



# 4 IMPORTANT QUESTIONS TO ASK YOUR PPC PROVIDER

If your law firm is paying good money for Pay-Per-Click (PPC) advertising services, you NEED to make sure that you're getting a good return on your investment. Some PPC providers aren't equipped to bring great results to law firms.

They lack expertise and engage in highly inefficient use of the funds that law firms provide. Sometimes, they don't even provide accurate reports, showing clients where their money is going! The "leads" they show in their reports may be of no actual value, and they may not have a dedicated account manager that is available to clients, and responsible for their campaign's success.

Use these 4 simple questions to help determine if your current PPC vendor is making effective and efficient use of the money that your firm is paying them.

- 1 How do I know that your company has proper experience with the legal industry and can provide effective results for my law firm's AdWords or Pay Per Click (PPC) Campaigns?
- 2 How can I be sure that your company isn't wasting the money that I'm budgeting for PPC?
- 3 Will you provide me with an accurate, objective and detailed report that shows me where my money is going, and how effective and successful your work has been?
- 4 Will I have access to my statistics, and a dedicated, full-time, certified account manager who runs my firm's PPC campaign and provides me with accurate and timely reporting and communication?



If you don't receive satisfactory answers from your current provider, or have any questions about PPC campaigns, or Web marketing for law firms in general, the team at Consultwebs is more than happy to assist you.

Consultwebs has been recognized for excellent performance with Google products and has earned the status of Google Premier Partner. With access to the Google team through support, product updates, executive business trainings and more, our expert team stays up-to-date and uses best practices for our clients.

Please contact us by calling **800-872-6590** or emailing us at **getmore@consultwebs.com**. We can help your firm get more cases from the Web.

