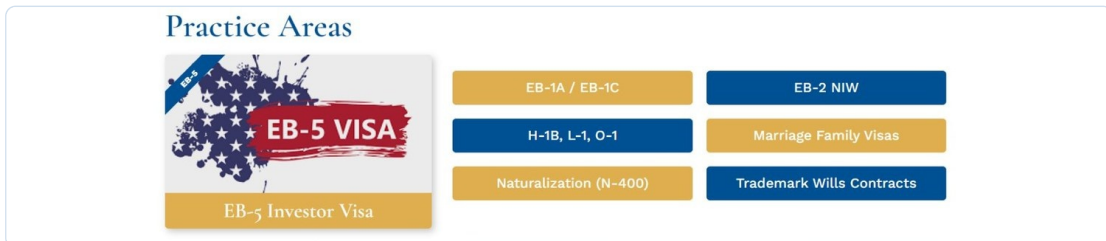
- American Immigration Lawyers Association (AILA)
- New York State Bar Association

Bar Admissions

New York

Principal introduction. Portrait, biography, professional associations and bar admissions in one block. The biography opens by naming the specialism and the geography, then establishes the personal credential that matters most in immigration work — that the attorney is herself an immigrant.

Practice Areas



EB-5 VISA
EB-5 Investor Visa

EB-1A / EB-1C

EB-2 NIW

H-1B, L-1, O-1

Marriage Family Visas

Naturalization (N-400)

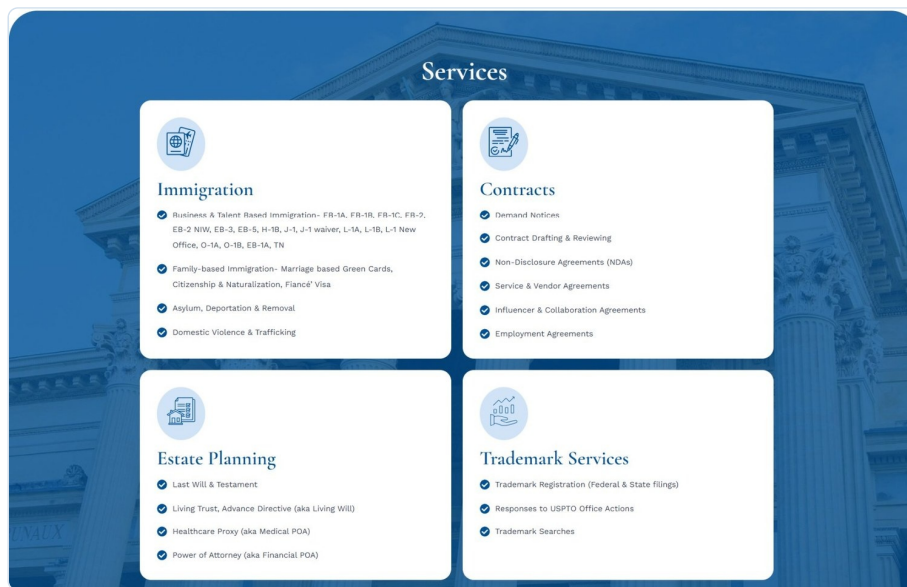
Trademark Wills Contracts

Practice areas and languages. EB-5 is given a dedicated visual card and its own page link; the remaining seven areas are compact chips linking to the Practice Areas page. Below them, the three languages spoken — a genuine differentiator for this client base, not a decorative detail.

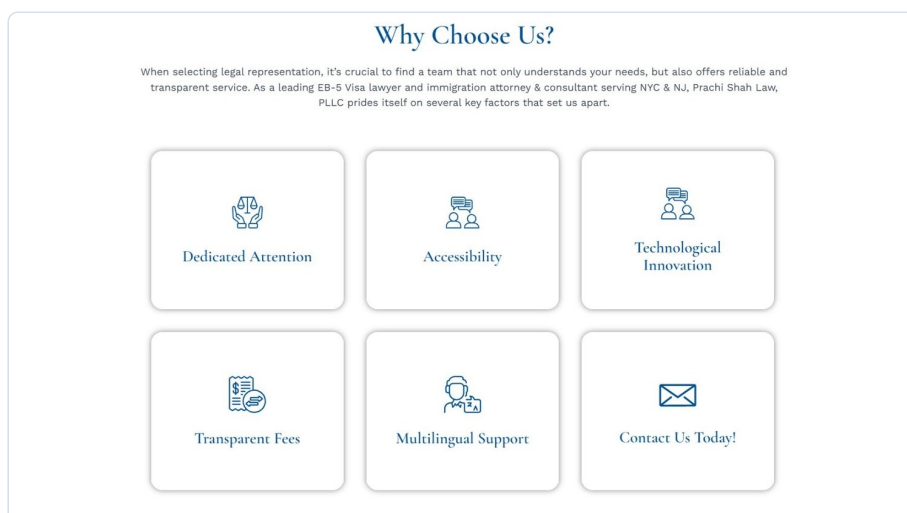
That hierarchy is the whole strategy in miniature. One area gets an image, a card and its own URL. Seven get a chip. A visitor sees the full range in two seconds and the specialism in one.

