



DEMYSTIFYING PPC BREAKING THROUGH PAY-PER-CLICK MISCONCEPTIONS

Pay-per-click can be a vital component of a law firm's web-focused efforts. However, with so many agencies and endless information at our fingertips, it can often be an overwhelming process.

There is an ever-present list of questions and concerns one faces when deciding whether or not to pursue a PPC strategy, an avenue that can direct tremendous value toward your law firm.

We have created this resource with the goal of providing you with the knowledge to help you hold your PPC vendor accountable, ensure your campaigns are adding value, and above all, help overcome misconceptions surrounding PPC.





HOW VOLATILE IS GOOGLE ADWORDS?

It can be very volatile depending upon the level of competition and spend. Google is also known to change their search engine results page landscape. If you are running an AdWords campaign, you want to ensure the individual or company managing your campaign is vigilant about competition increases and Google landscape changes. The benefit and advantage of AdWords, however, is that you can start it or stop it at any time. You can also ramp up or decrease your budget from month to month, depending on what results you are experiencing.



SHOULD I BE CONCERNED ABOUT CLICK FRAUD?

Click fraud does happen, and it is difficult to prevent. Google, however, has gotten much better at tracking which IP address is clicking your ads, and if the same IP address clicks your ad more than once, it is flagged and monitored. Google is quick to discontinue serving your ad to the same IP address to avoid this issue in particular.



PPC IS TOO EXPENSIVE.

Clicks can be costly, but you must keep in mind that there is a lot of intent behind many of the expensive keywords out there. Determining if it's worth the cost to get those people to your landing page is your first step. But there are also other less-expensive options available. Hyper-targeting locations and ad scheduling are both creative solutions for a tighter budget.



PPC IS INEFFECTIVE.

Most people make a selection on the first page of search results. Paid ads take up over 80% of above-the-fold space for keywords with high intent. Clicks on paid search listings triumph over organic clicks by nearly a 2:1 margin for keywords with high commercial intent. This combined with our data indicates that many people do click on ads for lawyers, and many of them turn into cases for our clients.





IF I HAVE STRONG SEO, WHY DO I NEED PPC?

It is argued that AdWords is better because it gets top of the page. However, many people don't or won't click ads or don't trust them as giving the best results to their search query, so it is often just as valuable to have strong SEO positioning. Ideally, they are paired together for optimal search marketing performance. You can use data from your organic search efforts to guide your paid advertising and vice versa.



HOW DO YOU DEFINE A SUCCESSFUL PPC CAMPAIGN?

At Consultwebs we define a succesful PPC campagin through meeting our "cost per lead" (CPL) goals and increasing the number of leads the firm generates.



HOW ARE PPC RESULTS EVALUATED?

PPC results should be evaluated through AdWords and Analytics data, as well as conversion data and, when provided, case sign-ups.



HOW LONG DOES IT TAKE TO SEE RESULTS?

This is very dependent upon practice area and competition level - the higher the number of searches, the faster the results. Having a good dataset is important, and generally it takes about 30 to 60 days to build up. Although, with larger (national) campaigns, it may take less time.

Are you ready to supercharge your marketing efforts and
get your firm the business it deserves?

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