

Law Firm



A Law Firm, a team of specialist injury attorneys, offers services across Louisiana in areas such as personal injury, automobile accidents, maritime law, wrongful death, and hurricane-related cases. Seeking to boost the acquisition of high-quality leads and close more cases, they approached Utopiads. Their prior PPC efforts, managed internally by a former partner, had seen a decline and stagnation in lead volume.

Results (over 12 months)

Calls

64

Form Fills

45

Conversion Rate

4%

Cost per click

\$33

Solutions

- Develop and fine-tune dedicated Google Search campaigns for the various services offered by the law firm.
- Connect the firm with a trusted WSI partner to handle landing page development and website redesign.
- Ongoing keyword optimization to remove irrelevant traffic and increase focus on high-converting ones.
- Start with the Maximize Clicks bid strategy to maximize Impression Share and then phase in conversion-based bidding.

Strategy / Approach

- Focus on quality over quantity in regard to traffic.
- Send traffic to the highest quality and most relevant pages possible to improve user experience.
- Prioritize high-value conversions over SERP rankings (which was their previous strategy).

Challenges

- Traffic for lawyer keywords is expensive
- Minimal search volume in the Lake Charles area
- A lack of PPC-optimized pages

Aftermath

- Quickly noticed an increase in lead volume. The leads that were closed brought in high returns to the firm which far outweighed the high CPCs and CPLs.
- A successful website redesign gave the firm a fresh and modern look which included service pages with prominent CTAs and relevant content.