SECTION 03 · CONTINUED

Breadth, then reasons to choose.

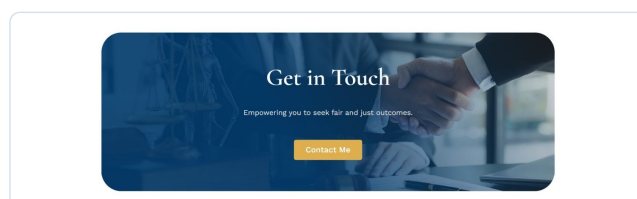


Services. Four columns on a full-bleed navy band — Immigration, Contracts, Estate Planning, Trademark Services — each an itemised list rather than a paragraph. The immigration column alone names fourteen visa categories, which is both useful to a visitor and a dense cluster of the terms they may be searching.

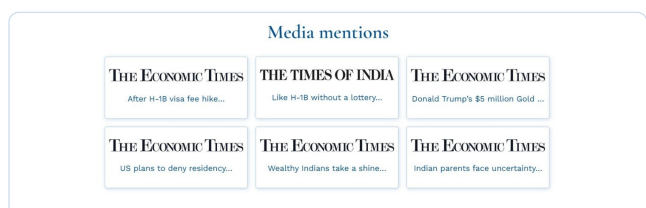


Why Choose Us. Six differentiators in a card grid — dedicated attention, accessibility, technological innovation, transparent fees, multilingual support, and a direct contact prompt. Each expands into a specific commitment rather than an adjective: the review window, the emergency contact line, flat fees stated up front.

Legal marketing is saturated with claims like "experienced" and "trusted", which carry no information. These six were written to be falsifiable — a visitor can hold the firm to a forty-eight-hour review window in a way they cannot hold it to "dedicated".



Get in Touch. A single mid-page conversion band.



Media mentions. Six national press citations, each linking to the original article.

SECTION 04

Depth behind the specialism.

Two pages carrying the material the homepage deliberately does not: the personal story, the firm's mission, and the full service catalogue.



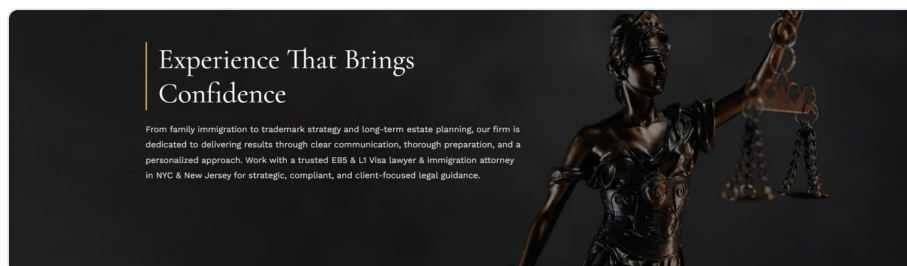
About hero. A different headline register from the homepage – positioning rather than naming – over passport and document photography. The same two hero actions carry through.



Three service pillars. Numbered in old-style serif figures – immigration, business transactions, IP and estate planning.



Mission and Vision. A split panel, photography left and navy right, with gold icon markers.



Experience That Brings Confidence. On the Practice Areas page, the one near-black band on the site – used once, as a full-bleed break between the catalogue and the reasons-to-choose section.

The About page carries a second, longer biography that the homepage version compresses: the principal's own immigration background, the founding of the practice, and the languages she speaks and is learning. For a client base choosing an immigration attorney, that narrative is not colour – it is a qualification, and it is the single hardest thing for a larger competitor to replicate.

SECTION 04 · CONTINUED

The full catalogue, in one place.

Practice Areas

We offer a comprehensive range of legal services designed to support both individuals and businesses with professionalism and care.

