

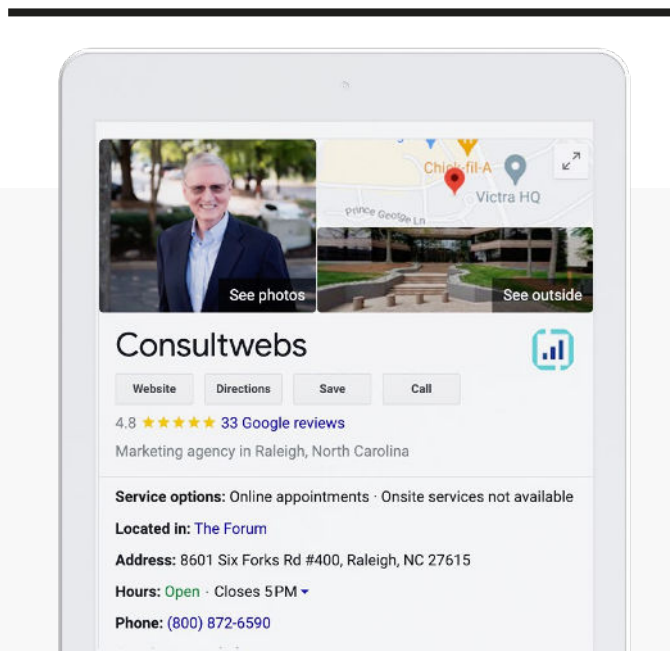
# Using Google Display Ads to Boost Your Google Business Profile and Local SEO Results



## Have you ever heard of Google Business Profile (GBP)?

You likely see it every day when you google a business: it's a free online tool that allows businesses to showcase important information about their company, such as hours of operation, location, phone number, website, and reviews.

Let's show you, using Consultwebs as an example:



### Recognize it now?

The importance of this tool cannot be overstated.

### The benefits of Google Business Profile:

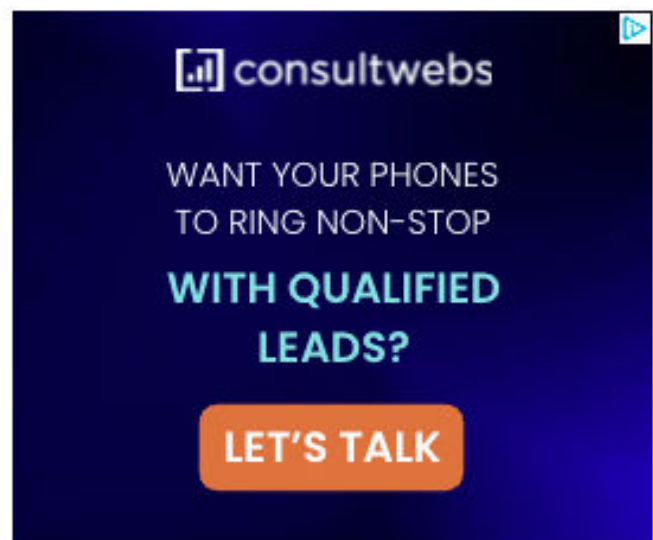
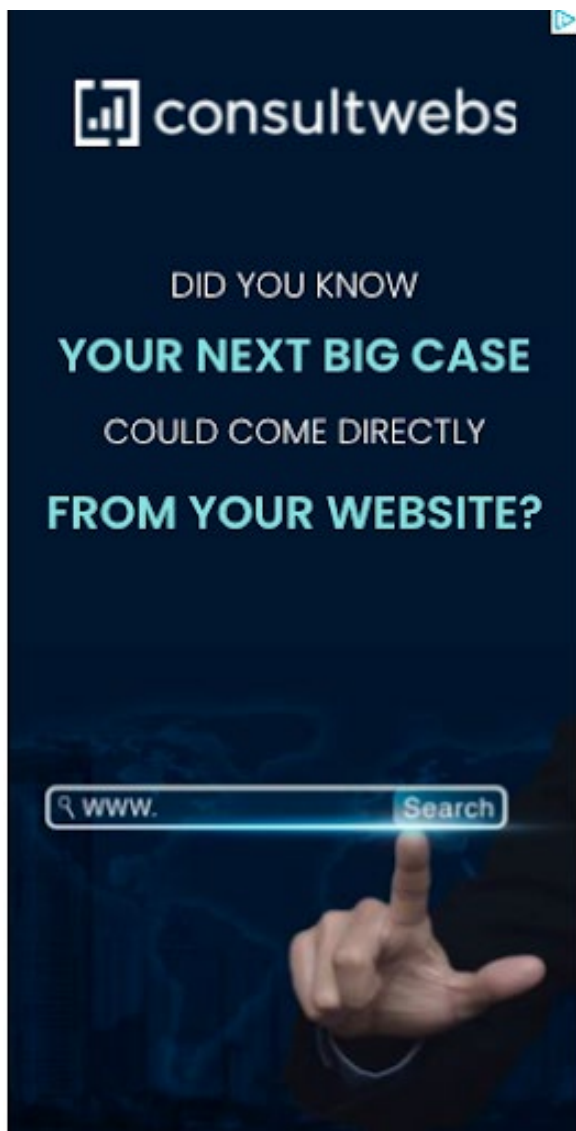
- + **Improves local SEO** by ensuring accurate and consistent information across multiple platforms
- + **Enhances a business's online reputation** by showcasing positive reviews and customer feedback
- + **Increases online visibility**, which can lead to more traffic and customers
- + **Provides essential information** to potential customers

