

Double Homework

LokumLokum.com

Kerem Uğurlu - Serkan Oğuz Çakar



Spring 2025

31 May, 2025

8+1 Ingredients of Lokum Lokum

Customer Segments

- Startups
- SMEs
- High-net-worth individuals
- International clients

Value Proposition

- Full-service
- Preventive law
- Multilingual
- Transparent pricing

Channels

- Website
- SEO blog
- LinkedIn / Twitter / Instagram
- Publications

Customer Relationships

- Long-term trust
- Personalized service
- Compliance-driven
- Proactive engagement

Revenue Streams

- Hourly billing
- Flat fees
- Retainers
- Success fees

Key Activities

- Legal consulting
- Litigation

Key Resources

- Expert lawyers
- CMS website
- Legal tech system
- Brand equity

Key Partnerships

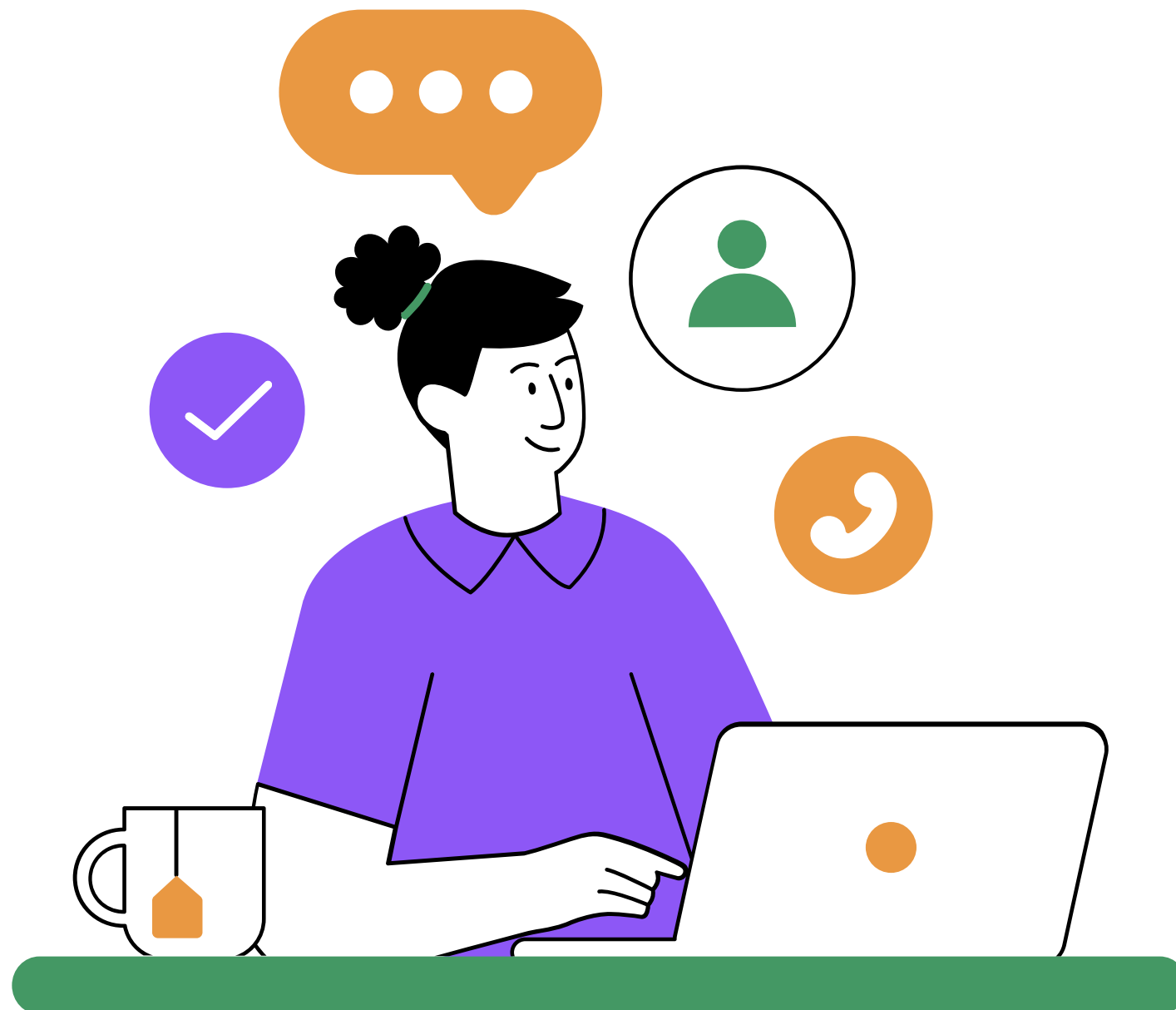
- Foreign law firms
- Tech providers
- Industry networks

Cost Structure

- Salaries
- Tech infrastructure
- Training



SWOT ANALYSIS



Strengths

- 35+ years of legal experience
- Expertise across 30+ legal fields
- Multilingual content (Turkish, English, Russian)
- Modern, SEO-optimized website
- In-house legal tech platform for efficiency

Opportunities

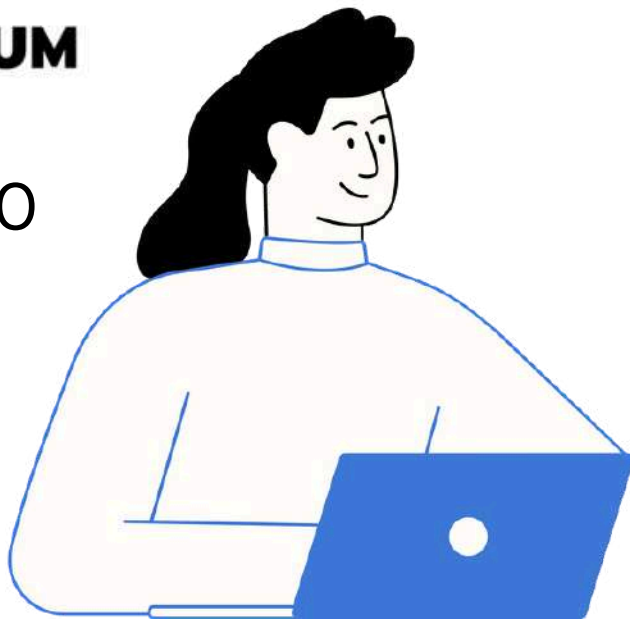
- Growing demand for online legal resources
- High interest in preventive-law and startup legal services
- Untapped markets: Russian-speaking clients & foreign SMEs entering Turkey
- SEO-driven growth through high-value blog content