- 1 U.S. Immigration**
Comprehensive immigration services including family, employment, investor, student, and humanitarian pathways—designed to help clients achieve lawful status with confidence. Consult a trusted EBS & L1 Visa lawyer & Immigration Attorney in NYC & New Jersey for strategic, compliant, and personalized legal guidance.
- 2 Trademark Services**
As a trusted EBS & L1 Visa Lawyer & Immigration Attorney in NYC & New Jersey, we uniquely align your intellectual property with your business and immigration goals. We ensure your brand stays secure and compliant within the competitive NYC and New Jersey markets.
- 3 Business Contracts**
We draft enforceable business contracts—including NDAs and employment agreements—to safeguard your organization's interests. As a specialized EBS & L1 Visa Lawyer & Immigration Attorney in NYC & New Jersey, we ensure your corporate documents uniquely align with both business law and immigration requirements.
- 4 Wills & Estates**
Personalized estate planning services including wills, trusts, directives, and guardianship strategies—designed to protect your assets and secure your family's long-term future. Work with a trusted EBS & L1 Visa Lawyer & Immigration Attorney in NYC & New Jersey for strategic, compliant, and personalized legal guidance tailored to your needs.
- 5 U Visa & VAWA Petitions**
Confidential support for survivors seeking protection, safety, and lawful immigration status through U Visa and VAWA humanitarian pathways with compassionate, trusted legal guidance. Consult a trusted EBS & L1 Visa Lawyer & Immigration Attorney in NYC & New Jersey for strategic, compliant, and personalized representation every step of the way.

Practice Areas. Five numbered cards — U.S. Immigration, Trademark Services, Business Contracts, Wills & Estates, U Visa & VAWA Petitions — each with a gold rule and a full paragraph rather than a one-line summary.

Core Services

Family Immigration We assist with marriage visas, fiancé cases, and family immigration options efficiently.	Employment Visas Support for H-1B, L-1, O-1, and employment filings for skilled professionals.	Investor Visas Guidance for entrepreneurs and investors pursuing U.S. business immigration options strategically.	U Visa Legal support for victims of qualifying crimes seeking immigration protection and relief.
VAWA Petition Confidential help for survivors seeking immigration protection from abusive qualifying family members.	Student Visas Assistance for F-1, M-1, J-1 applicants pursuing academic or vocational U.S. programs.	Trademark Filing Trademark search and filing services to protect your business brand and logo.	Office Actions Strategic responses for USPTO office actions strengthening your pending trademark application.
Trademark Enforcement Protect your trademark rights through enforcement actions preventing misuse or brand infringement.	Business Contracts Drafting, reviewing and negotiating business contracts to protect interests and ensure legal clarity.	Estate Planning Customized wills, trusts, and directives designed to secure your assets and legacy.	Power of Attorney Legal directives appoint trusted individuals to act for you when necessary.

Core Services. Twelve navy tiles covering the specific filings a visitor is likely to be searching by name — family immigration, employment visas, investor visas, U visa, VAWA, student visas, trademark filing, office actions, trademark enforcement, business contracts, estate planning and power of attorney.

WHY THE CATALOGUE LIVES HERE AND NOT ON THE HOMEPAGE

Twelve specific service tiles on the homepage would have competed directly with the EB-5 signal. Placed on a dedicated page, they do the same job — capturing visitors who arrive searching for a named filing — without diluting the primary page. The homepage links to Practice Areas seven separate times through the chip row, so nothing is buried.

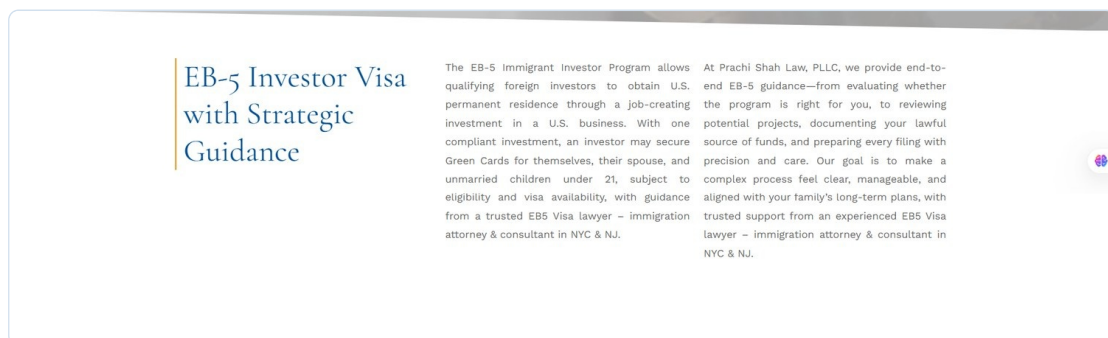
SECTION 05

The flagship page.

This is the page the entire project is built around. It is structured to match the six stages of the actual EB-5 process — because that is how a prospective investor thinks about it, and how they search.



Hero. A short, literal H1 — *EB-5 Investor Visa* — with a one-line definition beneath it. No firm name, no slogan. The page states its subject immediately.



Two-column introduction. The left column explains the programme itself — what it is, who qualifies, which family members are covered. The right column explains what the firm does about it. Explanation first, sales second.