Basically, GBP is a carefully cultivated summary that provides a concise snapshot of your firm to clients. **Since GBP summarizes all information that a client would find most critical, it is often more beneficial for paid display ads to link back to the GBP rather than the firm website.**

## What is a paid display ad?

Google Display Ads are visually engaging ads that appear on the Google Display Network. These ads can take the form of text, image, or video and are shown to people who are browsing websites, apps, and Google-owned properties.

Here are some examples:



Google Display Ads are a recommended ad platform in a healthy digital marketing mix for several reasons. They:

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- + Have a **wide reach** because they can be placed on millions of websites across the internet.
  - + Are **highly targeted**, which means that advertisers can reach their desired audience based on demographics, interests, and behavior.
  - + Are **cost-effective**, as advertisers can set their own budget and only pay when someone clicks on their ad.
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The benefits of connecting Google Display Ads to your Google Business Profile include:

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- + **Increased engagement:** By showcasing your Google Business Profile when a user clicks on your Display Ad, you can reach more people and increase your online visibility.
  - + **Improved user experience:** By providing users with relevant ads that are tailored to their interests, you can improve their overall experience with your business.
  - + **Better targeting:** By using Google's targeting capabilities, you can reach the right people at the right time and improve your overall ROI.
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We realize that having a display ad link back to the GBP - and not the firm website - might sound counterintuitive. To better demonstrate how powerful this technique can be, let's look at a firm's success using this strategy.

## The Personal Injury Firm

To protect the firm's identity, we'll refer to them as 'the firm' throughout the case.

### Practice area(s):

- + Personal Injury
- + Product Liability
- + Wrongful Death
- + Insurance Bad Faith

### Location:

Texas

### Types of Digital Investment:

- + Search Engine Optimization (SEO)
- + Digital Advertising

## The Results

We'll compare two eras: the pre-ad and post-ad campaign era.

**The pre-ad campaign** is based on a five month time frame where the firm ONLY invested in SEO.

Conversely, **the post-ad campaign era** encompasses the five months immediately following the launch of their ad campaign, during which time the firm invested in BOTH digital advertising and SEO. Their digital ad campaign involved Google Display Ads that pointed directly to the firm's GBP.

The time frame is as follows:

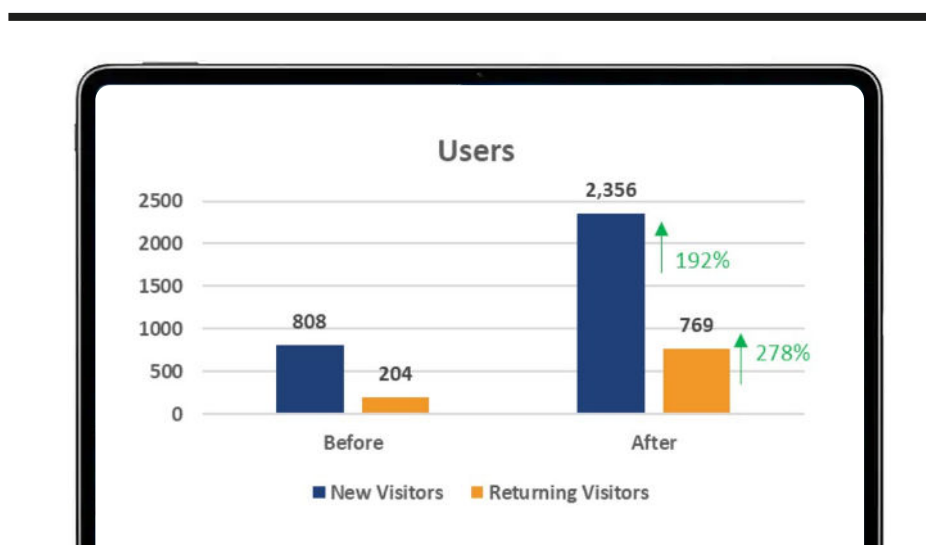
### Dates Considered:

	Start Date	End Date
Before Ad Campaign	March 2022	July 2022
After Ad Campaign	August 2022	December 2022

## Increasing Website Visitors Over Time

Over the five month period following the launch of the digital advertising campaign, the firm noticed a 192% increase in new visitors to their website, and 278% to returning visitors. Note that the greater number of returning visitors, the higher the likelihood of converting into paying customers.