Weaknesses

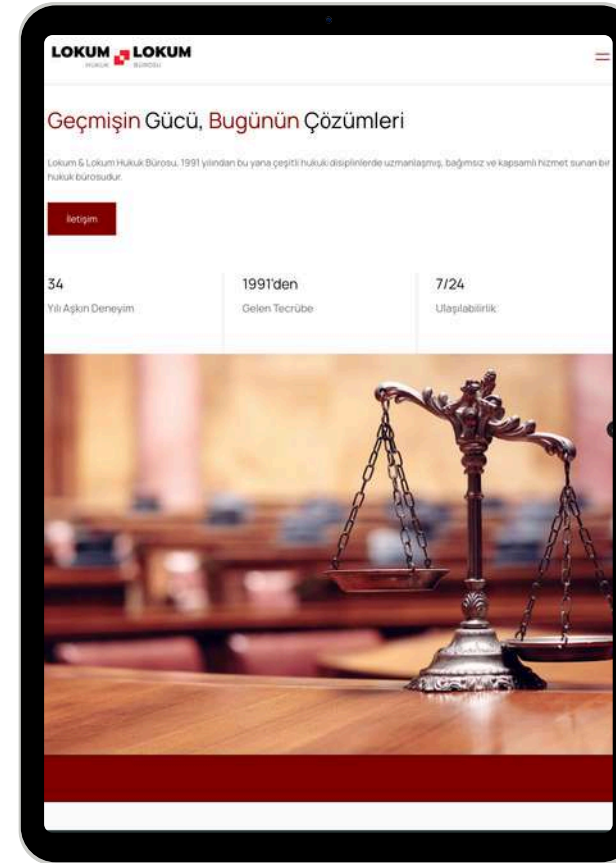
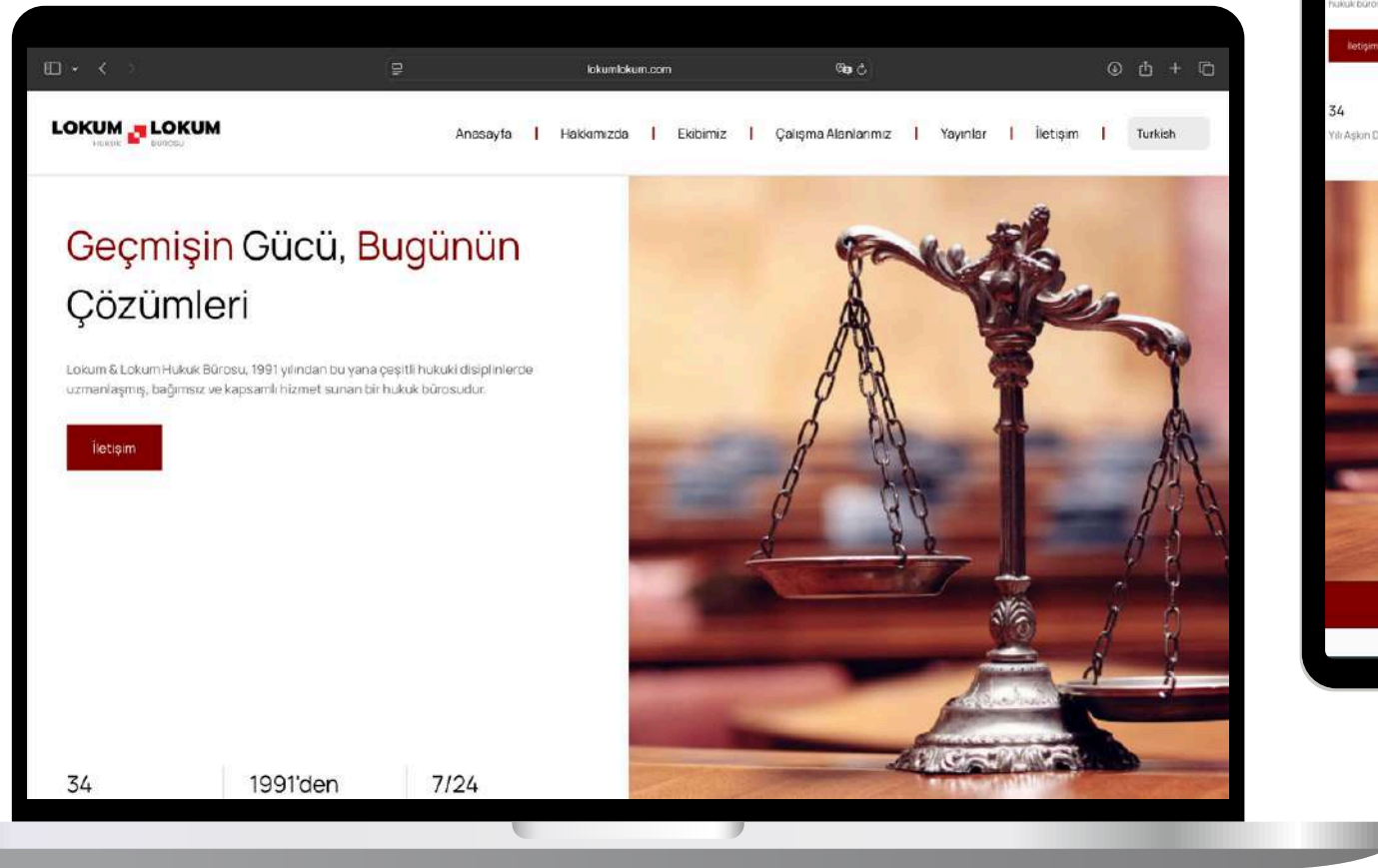
- New digital presence with low organic search authority
- Limited social media engagement
- Lack of visibility compared to older firms with established online footprints

Threats

- Strict advertising rules by the Turkish Bar (no paid ads)
- Intensifying competition from global law firms
- Fast-changing tech regulations require constant content updates