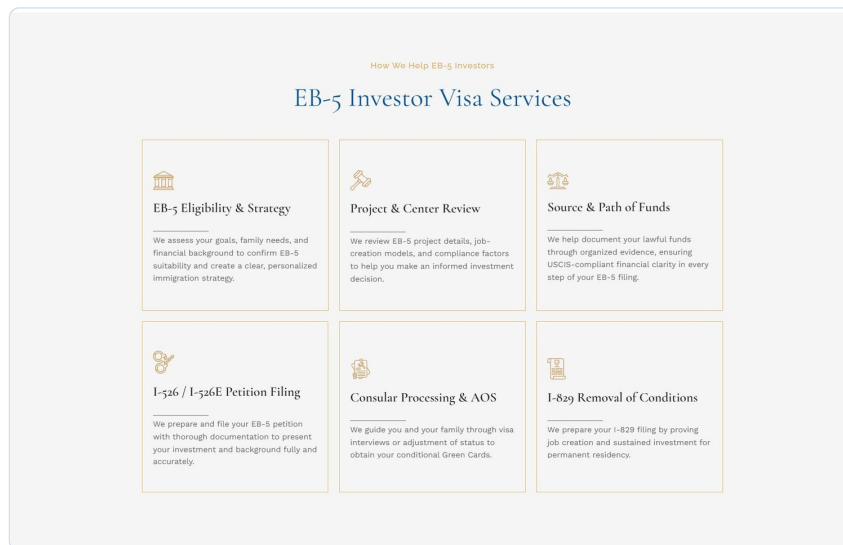
That ordering is deliberate and it is unusual for a law firm page. Most equivalent pages open by asserting expertise. A visitor at this stage is still establishing whether the programme is right for them at all, and a page that answers that question before pitching earns the reading time to make the pitch later.

THE CHOICE OF H1

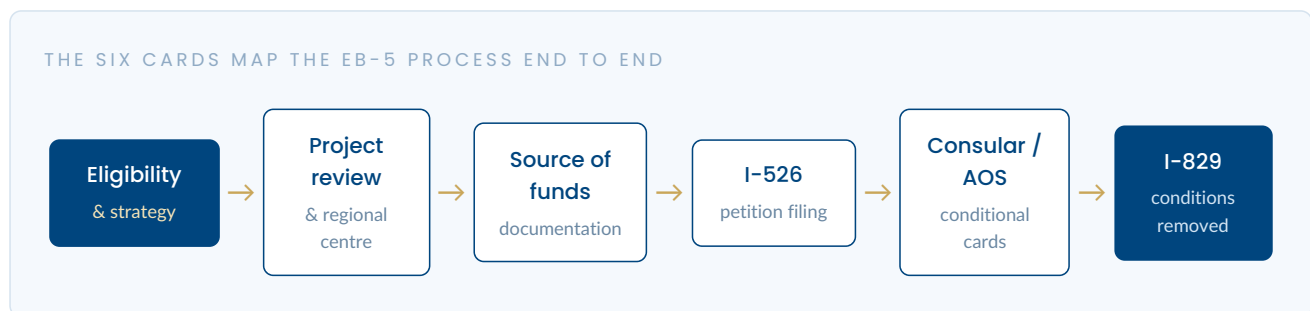
The page could have used a persuasive headline. It uses the plain name of the visa category instead. For a page whose job is to be found and understood, an H1 that exactly matches the thing being searched for is worth more than a clever one — and the persuasion has five sections below it to do its work.

SECTION 05 · CONTINUED

Six stages, in the order they happen.



EB-5 Investor Visa Services. Six cards, gold-ruled on a light ground, each with an icon, a stage name and a short summary.



This is the strongest structural decision on the site. The six cards are not a menu of services the firm happens to offer — they are the six stages an EB-5 applicant actually passes through, in sequence, from first assessment to permanent residence.

It matches the visitor's mental model

Someone researching EB-5 has usually already encountered the stage names. Seeing them laid out in order tells them the firm handles the whole journey, not one filing.

Every stage name is itself searched

I-526, I-526E, I-829, source of funds, regional centre review and consular processing are all terms with their own search demand. The page covers them as a natural consequence of being organised correctly.

Each card carries two layers

A short scannable summary, plus a longer expanded description behind it. A skimming visitor gets six sentences; a serious one gets six paragraphs — without the page becoming a wall of text.



We Are Here to Assist You

Our practice is dedicated to providing thoughtful, detail-oriented representation. As a leading EB-5 Visa lawyer - immigration attorney & consultant in NYC & NJ, we ensure that your investment strategy is built on the most current legal framework.

We take the time to understand your business background, family goals, and risk tolerance. That insight allows us to build filings that accurately reflect your story and support your long-term plans in the United States.

- ✓ Careful review of EB-5 projects and Regional Center materials
- ✓ Structured, evidence-driven source-of-funds documentation
- ✓ Coordination with your financial, tax, and wealth-planning advisors
- ✓ Clear communication at every stage of the EB-5 process
- ✓ Focus on long-term strategy, not just a single filing

We Are Here to Assist You. Five commitments closing the page — project review, source-of-funds documentation, coordination with the client's own financial and tax advisers, clear staged communication, and long-term strategy over single filings.

