

UNLOCK YOUR GOOGLEDADS POTENTIAL



Legal- Criminal Law

GEO-TARGETING: Las Vegas, Nevada





CLIENT GOALS

CPA \$75-125



HOW WE HELPED

By focusing on very specific keywords and top performing devices

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

QUICK STATS



IMPRESSIONS

20,156



CLICKS

1008



CONV RATE

11.31%



CONVERSIONS

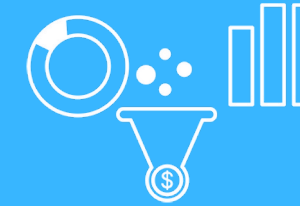
114

-Additional Comments here-

RESULTS



\$120.47
CPA



238
NO. OF CONVERSIONS



\$28.45
CPC



23.61%
CONVERSION RATE



68.04%
IMPRESSION SHARE



81.3%
MOBILE % OF TOTAL CONV



7
QUALITY SCORE



63%
DUI CONVS



64.89%
% TOP IMPR SHARE



5.00%
CTR

-Additional Comments here-

CAMPAIGN REVIEW

In this account we paired tightly targeted keywords with strategic bid and budget management including focusing on top performing devices with appropriate bids. We were then able to not only maximize their budget but keep CPAs down to provide the most, highly relevant, conversions possible.

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.

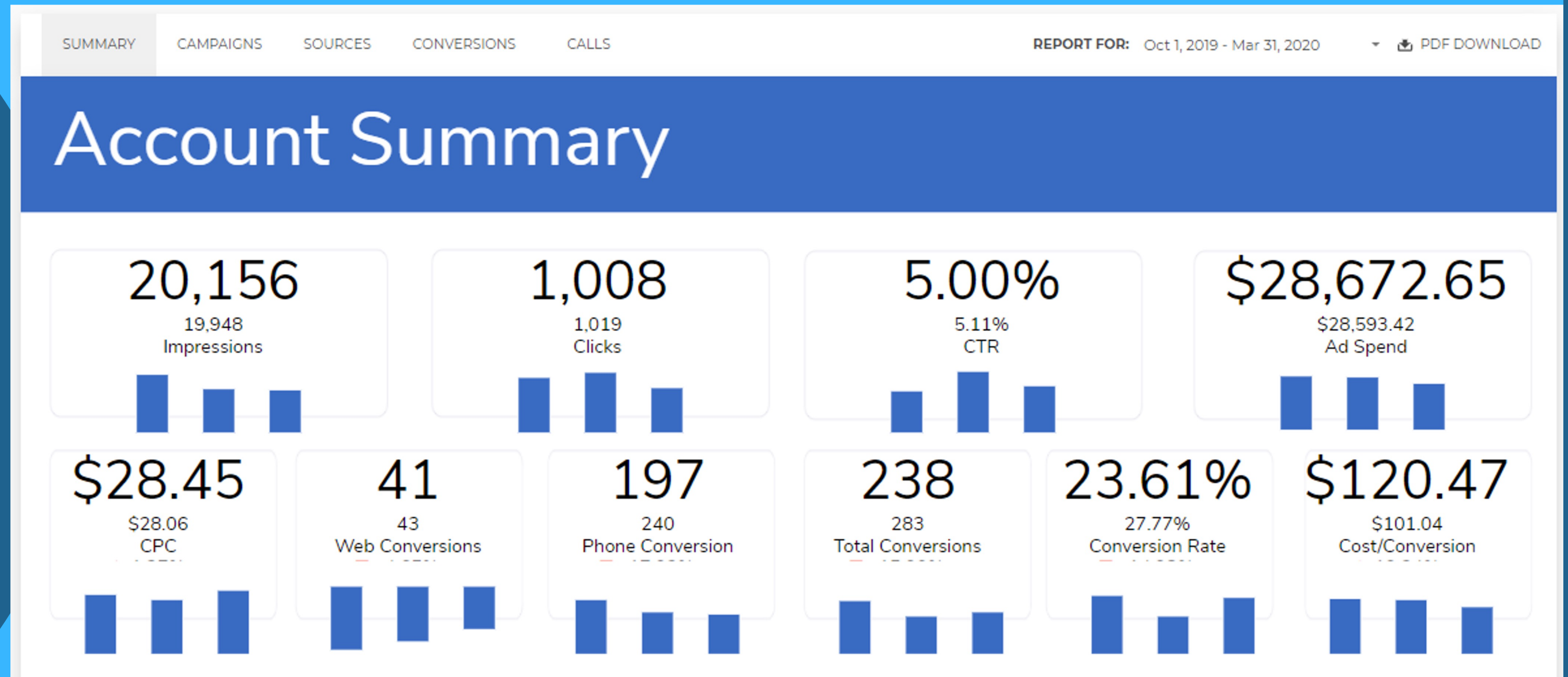


% TOP OF PAGE IMPR - THE PERCENTAGE OF TIME YOUR AD HAS BEEN SHOWN IN THE TOP POSITIONS OF THE SERP. THIS CAN OFTEN EFFECT IMPR, CLICK, CTR ETC.



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



PPC SMART NICHE INSIGHT WITH THIS INFO:

| PPC SMART NICHES | Legal- Criminal Defense |
|--------------------------|-------------------------------------|
| MINIMUM BUDGET | \$1000 |
| ESTIMATE SEARCH CPC | 11-20 |
| ESTIMATE CPA RANGE | 75-125 |
| EST LEADS FOR MIN BUDGET | 8-13 |
| REMARKETING ELIGIBLE | no |
| RECOMMENDED OFFER | No Win-No Fee, Free Case Evaluation |

WHAT YOU NEED TO KNOW

Receptionists need to be aware of how to deal with leads coming from advertising they are substantially different than a referral. Additionally, they need to expect that they will get leads for cases they may not want due to value or other reason

LET US DO THE SAME FOR YOU

For more information, please visit www.OnlineSalesConsultancy.com.