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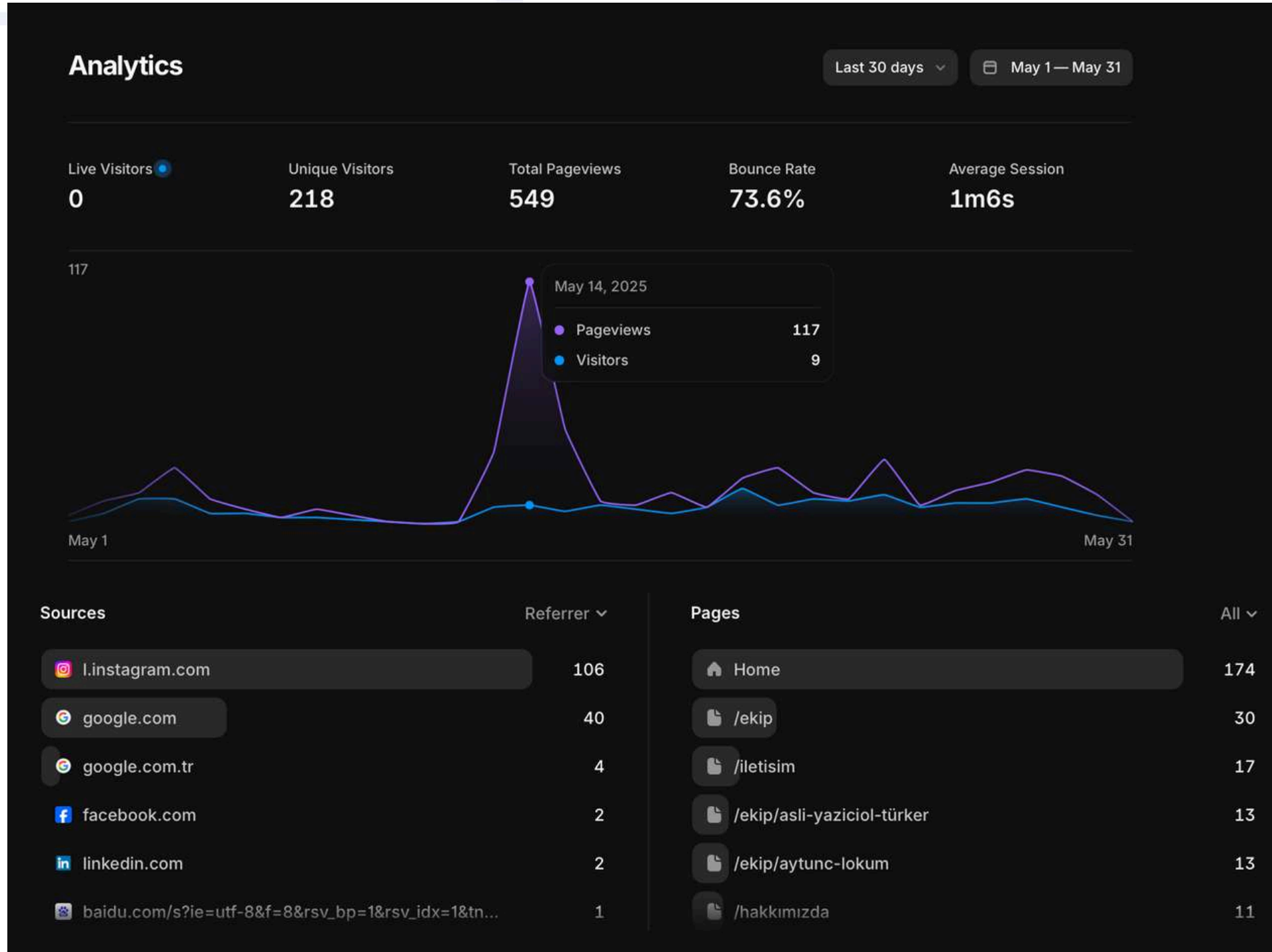
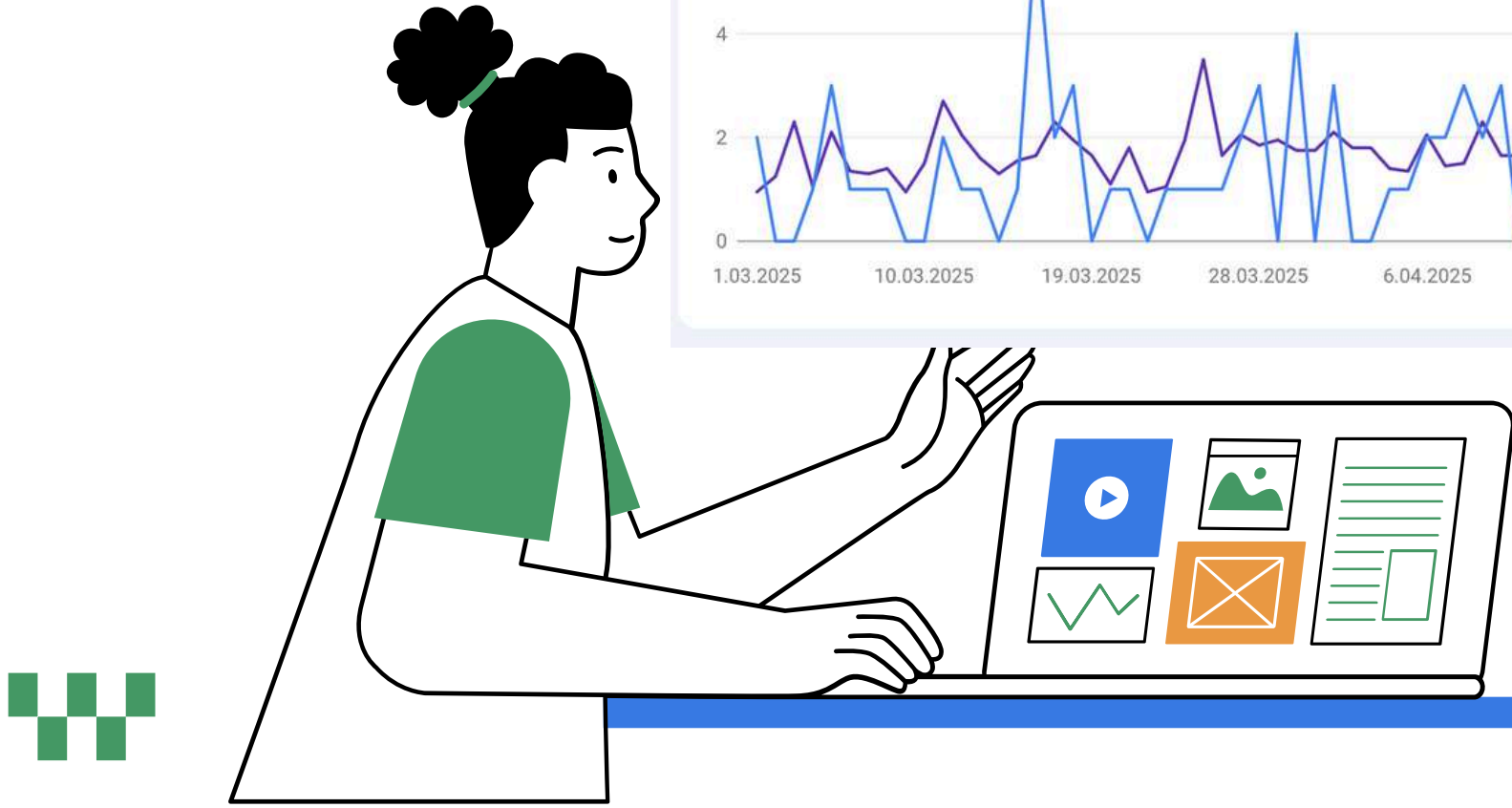
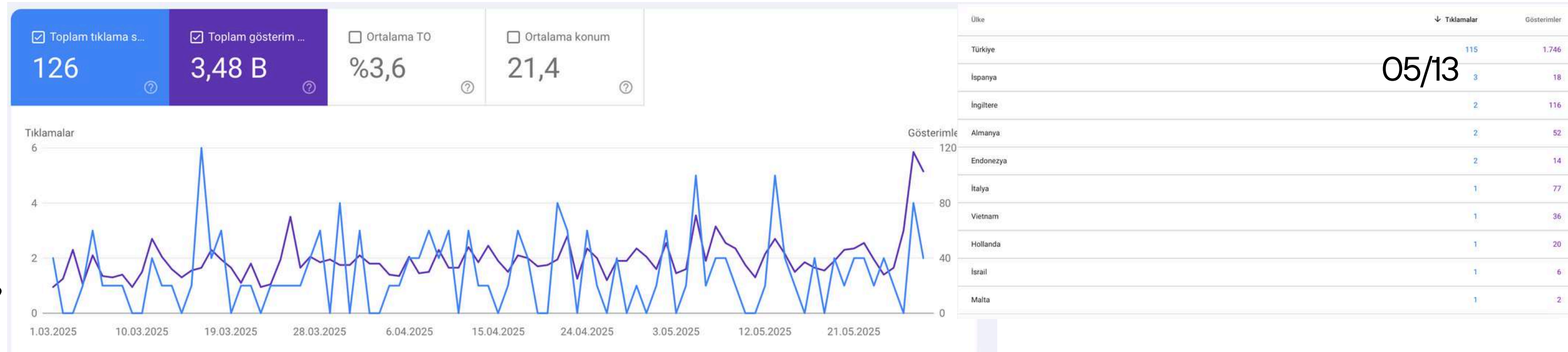