SECTION 06

Four kinds of proof, on every page.

A solo-principal practice competing against national firms cannot win on scale. It can win on verifiable evidence — so the evidence was built as a repeating system rather than a section.

Approval notices

Six downloadable USCIS notices, published as redacted PDFs — evidence, not a claim.

Verified reviews

Google reviews via a verification service, each showing reviewer, date and full text.

National press

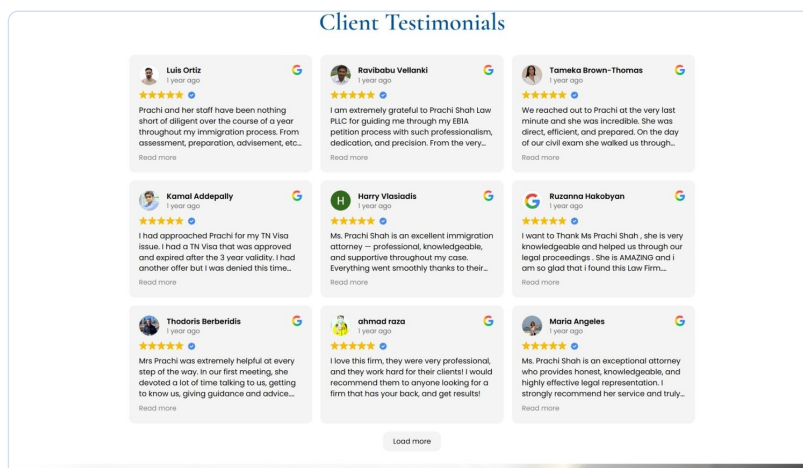
Six national business press citations, each linking to the original article.

Credentials

AILA membership, NY State Bar Association and bar admission, on every page carrying the biography.



Approval Notices. A full-bleed navy band carrying six downloadable notices. It repeats on the homepage, the About page, the EB-5 page, the Practice Areas page and the Contact page — so a visitor arriving on any page meets the evidence without navigating.



Client Testimonials. Nine reviews in a three-column grid with a Load More control, each carrying the reviewer's name, photograph, date, star rating and platform mark.

WHY THE APPROVAL NOTICES ARE REDACTED PDFS AND NOT SCREENSHOTS

A screenshot of an approval is a claim. A downloadable notice with client identifiers redacted is a document the reader can open and inspect. It is also the only form in which this evidence can be published at all — the redaction is a confidentiality obligation, not a design choice. Handling it correctly is what makes the strongest proof on the site publishable.

SECTION 07

One action, always available.

The consultation is the only conversion that matters on this site. Everything else routes toward it.

01

Fixed header

A gold *Schedule A Consultation* button in the navigation on every page at every scroll position, and its own menu item beside it.

02

In-page bands

Full-bleed conversion panels mid-page — *Get in Touch* on the homepage, *Your Legal Solution Partner* on Contact.

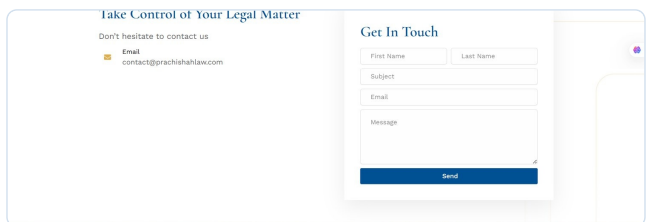
03

Dedicated page

A contact experience with a short form and a direct email address, for visitors who have already decided.

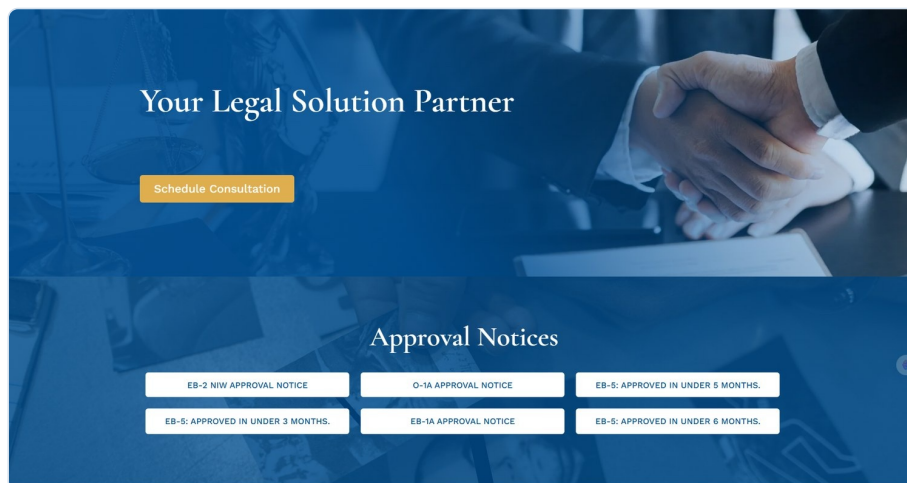


Contact hero. Same evidence anchors as every other hero.



