

PPC CASE STUDY

THE PROBLEM: Prior to Consultwebs .com, Inc.'s involvement, the client had been running a PPC campaign for several months but receiving a poor ROI. The client had been targeting numerous keywords per ad group, which clutters a campaign and makes it impossible for Google to understand which search queries an ad is trying to answer. Due to the client's low quality score (1-2), they were paying more for clicks than necessary. In addition, their ads were generic and not converting well, as searchers prefer to see specific ad text that is relevant to their query.

THE FIX: We paused the client's standing campaign, performed new keyword research and created all new ad groups and ad copy. We assessed the bids and applied a tiered bidding strategy, which is more effective than setting a standard bid across the boards. We also created a focused, paid search-specific landing page geared for conversions. Overall, our approach was more tightly focused and customized to the targeted search queries.

"Lowered the client's cost"

THE RESULTS: We saw impressive results from our efforts! The client's quality score rose from 1 to 2 to a minimum of 6, which lowered the client's cost per click and dramatically increased their ROI. During the month of January, when we were managing this client's PPC campaign, there was a major snowstorm in his market area. That being the case, the number of car accidents in his town dramatically peaked. Because we had built the infrastructure on his PPC campaign, this client was tuned up and available to accident victims needing legal representation. Due to the changes we had made to the account, the client was able to get more clicks, which led to more conversions, and still remained comfortably within budget guidelines.

Campaign Results Prior

9.1.13 - 11.30.13

- 64 Conversions
- \$19,332.22 Total Ad Spend
- \$301.77 Cost Per Conversion

Campaign Results Post

12.1.13 - 2.28.14

- 95 Conversions
- \$12,299.10 Total Ad Spend
- \$129.46 Cost Per Conversion

"Not only did our client's overall cost per lead decrease, he signed quality cases as a result of Consultwebs' efforts. The best thing to come of our team's management of this PPC campaign, however, is that it allowed our client to do what he does best: practice law. By leaving our team of experts to handle his paid search marketing, he was able to focus exclusively on the new clients he acquired."

- Michael Gardner, Account Manager

48%
INCREASE

36%
SAVINGS

57%
REDUCTION