

# AN EXPANDING LAW FIRM'S PAY PER CLICK CAMPAIGN

BROUGHT IT MORE BUSINESS THAN IT COULD HANDLE

 consultwebs

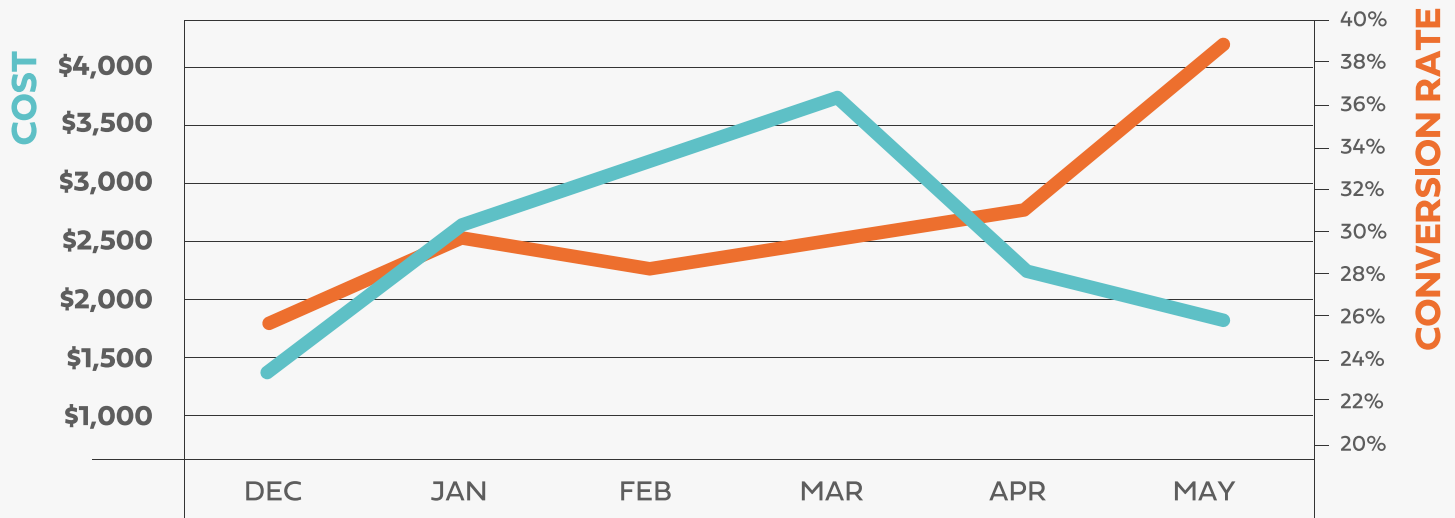
## THE PROBLEM

An attorney decided to expand the firm's services to include a new practice area— employment law. Search Engine Optimization typically takes at least four to six months or more before noticeable improvements in rankings begin to show. The attorney wanted immediate results.

## THE SOLUTION

The attorney worked with Consultwebs to begin an aggressive Pay-Per-Click campaign targeting employment law in the firm's geographic area. A targeted landing page was created, and used for the campaign.

## COST AND LEAD CONVERSION RATE



\* Source: <http://www.wordstream.com/blog/ws/2014/03/17/what-is-a-good-conversion-rate>

## THE RESULTS

Simply outstanding. The campaign that Consultwebs created was so successful, in fact, it had to be put on hold because the firm had more new employment law leads and cases than it could initially handle!

In the first full month of the campaign 25% of users who visited the page contacted the firm. This ratio is known as "lead conversion rate". The campaign's lead conversion rate reached a six-month peak of 38% in May. For comparison, the median conversion rate for the legal industry, according to a 2014 study, was just 2.07%\*.

The average monthly cost for the campaign was \$2,507 and the firm's average conversion rate was 31% (over a six month period). Targeting refinements in March and April helped drive down the overall cost of the campaign while lead conversion rate continued to increase.

Are you ready for your firm's business to pop with new clients? Get in touch with us today!

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