Get In Touch. Five fields — first name, last name, subject, email, message.

The form is deliberately short. An immigration enquiry can involve a great deal of personal detail, and asking for it in a public web form is both a poor conversion decision and a poor confidentiality one. Five fields open a conversation; the detail belongs in a consultation, which is exactly where the primary action sends people.



Your Legal Solution Partner. A full-bleed conversion band on the Contact page, with the Approval Notices block immediately below it — proof placed directly beneath the ask.

SECTION 08

One head term. Four pages. No collisions.

The hardest part of ranking a small site for a competitive term is stopping your own pages from competing with each other. Every page targets a distinct variant.

The primary commercial phrase is some form of *EB-5 visa lawyer / immigration attorney, NYC and New Jersey*. Four pages needed to support it without any two chasing the identical query — which is what produces keyword cannibalisation, where a site's own pages split its authority and none of them rank.

TITLE TAG MAP — AS PUBLISHED ON THE LIVE SITE

Homepage EB5 Visa Lawyer – Immigration Attorney & Consultant in NYC & NJ	EB-5 Investor Visa EB5 Visa Lawyer & Immigration Attorney NYC & New Jersey Consultant	About EB-5 & L-1 Visa Lawyer in NJ & New York Immigration Attorney
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Read them together and the pattern is visible. The homepage takes the abbreviated metro form (NYC & NJ). The EB-5 page takes the expanded form (NYC & New Jersey) and leads the second half with *Consultant*. The About page reverses the geography (NJ & New York) and adds the L-1 modifier, picking up a genuinely separate visa category.

DECISION	REASONING
The homepage title is not the firm name	It is the commercial phrase. For a practice whose brand name carries no search demand, spending the single most valuable title tag on it would be spending it on nothing.
Distinct meta descriptions	Each page has its own, written as an action-oriented summary carrying the phrase naturally. None is duplicated, and none is left to be auto-generated.
Entity phrasing varies per page	The homepage uses one comma-separated form of the descriptor, the About page adds L-1, the EB-5 page uses a dash-separated form. Consistent enough to reinforce the entity, varied enough not to read as duplicated boilerplate.
The specialism is in the URL	/eb-5-investor-visa/ — the exact category name, no abbreviations, no dates, no ID.

THE TRADE-OFF WE ACCEPTED

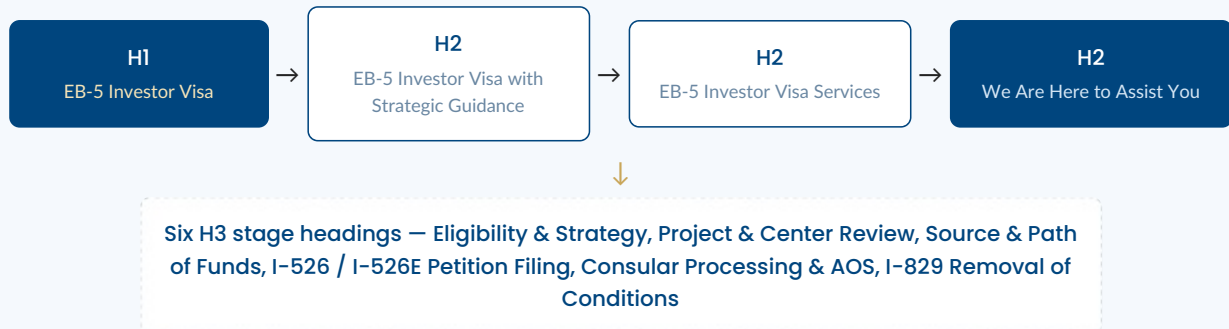
Repeating a long descriptor phrase throughout body copy is a real stylistic cost, and we made that call deliberately. In a market this contested, entity consistency across a small site is one of the few levers a challenger has against much older domains — and the phrase reads as a professional descriptor rather than an obvious keyword insertion, which is the line that matters.

SECTION 09

Why the EB-5 page is built the way it is.

Every structural decision on the flagship page serves the reader first and search second — which is the only order in which both work.

HEADING STRUCTURE, TOP TO BOTTOM



STRUCTURAL CHOICE	WHAT IT DOES
One H1, exactly the category name	No slogan, no firm name. The page's subject is unambiguous to a reader and to a crawler in the same instant.
Definition before pitch	The opening section explains the programme — investment, job creation, which family members qualify, the age limit. This is what an informational searcher needs, and it is why the page can serve both research-stage and hire-stage intent.
H3s are the filing names	I-526, I-526E and I-829 appear as headings rather than buried in prose. Each is a distinct query with its own demand.
Two-layer card content	Short summaries keep the page scannable; the expanded descriptions behind them give the page the depth a competitive term requires without punishing a skim reader.
Genuine internal linking	Homepage, About and Practice Areas all link to the EB-5 page in context, giving it the strongest internal signal on the site.
Evidence on the page itself	Approval notices and reviews sit on the flagship page rather than only on a separate trust page — so the page that ranks is also the page that converts.

