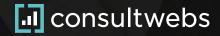
Law Firm Boosts Efficiency of PPC Campaign

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 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.

