

UNLOCK YOUR GOOGLEADS POTENTIAL

---



# Legal - Criminal - DUI/DWI Lawyer

---

GEO-TARGETING: Dallas, TX





## CLIENT GOALS

To increase prospects in targeted geo-area.



## HOW WE HELPED

A highly-optimized search campaign was applied to capture users searching for legal services.

Our PPC strategy has seen some fantastic results within key metrics.

# QUICK STATS



IMPRESSIONS

16,425



CLICKS

627



CONV RATE

7.81%



CONVERSIONS

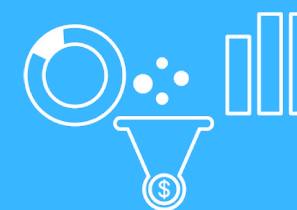
49

180 Day Results

# RESULTS



**\$113.34**  
CPA



**49**  
NO. OF CONVERSIONS



**\$8.86**  
CPC



**7.81%**  
CONVERSION RATE



**86.56%**  
IMPRESSION SHARE



**79.61%**  
% TOP IMPRESSION SHARE



**90.05%**  
MOBILE IMPRESSION SHARE



**80%**  
MOBILE % OF TOTAL CONV



**6.19%**  
% LOST IS (RANK)



**3.82%**  
CTR

180 Day Results (cont.)

# CAMPAIGN REVIEW

This campaign had a high engagement rate from mobile users. By optimizing the device bid adjustments, we have increased the top impression share percentage for mobile devices and competed heavily in the mobile search market.

We also applied all available ad extensions to increase the ad's size on the search results page and make it more visible on smaller mobile screens.

# GLOSSARY



**CPA** - CPA WILL GIVE YOU AN ESTIMATE OF HOW MUCH YOUR NEW CUSTOMERS ARE COSTING YOU AND HELP YOU DETERMINE WHETHER YOUR STRATEGY NEEDS TO BE REVISED. UNLIKE THE CONVERSION RATE, WHICH IS AN INDICATOR OF SUCCESS, COST PER ACQUISITION IS A FINANCIAL METRIC USED TO MEASURE THE REVENUE IMPACT OF A MARKETING CAMPAIGN.



**CPC** - CPC IS THE MOST IMPORTANT FACTOR THAT DECIDES THE EARNINGS OF THE PUBLISHERS. AS FAR AS WE HAVE ANALYZED CPC DEPENDS ON THREE SIMPLE FACTORS – COUNTRY, KEYWORDS AND QUALITY/AGE OF THE SITE. IMPRESSION SHARE -



**IMPRESSION SHARE** - IMPRESSION SHARE AS AN IMPORTANT METRIC THAT SHOWS ADVERTISERS HOW MUCH MORE THEY COULD DO WITH THEIR CURRENT AD CAMPAIGNS. MOST OF THE OTHER METRICS SHOW ADVERTISERS CURRENT STATS ON ONGOING CAMPAIGNS, RATHER THAN POTENTIAL OPPORTUNITIES.



**QUALITY SCORE** - QUALITY SCORE IS GOOGLE'S RATING OF THE QUALITY AND RELEVANCE OF BOTH YOUR KEYWORDS AND PPC ADS. IT IS USED TO DETERMINE YOUR COST PER CLICK (CPC) AND MULTIPLIED BY YOUR MAXIMUM BID TO DETERMINE YOUR AD RANK IN THE AD AUCTION PROCESS. YOUR QUALITY SCORE DEPENDS ON MULTIPLE FACTORS, INCLUDING:

- YOUR CLICK-THROUGH RATE (CTR).
- THE RELEVANCE OF EACH KEYWORD TO ITS AD GROUP.
- LANDING PAGE QUALITY AND RELEVANCE.
- THE RELEVANCE OF YOUR AD TEXT.
- YOUR HISTORICAL GOOGLE ADS ACCOUNT PERFORMANCE.



**% TOP OF PAGE IMPR** - THE PERCENTAGE OF TIME YOUR AD HAS BEEN SHOWN IN THE TOP POSITIONS OF THE SERP. THIS CAN OFTEN EFFECT IMPR, CLICK, CTR ETC.



**NUMBER OF CONVERSIONS** - UNDERSTANDING WHAT PERCENTAGE OF YOUR USERS ARE COMPLETING THE GOALS THAT DRIVE YOUR BUSINESS ALLOWS YOU TO GAUGE THE SUCCESS OF YOUR SITE OR APP AND IDENTIFY AREAS FOR IMPROVEMENT. IMPROVING YOUR CONVERSION RATE ALSO ALLOWS YOU TO GET MORE SALES WITH THE SAME AMOUNT OF TRAFFIC.

# SOCIAL PROOF

Custom Aug 1, 2019 – Jan 31, 2020						
SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE						
Impr.	↓ Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Conv. rate
16,425	627	3.82%	\$8.86	49.00	\$113.34	7.81%



# PPC SMART NICHE INSIGHT WITH THIS INFO:

PPC SMART NICHE	Legal - Criminal - DUI/DWI Lawyer
MINIMUM BUDGET	\$2,000
ESTIMATE SEARCH CPC	\$35 - \$150
ESTIMATE CPA RANGE	\$150 - \$350
EST LEADS FOR MIN BUDGET	6 - 13
REMARKETING ELIGIBLE	No
RECOMMENDED OFFER	No Win-No Fee, Free Case Evaluation
WHAT YOU NEED TO KNOW	Lead Coaching and Management Could Increase the Potential ROI

# LET US DO THE SAME FOR YOU

---

For more information, please visit [www.OnlineSalesConsultancy.com](http://www.OnlineSalesConsultancy.com).