THE PRINCIPLE UNDERNEATH ALL OF IT

The page is organised around the **process**, not around the firm. Everything that helps it rank — stage names as headings, filing numbers in the copy, procedural depth — is a consequence of explaining EB-5 properly. There is no separate SEO layer to maintain, and nothing that would have to be removed if it were written purely for a human reader.

SECTION 10

The layer nobody sees.

Content strategy only pays off if the pages are indexable, correctly attributed and measurable. This is what was put in place across the site.

ELEMENT	IMPLEMENTATION
Indexation directives	Every page carries explicit index, follow robots directives with max-image-preview: large and unrestricted snippet and video preview limits — permitting the largest possible search result presentation.
Canonical URLs	Self-referencing canonicals on every page, so parameter variants and any duplicate paths consolidate to one address.
Open Graph and Twitter cards	Complete social metadata per page — title, description, type, locale, site name, URL and image — with the EB-5 page correctly typed as an article rather than a website.
Search Console verification	Verified at site level, so indexation, impressions and query data are actually observable rather than assumed.
Media delivery	Images served through an image CDN with on-the-fly resizing, so a phone requests an appropriately sized asset instead of a desktop-scale original.
Responsive breakpoints	Custom breakpoints beyond the framework defaults, so the six-card service grid and the dense practice tables reflow properly at tablet widths rather than only at phone and desktop.
Reading time signals	Estimated reading time published in page metadata — a small signal of substantive content rather than a thin service page.
Clean URL structure	Flat, human-readable paths throughout: /about/, /eb-5-investor-visa/, /practice-area/, /contact/.

DELIBERATELY NOT CLAIMED

This document reports no Core Web Vitals scores, traffic figures, impression counts or click-through rates. Those require measurement over time, and presenting them without it would be misleading.

SECTION 11

What a law firm site has to do that others do not.

Attorney advertising is regulated. A website that publishes case outcomes and client reviews has obligations most commercial sites never encounter.

Every page on this site carries a disclaimer block, and it is not boilerplate added at the end — it is a designed section with its own heading, placed consistently above the footer on all pages. It states four things: that the site is an advertisement, that the content is informational, that prior results do not guarantee a similar outcome, and that viewing the site creates no attorney-client relationship.

Why it appears on every page

Search traffic does not arrive on the homepage. A visitor landing directly on the EB-5 page from a search result must meet the same disclosure as one who entered through the front door — so the block is part of the page template, not a homepage element.

Why the approvals are redacted

Publishing approval notices is powerful evidence and a confidentiality risk in the same document. Every notice is published with client identifiers removed, and the filenames say so explicitly — the redaction is visible rather than assumed.

How this shaped the copy

Capability, not promises	Service copy describes what the firm does at each stage. It does not predict approval, state a timeline, or characterise likelihood of success.
Reviews are attributed and verified	Testimonials are pulled from a review platform with verification marks, reviewer names and dates — not retyped as anonymous quotes.
Approval timings are stated as records	Where notices reference specific timeframes, they are labels on downloadable documents rather than performance claims in body copy.
Qualified explanation	The EB-5 introduction states eligibility and visa availability as conditions on the outcome it describes, rather than presenting it as automatic.

WHY THIS BELONGS IN A CASE STUDY

Compliance is usually treated as a constraint that makes marketing weaker. Here it made it stronger: the requirement to publish evidence rather than assert results is what produced the downloadable approval notices and the verified reviews — which are considerably more persuasive than the claims they replaced.

SECTION 12

Challenges we faced — how we solved them.

Four real problems from this project, each taken from the symptom through to the outcome.

CHALLENGE 01

A specialism that had to dominate without hiding the practice

PROBLEM	Search rewards focus, but the firm genuinely practises across immigration, contracts, trademark and estate planning, and that work matters commercially. A site that buried it would misrepresent the practice; a site that gave everything equal weight would rank for nothing.
ANALYSIS	The conflict is only real if focus and breadth compete for the same surface. They do not have to. Signal strength is concentrated in title tags, H1s and the homepage; breadth can live one click away and still be fully discoverable.
IMPLEMENTATION	EB-5 takes the homepage title tag, a dedicated page, a visual card and its own URL. The other seven areas become compact chips linking to a Practice Areas page carrying five detailed cards and twelve service tiles.
SOLUTION	The homepage links to Practice Areas seven separate times through the chip row, so nothing is buried — but the primary page's subject remains unambiguous.
OUTCOME	One clear signal for the head term, and a second page positioned to capture visitors searching for a specific named filing. Neither competes with the other.

