



# Contested Probate

## Take Advantage of Our Market Share

mmadigital currently outrank some of the UK's top law firms for over 35 highly competitive search terms.



We have created a brand to specifically targeting contested probate work:



**The Inheritance Experts**



61 High to medium competition keywords ranking on page 1



20% of search traffic for "contesting a will" come directly to our site



It would cost £329.34 for 1 click on every keyword we have on page 1 via PPC

mmadigital currently have rich snippets appearing for 7 of the most competitive inheritance related terms

### Keywords

- Contesting a will
- How to challenge a will
- Challenging a will
- Contesting a will UK law
- Can anyone contest a will UK
- Challenge executor of will
- Challenging a will

### Total Search Volume p/m

**3,690**

Average number of monthly searches

**10,090**

Source: Google Ads Keyword Tools

### Our Rich Snippet

When **contesting a will**, a **will** needs to fall into a specific range of criteria for any challenge to be considered under inheritance laws. These are: The **will** being invalid because it was drawn up incorrectly, or signed by witnesses who were not present when the testator signed.



Contesting A Will, How to Contest a Will | The Inheritance Experts  
<https://www.the-inheritance-experts.co.uk/contesting-a-will/>

About this result Feedback

Some terms cost per click can be more than

**£20**

Source: Google Ads Keyword Tools

Rich snippets can increase site sessions by

**516%**

Source: The Search Engine Journal

Get in touch today to book your **free online demo** of our customer acquisition platform. Contact **Rob Macfarlane**, Director of Marketing & Performance on **0161 452 0311** or email **rob.macfarlane@mmadigital.co.uk**