



HOW LAW FIRMS GAIN MORE CLIENTS WITH LSA

A CASE STUDY

Discover how law firms increase their local client base through LSA and achieve remarkable success in their market.

[LSA \(local service ads\) for law firms](#) are a type of advertising where law firms are pre-vetted and verified by Google, thus offering an ad placement in search queries. Unlike other types of advertising, e.g., PPC, which works on a pay-per-click functionality, LSA operates on a pay-per-lead basis.

Let's take a cumulative look at 10 firms that are finding tremendous success with the help of [LSA services at Consultwebs](#).

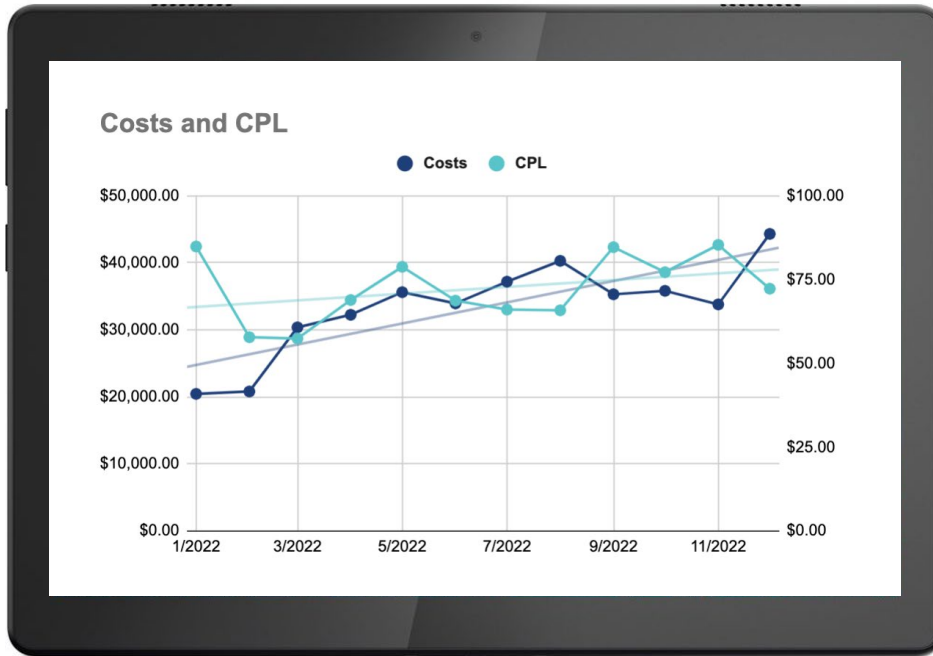
The firms and time period:

- + **The firms:** The cumulative results of 10 law firms across the USA investing in [LSA services at Consultwebs](#).
- + **The periods:** A consistent 12-month investment; between January - December.

The results:

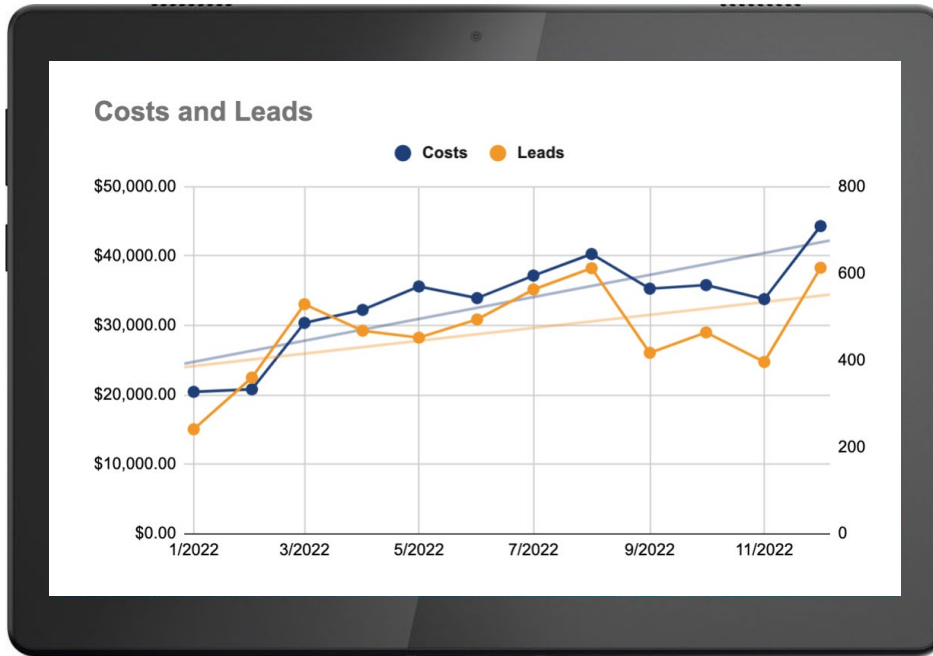
As these clients spend more on LSAs month after month, they end up paying less for leads, which is excellent. (Remember: LSA operates on a pay-per-lead basis.)

- + **On average, law firms see a 15% drop in their CPL (cost per lead) between January - December. See for yourself:**



Firms not only see a decrease in their CPL, but they also see more leads come through.

- + Like the previous point, law firms decreased their cost per lead. **However, they also end up increasing their budget over a period of time - on average, law firms boosted their budget by 117%.** How does this translate to business?
- + **By increasing budgets, law firms grew their lead intake by an incredible 154%.** Take a look:



Law firms like yours can secure more leads and cases while **gaining more exposure, building brand recognition, and establishing a more substantial online presence.** And this is all possible with the support of an experienced legal marketing team.



If this is something you've been looking for - we're here. Let's chat!