CHALLENGE 02

Four pages, one head term, and the risk of self-competition

PROBLEM	Home, About, EB-5 and Practice Areas all legitimately concern the same subject. Left alone they would have carried near-identical titles and descriptions — splitting the site's own authority across four pages so that none of them ranked.
ANALYSIS	Cannibalisation is not caused by covering a topic more than once. It is caused by two pages competing for the identical query. The fix is differentiation at the level of the exact phrase, not thinner content.
IMPLEMENTATION	A title map assigning each page a distinct variant — abbreviated metros on the homepage, expanded metros plus <i>Consultant</i> on the EB-5 page, reversed geography plus the <i>L-1</i> modifier on About. Distinct meta descriptions throughout.
SOLUTION	The entity descriptor in body copy varies in parallel with the titles — consistent enough to reinforce the entity, varied enough that no two pages read as duplicates of each other.
OUTCOME	Four pages supporting one commercial theme, each with its own target, and internal linking that concentrates authority on the flagship rather than dispersing it.

SECTION 12 • CONTINUED

Challenges 03 and 04.

CHALLENGE 03

Establishing credibility against far larger competitors

PROBLEM	A solo-principal practice is competing for enquiries worth six figures against national firms with dozens of attorneys, decades of history and much older domains. Claiming experience is worthless — every competitor makes the same claim.
ANALYSIS	The firm's real advantages were all verifiable and none were being surfaced: actual USCIS approval notices, a five-star public review record, citations in national business press, professional association memberships, and a principal who is herself an immigrant.
IMPLEMENTATION	Each was built as a repeating page component rather than a one-off section — a downloadable approvals band, a verified review grid, a press citation row, and a credentials block within the biography.
SOLUTION	The approvals band and review grid repeat across every major page, so a visitor arriving from search on any page meets the evidence without navigating. The three hero actions are anchors into that evidence rather than links away from the page.
OUTCOME	The site argues from documents rather than adjectives — which is both more persuasive to a cautious high-value client and the only form in which this evidence can be published compliantly.

CHALLENGE 04

Serving research intent and hire intent on one page

PROBLEM	Visitors reach the EB-5 page in two very different states: some are trying to understand whether the programme applies to them at all, others have decided and are choosing an attorney. A page written for one loses the other.
ANALYSIS	These are sequential rather than separate audiences — the researcher becomes the hirer, often months later. Splitting them across two pages would have divided the authority the term needed and forced a returning visitor to find the other page.
IMPLEMENTATION	A single page ordered by intent: programme explanation first, then the six process stages, then firm commitments, then evidence. Each service card carries a short summary with a longer expanded description behind it.
SOLUTION	A skimming researcher reads six sentences and understands the whole journey. A serious prospect opens six paragraphs of procedural detail. Both are served by the same markup, and the depth that satisfies the second is what gives the page substance for the first.
OUTCOME	One page carrying the site's full authority for its target term, that also converts — because approval notices and reviews sit on it rather than on a separate trust page.

SECTION 13

What the site now does for the practice.

A design, a build and a search strategy delivered as one piece of work rather than three.

THE PROBLEM	HOW IT IS NOW SOLVED
A specialism invisible among general practice content	EB-5 leads everything – the homepage title tag, the biography, the hero positioning, and a dedicated page at its own exact-match URL.
Four pages competing for the same query	A title map assigning each page a distinct variant, with matching variation in body copy and distinct meta descriptions.
A research-stage visitor with nothing to read	A flagship page structured around the six real stages of the EB-5 process, from eligibility through to removal of conditions.
Credibility asserted rather than shown	Downloadable approval notices, verified reviews and national press citations , repeating across every major page.
Practice breadth with nowhere to live	A Practice Areas page with five detailed cards and twelve service tiles, linked from the homepage seven times.
Compliance handled as an afterthought	A designed disclaimer block on every page template , and evidence published in redacted form.
No way to see what search is doing	Search Console verification and a complete metadata layer , so performance is observable rather than assumed.

REPORTED BY THE CLIENT

The client reports that the EB-5 Investor Visa page now ranks on the first page of Google for its target term. Rankings vary by location, device and personalisation, and Rishfotech has not independently verified this position; it is recorded here as the client's own report rather than as a measured finding.

IN SHORT

Prachi Shah Law competes for one of the most valuable phrases in U.S. legal search against firms many times its size. The site answers that by being unmistakably about one thing, explaining that thing better than a brochure would, and proving the practice with documents rather than adjectives.

Design, development and search, as **one** job.

We build custom WordPress, Shopify, Laravel and Next.js platforms for clients across Europe, Australia, the US and India — and we treat search strategy as part of the build rather than something added to it afterwards.

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