Made in Framer

We built the website using Framer, which is a tool for designers to design website for startups etc.

The website is designed for all sorts of screen sizes for the most responsive design.

Website is localized for both Turkish and English



Web Analytics & Web Statistics

Keyword Research

En çok yapılan sorgular	↓ Gösterimler
blockchain and ip law	378
lokum lokum	198
lojistikte uzman rehberlik	81
avukat can sever	71
marka ve patent hukuku	63
elif lokum	47
start-up hukuku	47
regulatory compliance and kyc standards on crypto exchange	42
önleyici hukuk hizmetleri	36
cansever hukuk	35



Keywords ?

high-volume and location-based keywords:

- "Divorce lawyer in Istanbul"
- "Commercial law consultancy"
- "Startup lawyer Turkey"
- "Law firm Kadıköy"

Tools ?

Google Keyword Planner

Ubersuggest

Ahrefs

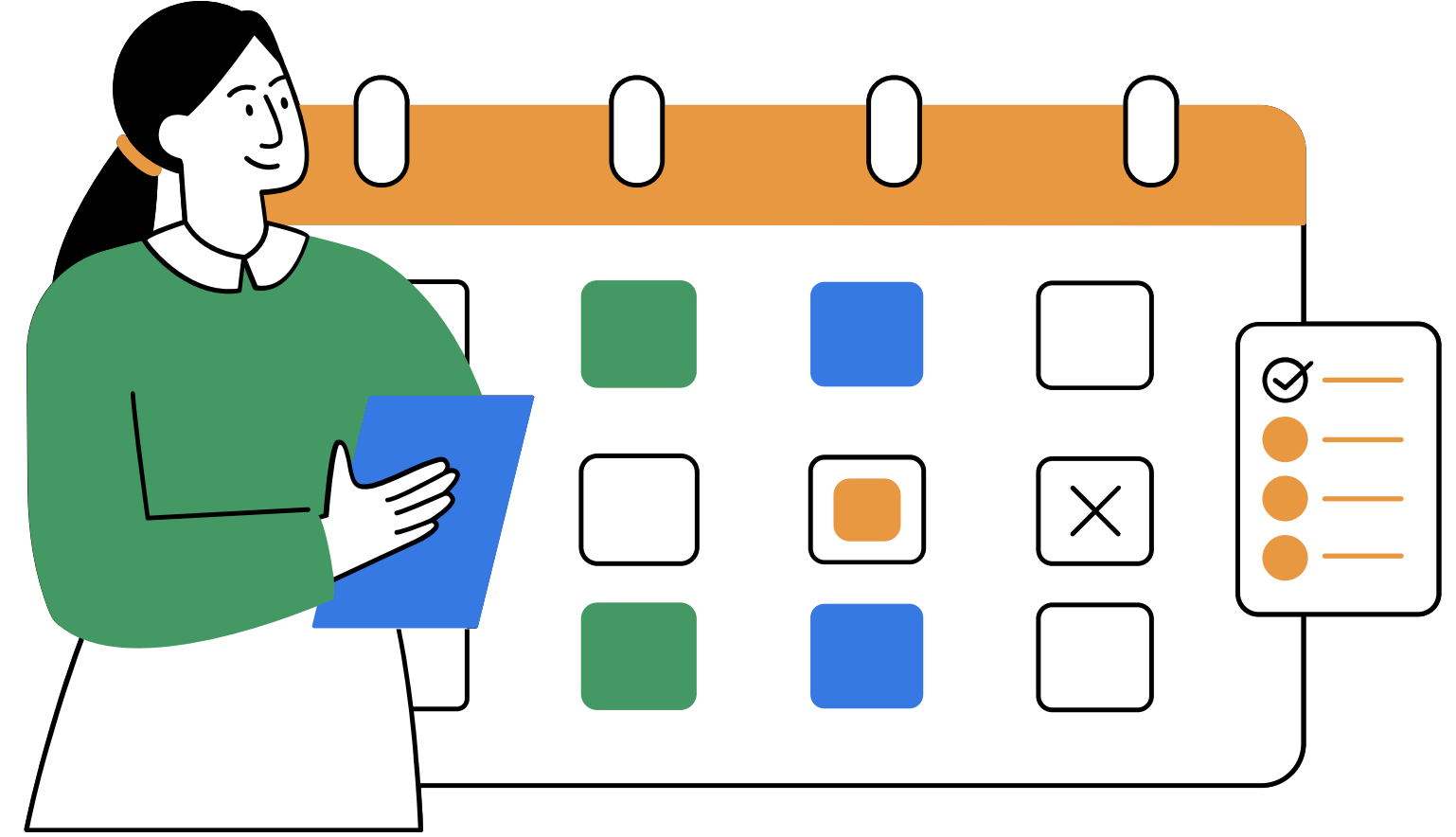
Why ?

