



# CASE STUDY: LAW FIRM BOOSTS EFFICIENCY OF PPC CAMPAIGN

## COST-PER-LEAD REDUCED BY MORE THAN HALF

### THE PROBLEM:

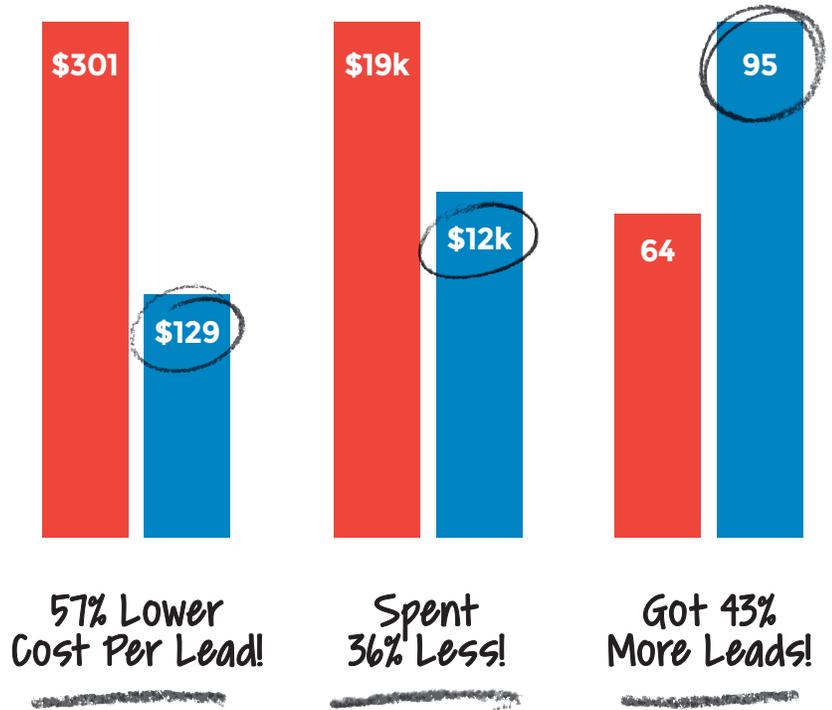
After spending a lot of time and money on a pay-per-click (PPC) campaign, a law firm was receiving poor results and signing no cases from the effort despite its investment.

### THE SOLUTION:

The law firm became a Consultwebs client and asked the team to run its PPC campaign.

### CONSULTWEBS ANALYSIS:

The Consultwebs team determined that the law firm’s previous campaign had been targeting too many keywords per ad group, which had cluttered the campaign and made it more difficult for Google to understand which search queries each ad was trying to answer. Due to the law firm’s low quality score online (1-2), the attorneys were paying too much for clicks. In addition, their ads were too generic for specific searches and not converting well.



**CAMPAIGN RESULTS PRIOR**  
SEPTEMBER 1 — NOVEMBER 30 (2013)

- 64 Leads
- \$19,332.22 Total Ad Spend
- \$301.77 Cost Per Lead

**CAMPAIGN RESULTS POST**  
DECEMBER 1 — FEBRUARY 28 (2014)

- 95 Leads
- \$12,299.10 Total Ad Spend
- \$129.46 Cost Per Lead

### CONSULTWEBS FIX:

The Consultwebs team performed new keyword research, created new ad groups and wrote new ad copy. The team applied a tiered bidding strategy and created a focused, paid search-specific landing page that is geared for leads. Overall, the new approach was more tightly focused, targeted and customized.

### THE RESULTS

Efficiency and effectiveness greatly improved. Cost per lead dropped from \$301 to \$129. Overall, the law firm saved more than \$7000 over 3 months, and got 43% more leads despite spending less money. Adwords quality scores rose, and the client paid less per click, on average.