Take a look:

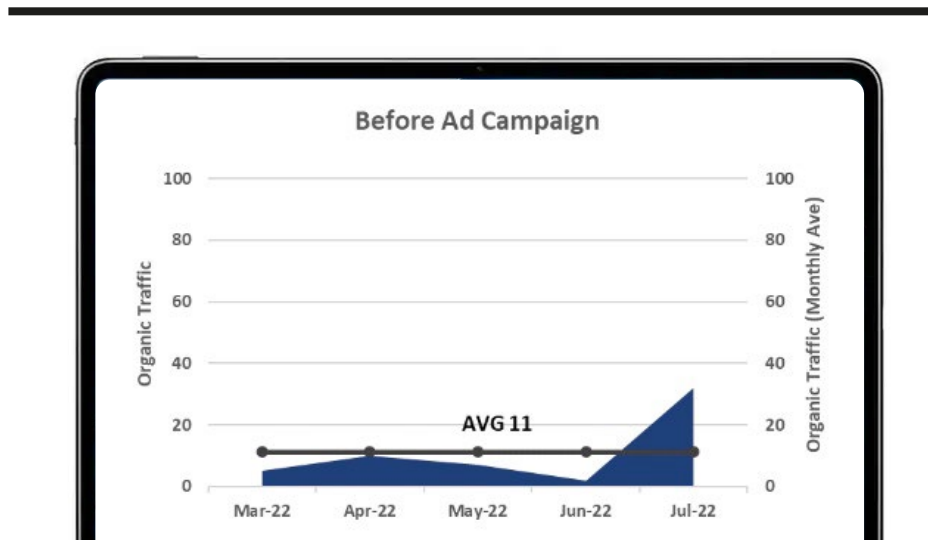


## Average Organic Traffic Makes a Huge Jump

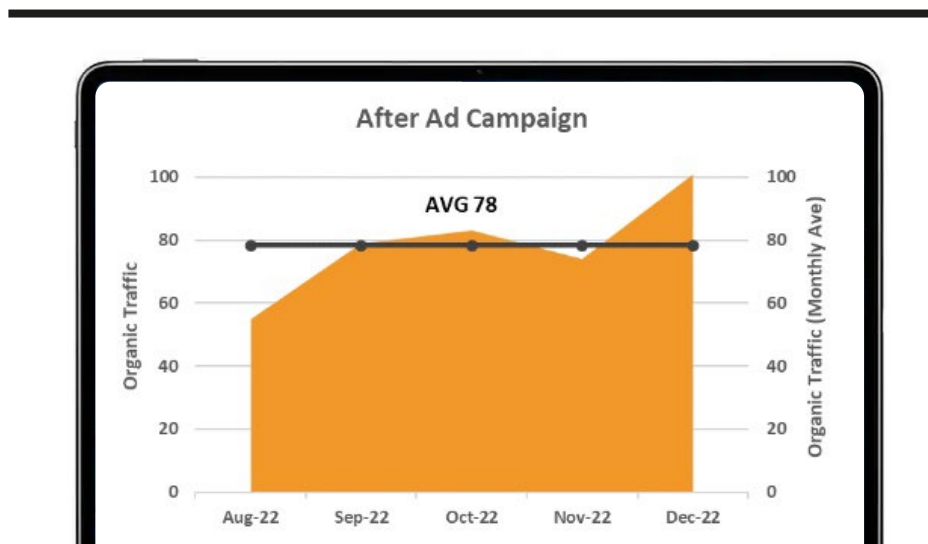
The firm also noticed a dramatic increase in the average organic traffic to their website after adopting the digital ad campaign.

Average organic traffic to a website refers to the number of visitors who find a website through search engine results pages.

At first, with SEO only, the Firm's average organic traffic per month was 11 users.