"Divorce lawyer in Istanbul" or "Startup law consultancy" ?

Short-term wins via low-competition niche keywords.

Long-term growth through content targeting high-volume keywords.

Dubai Freezone Şirket Kurulumu: Avantajlar, Hukuki Gereklilikler ve Süreç <small>Dubai Freezone Şirket Kurulumu: Avantajlar, Hukuki Gereklilikler ve Süreç Şirketler Hukuku</small>	Dubai Mainland Şirket Kurulumu Nedir ve Neden Tercih Edilir? <small>Dubai Mainland Şirket Kurulumu Nedir ve Neden Tercih Edilir? Şirketler Hukuku</small>	Dubai'de Şirket Kurulumu: Freezone ve Mainland Karşılaştırması <small>Dubai'de Şirket Kurulumu: Freezone ve Mainland Karşılaştırması Şirketler Hukuku</small>
İngiltere'de Şirket Kurulumu: Hukuki Gereklilikler ve Temel Hususlar <small>İngiltere'de Şirket Kurulumu: Hukuki Gereklilikler</small>	Avukatlık Ücreti ve Ödeme Koşulları <small>Avukatlık Ücreti ve Ödeme Koşulları Sözleşmeler Hukuku</small>	Avukatlık Ücreti Nasıl Belirlenir <small>Avukatlık Ücreti Nasıl Belirlenir Sözleşmeler Hukuku</small>



SEO Study & Effectiveness

Strategy

NOT use any paid SEO tools or advertising

Instead:

Organic SEO strategies:

- regular blog content
- localized service pages
- Optimizing meta titles, descriptions, and header tags



Visibilty

Localization for Search Visibility:

- "Kadıköy Divorce Lawyer",
- "Bakırköy Inheritance Law Services"

Local keywords

Geographically targeted traffic,



Effectiveness

Google's first page

Blog posts

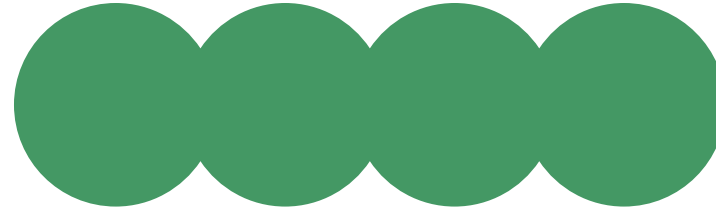
Traffic is steadily increasing



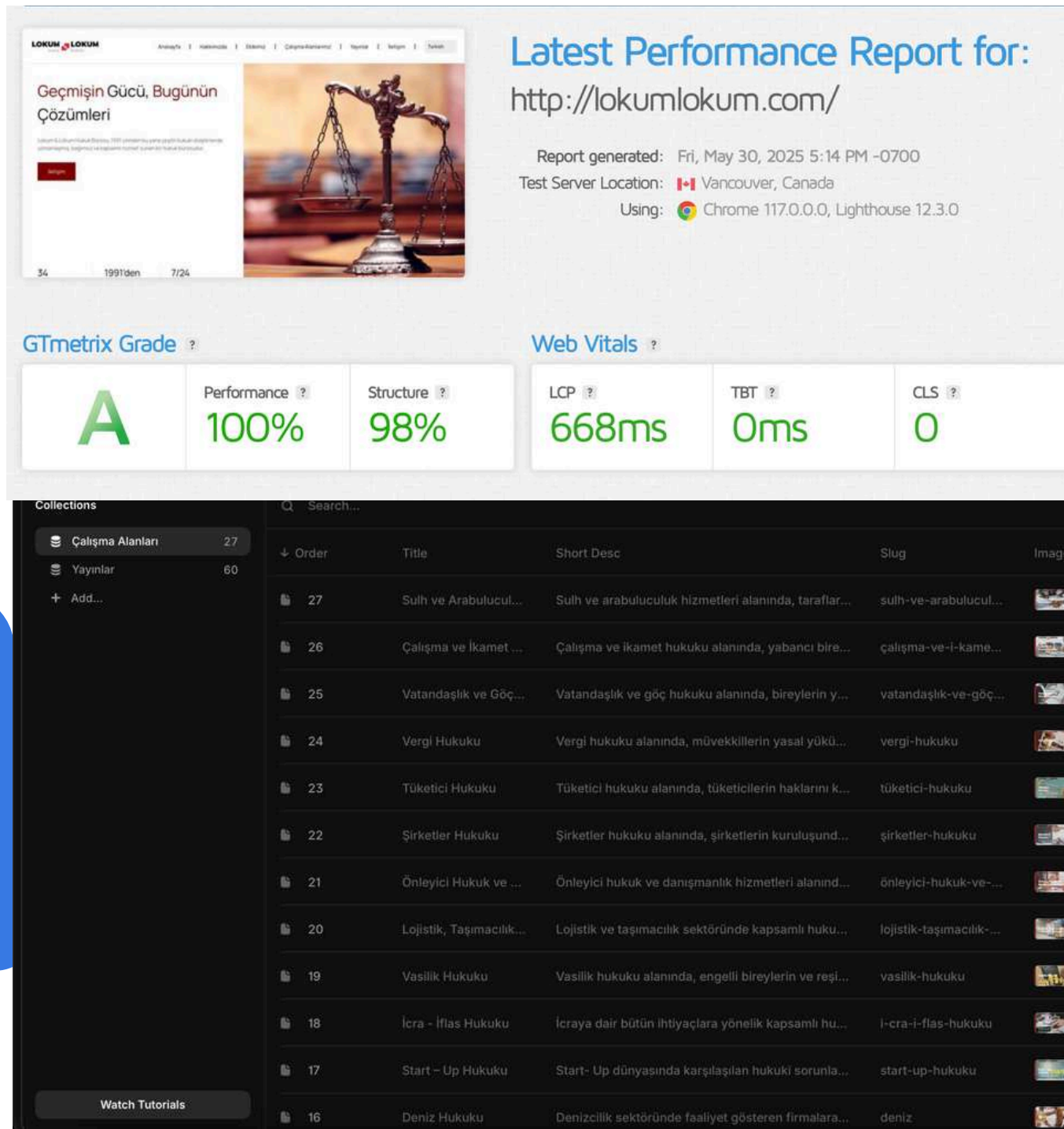
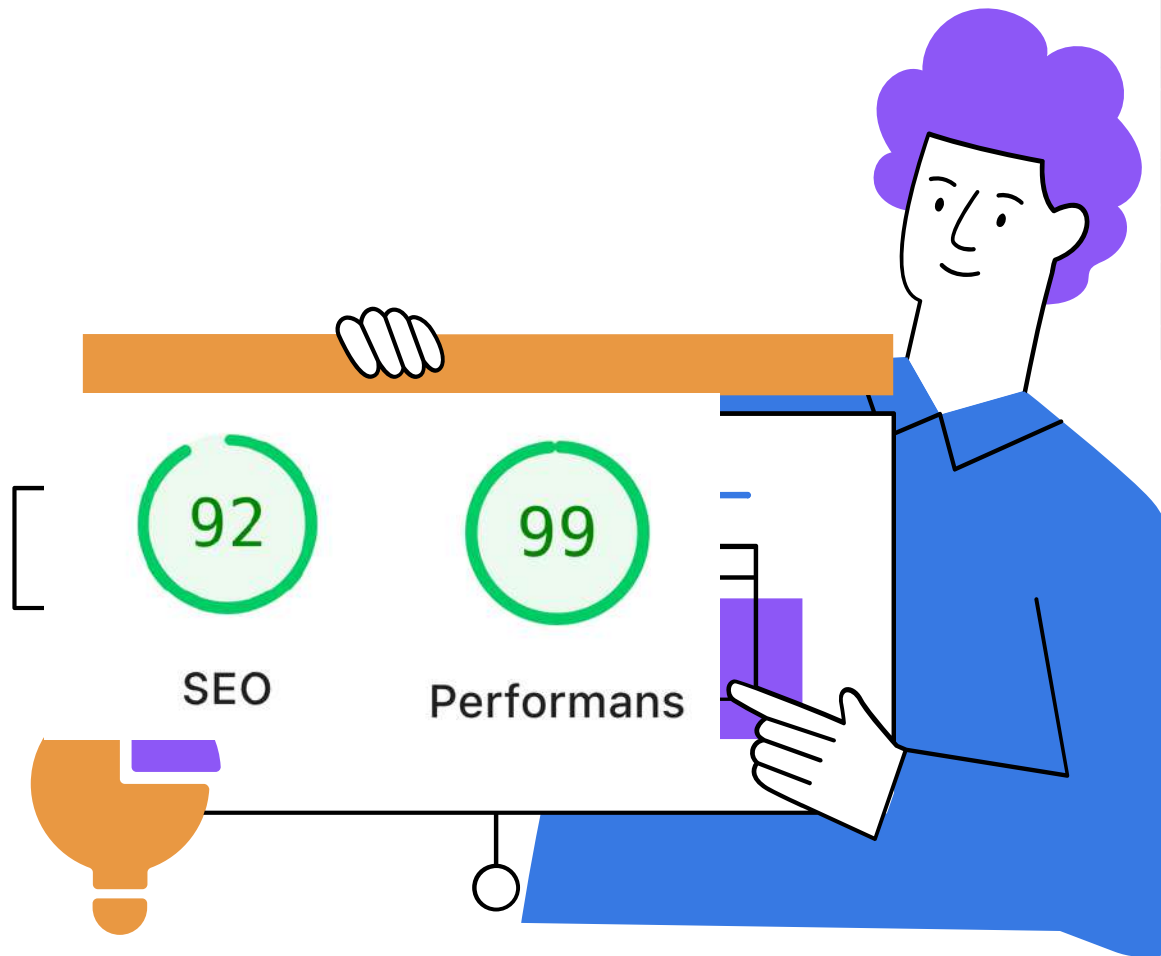
En İyi Uygulamalar



SEO



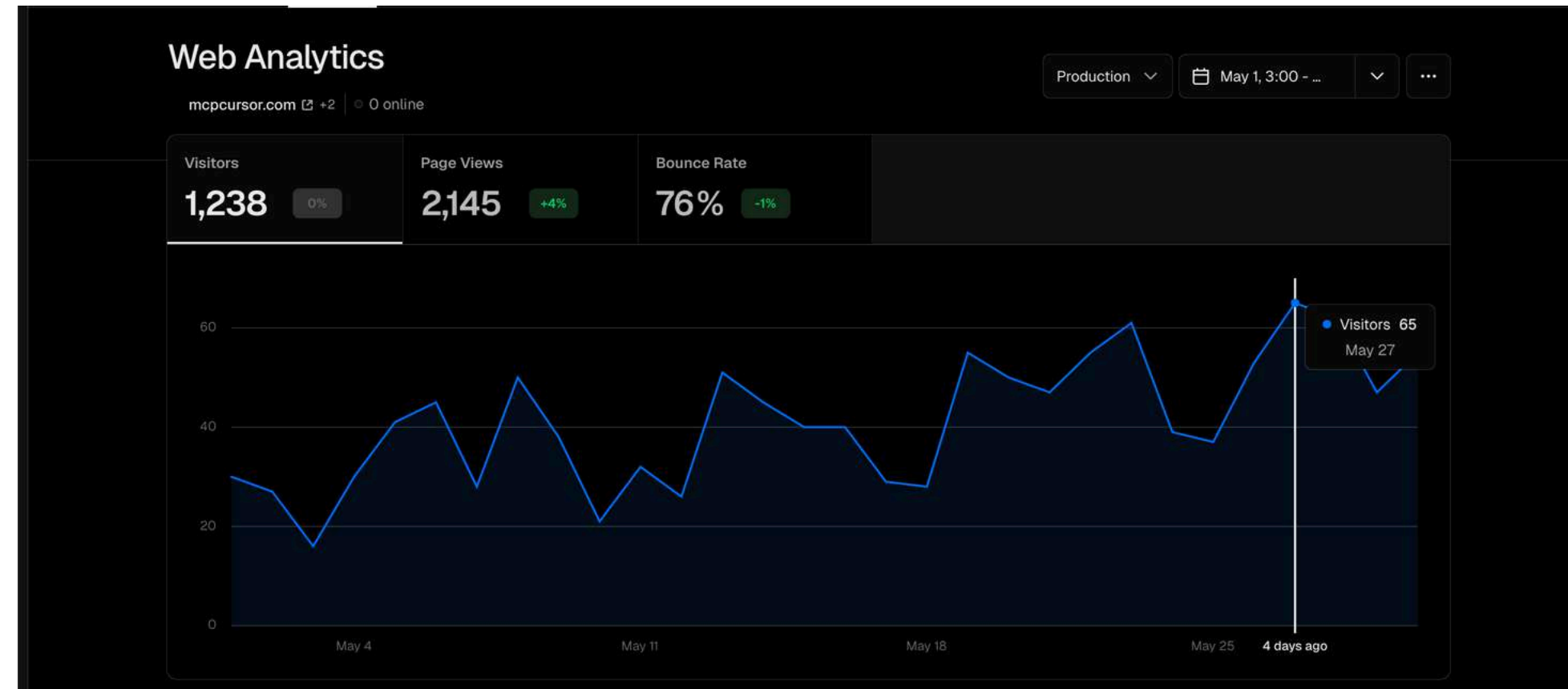
Backlinks - Tech Behind SEO



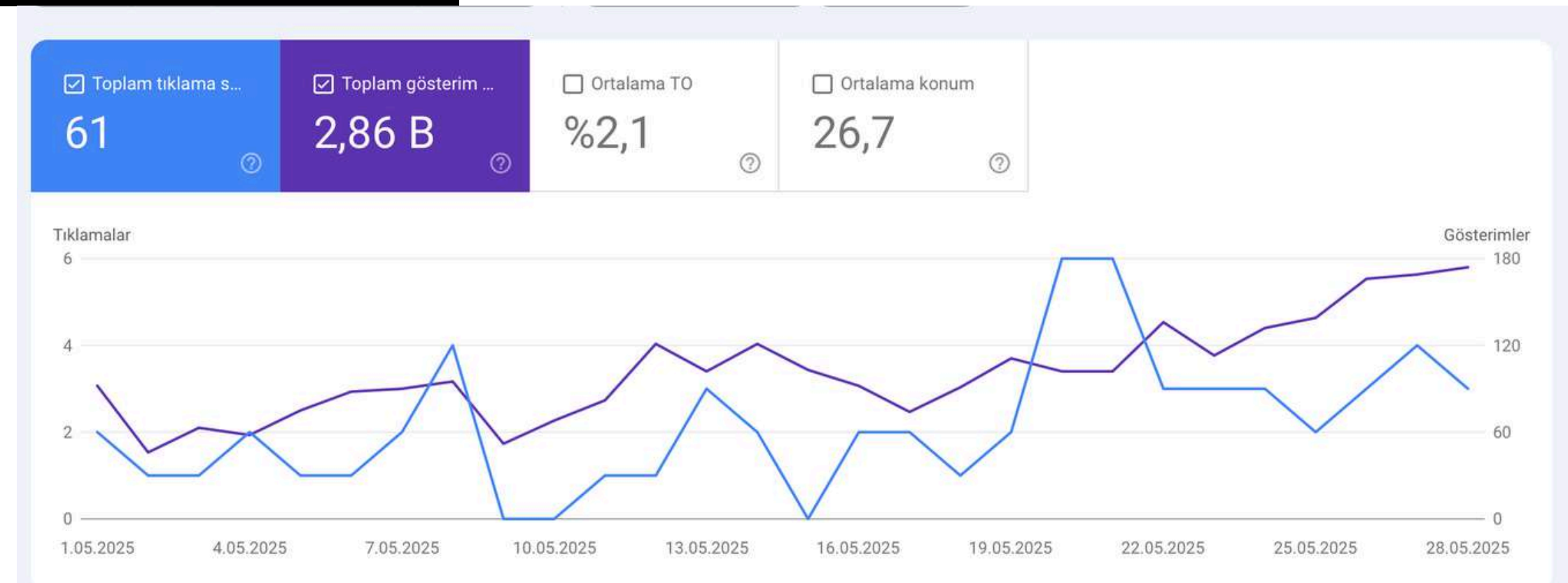
DR	Yönlendirme sayısı	Bağlantı metni ve hedef URL
		http://odp.org/World/Türkçe/Toplum/Hukuk/Avukatlar_ve_Hukuk_Büroları
		08/13
37	Lokum Marka Patent Tasarım Ve Danışmanlık Hizmetleri Ltd Şti (PATENT VE MARKA TESCİL BÜRO)	Internet Sitesi http://www.lokumlokum.com/ 308 https://www.lokumlokum.com/
50	Lokum & Lokum Law Office - Overview, Industry, Revenue, Location & Tech Stack Koala	Website https://lokumlokum.com/
	Where to buy aged domains and backlinks from qa-animals 6740-4253	lokumlife.com lokumllc.com lokumlokum.com
R	Yönlendirme sayısı	Bağlantı metni ve hedef URL
	Rehberi, Hukuk B�rolar�, Barolar ve Avukat Odalar� Siteleri	lokum ve lokum - Marka Patent Tasar�m Tescil http://www.lokumlokum.com/ 308 https://www.lokumlokum.com/
5	Yawhoo.Net ve Yahoo.Com - DAVALIYIZ Sayfa 2 İyinet - Türkiye'nin En Eski ve Köklü Webmaster Forumu	telif hakları ve marka davaları ile ilgili yardım alabilirsiniz : http://www.lokumlokum.com 308 https://www.lokumlokum.com/
8	Avukatlar ve Hukuk Büroları Web Directory: ODP.org > World > Türkçe > Toplum > Hukuk > Avukatlar ve Hukuk Büroları Directory	Lokum & Lokum Hukuk Bürosu http://www.lokumlokum.com/ 308 https://www.lokumlokum.com/
	Lokum Marka Patent Tasarım Ve	
DR	Yönlendirme sayısı	Bağlantı metni ve hedef URL
	Pay!	Shop.Skylinkseo.com https://lokumlokum.com/
86	https://yandex.com.tr/navi/org/lokum_hukuk_buros/144297359882/	www.lokumlokum.com http://www.lokumlokum.com/ 308 https://www.lokumlokum.com/ 308 https://lokumlokum.com/
0	Avukat Siteleri, Avukatlık B�rolar� Rehberi, Hukuk B�rolar�, Barolar ve Avukat Odalar� Siteleri	lokum ve lokum - Marka Patent Tasar�m Tescil http://www.lokumlokum.com/ 308 https://www.lokumlokum.com/
45	Yawhoo.Net ve Yahoo.Com - DAVALIYIZ Sayfa 2 İyinet - Türkiye'nin En Eski ve Köklü Webmaster Forumu	telif hakları ve marka davaları ile ilgili yardım alabilirsiniz : http://www.lokumlokum.com http://www.lokumlokum.com/