After the ad campaign's launch, this number climbed to an average of 78:

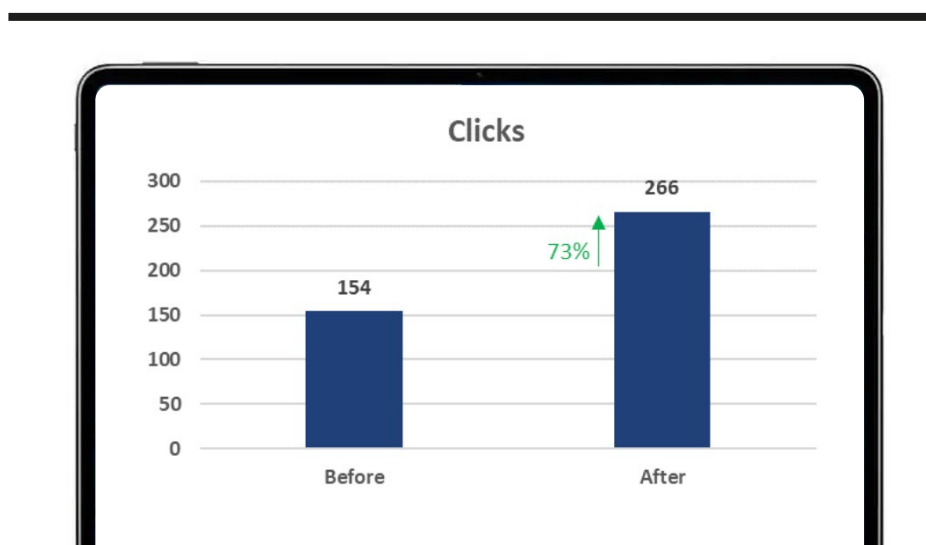


**That's a 609% increase in organic traffic!**

## More Clicks and Engagement

Users also saw a 73% increase in clicks. Clicks are a key metric in digital advertising that refer to the number of times users click on an element within a marketing campaign.

This significant improvement in the click number indicates an ad campaign is effective in engaging users.



## Growing Leads AND Decreasing Cost per Lead

Before looking at the data, here are two definitions for you:

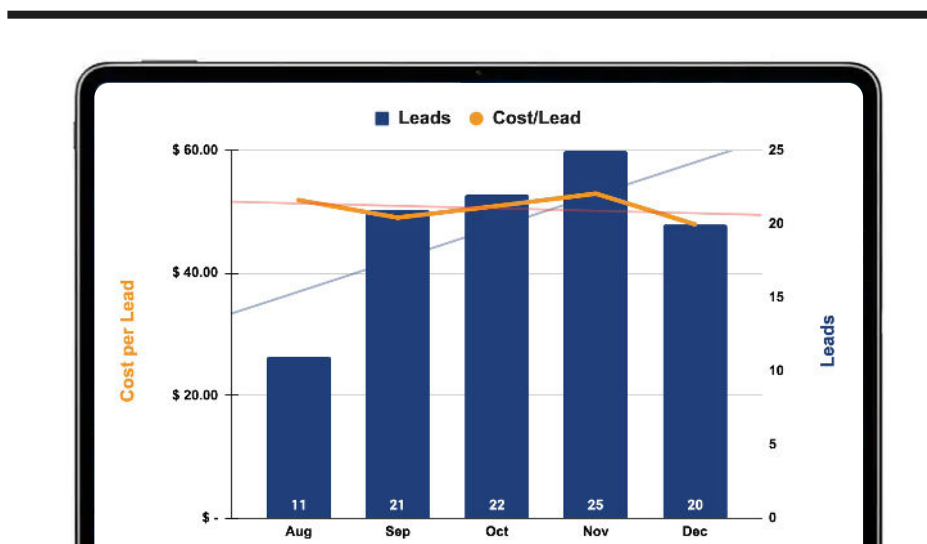
- + **Leads** refer to potential customers who have expressed interest in a service.
- + **Cost per lead** is the total cost of a marketing campaign divided by the number of leads generated. Basically, it helps to measure the cost-effectiveness of generating leads.



After implementing a digital ad campaign, **the firm's average monthly leads almost doubled**. Meanwhile, the firm also saw the cost per lead decrease.

These metrics are a great indication of the high quality of the leads generated by the firm's digital ad campaign.

Take a look:



## Final Thoughts

**We can learn a couple of lessons from the success of this digital ad campaign.**

**Firstly**, by directing display ads toward the GBP, law firms can leverage a powerful tool to drive website traffic and convert users into high-quality leads.

**Secondly** (and perhaps more importantly), law firms should take notice of the effectiveness of **diversifying your digital marketing strategy**. By investing in both digital advertising and SEO, this firm saw results that couldn't be seen by using any one strategy alone.

**Your marketing strategy shouldn't exist in a vacuum.** By investing in multiple marketing strategies, you create a marketing ecosystem that can work together to maximize your law firm's online visibility.

**If you're interested in learning more about our services,**  
seeking additional guidance, or simply have questions that need  
answering, let's take this conversation to the next level and...

**Explore the Possibilities Together**