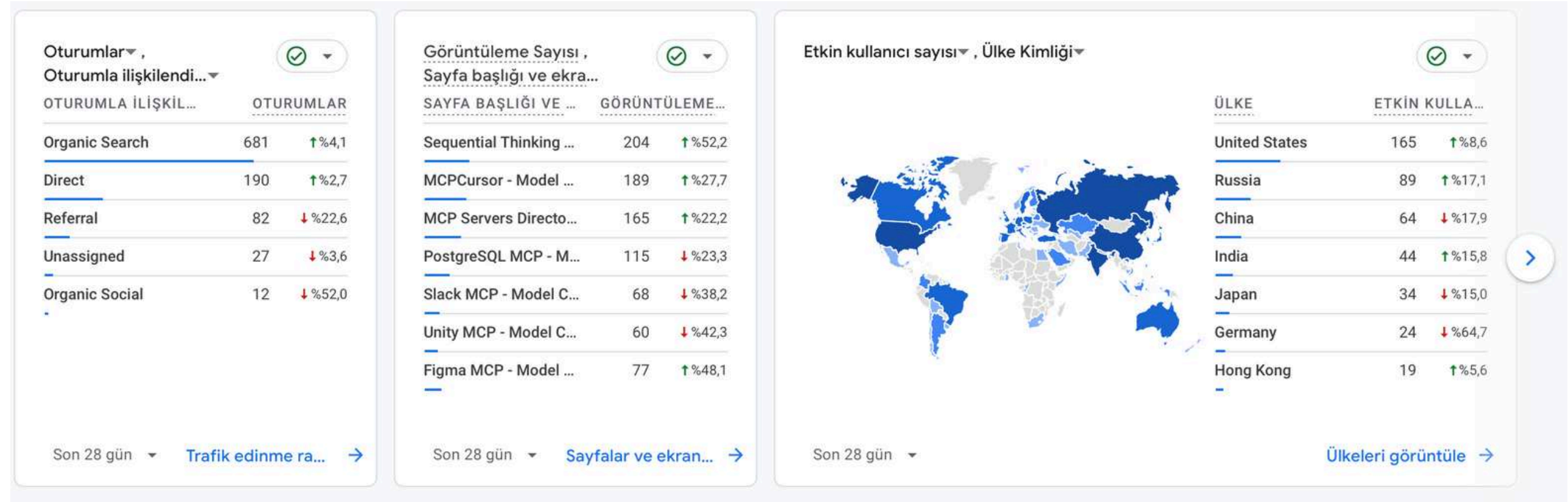
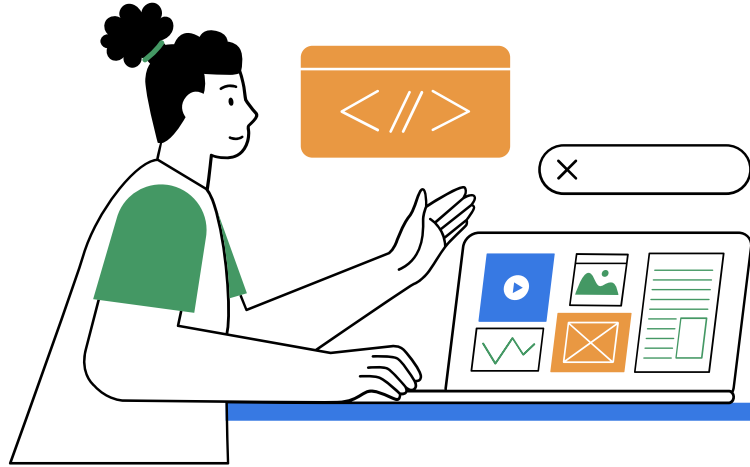
Thank You





2nd Website





Demografik grup ayrıntıları: Ülke

Son 28 gün 3 May - 30 May 2025

	708	689	514	%51,92	0,73
	Toplama göre yüzde: %100	Toplama göre yüzde: %100	Toplama göre yüzde: %100	Ort. %0	Ort. %0
<input checked="" type="checkbox"/> Toplam					
<input checked="" type="checkbox"/> 1 United States	165 (%23,31)	155 (%22,5)	95 (%18,48)	%43,78	0,58
<input checked="" type="checkbox"/> 2 Russia	89 (%12,57)	82 (%11,9)	75 (%14,59)	%59,52	0,84
<input checked="" type="checkbox"/> 3 China	64 (%9,04)	63 (%9,14)	41 (%7,98)	%43,16	0,64
<input checked="" type="checkbox"/> 4 India	44 (%6,21)	41 (%5,95)	30 (%5,84)	%42,86	0,68
<input checked="" type="checkbox"/> 5 Japan	34 (%4,8)	30 (%4,35)	24 (%4,67)	%48,98	0,71
<input type="checkbox"/> 6 Germany	24 (%3,39)	25 (%3,63)	19 (%3,7)	%67,86	0,79
<input type="checkbox"/> 7 Hong Kong	19 (%2,68)	16 (%2,32)	17 (%3,31)	%70,83	0,89
<input type="checkbox"/> 8 Netherlands	16 (%2,26)	16 (%2,32)	13 (%2,53)	%65	0,81
<input type="checkbox"/> 9 Canada	15 (%2,12)	14 (%2,03)	8 (%1,56)	%36,36	0,53
<input type="checkbox"/> 10 Australia	14 (%1,98)	14 (%2,03)	13 (%2,53)	%76,47	0,93

Web Analytics & Web Statistics

SEO Study & Effectiveness



Countries		VISITORS	PAGE VIEWS
<input type="text" value="Search"/>			
United States of America	22%	280	484
Russian Federation	13%	159	232
People's Republic of China	7%	91	111
India	6%	73	132
Japan	4%	53	70
Germany	4%	46	97
Netherlands	3%	39	60
United Kingdom	3%	35	67
Singapore	2%	31	33
Canada	2%	28	55
Close			

Referrers		VISITORS	PAGE VIEWS
<input type="text" value="Search"/>			
bing.com	29%	280	301
duckduckgo.com	24%	232	263
yandex.ru	19%	186	197
google.com	9%	90	93
cn.bing.com	7%	67	69
chatgpt.com	4%	38	42
search.brave.com	2%	16	17
ya.ru	1%	10	10
claude.ai	1%	9	9
yandex.by	1%	7	7
vercel.com	<0.5%	2	3
yandex.com.tr	<0.5%	2	2
chat.pyguy.nl	<0.5%	1	1
chat.shopify.io	<0.5%	1	1
com.slack	<0.5%	1	1
fr.search.yahoo.com	<0.5%	1	1
google.es	<0.5%	1	1
hfchlo.laitrcus.online	<0.5%	1	1
lime-copywriter-385800.framer.app	<0.5%	1	1
notebooklm.google.com	<0.5%	1	1
Close			

Australia	2%	26	74
Hong Kong	2%	23	32
Brazil	2%	21	40
Türkiye	2%	20	110
Vietnam	2%	20	48
France	1%	18	30
Spain	1%	16	19
South Korea	1%	16	19
Sweden	1%	16	41
Israel	1%	15	22
Italy	1%	14	32
Poland	1%	12	17
Switzerland	1%	10	13
Czech Republic	1%	10	33
Norway	1%	8	16
Belgium	1%	7	15