

UNLOCK YOUR GOOGLEADS POTENTIAL

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# Immigration Law

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**GEO-TARGETING: Seattle, 300 mile radius & Washington State**





## CLIENT GOALS

To drive low cost - high quality leads with a CPA goal of \$50



## HOW WE HELPED

Delivered a high number of leads, exceeding expectations with a low cost CPA

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

# QUICK STATS



IMPRESSIONS

298,540



CLICKS

2,385



CONV RATE

8.30%



CONVERSIONS

198

Date range - Jan 20th 2020 - March 20th 2020

# RESULTS



**\$30.44**  
CPA



**198**  
NO. OF CONVERSIONS



**\$2.53**  
CPC



**8.30%**  
CONVERSION RATE



**57.58%**  
IMPRESSION SHARE



**90.1%**  
MOBILE % OF TOTAL CONV



**4**  
QUALITY SCORE



**37**  
REMARKETING CONV



**79.29%**  
% TOP IMPR SHARE



**0.80%**  
CTR

CTR includes Remarketing - Search Only CTR is 5.67%

# CAMPAIGN REVIEW

Our team focused their strategy on developing multiple landing pages and campaigns that target English & Spanish users with relevant ad copy. This allowed us to target the right audience and bid efficiently for those who are likely to convert.

Testing bid strategies throughout the campaign enabled us to reduce our CPA below the target of \$50 - 40% lower

# 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.

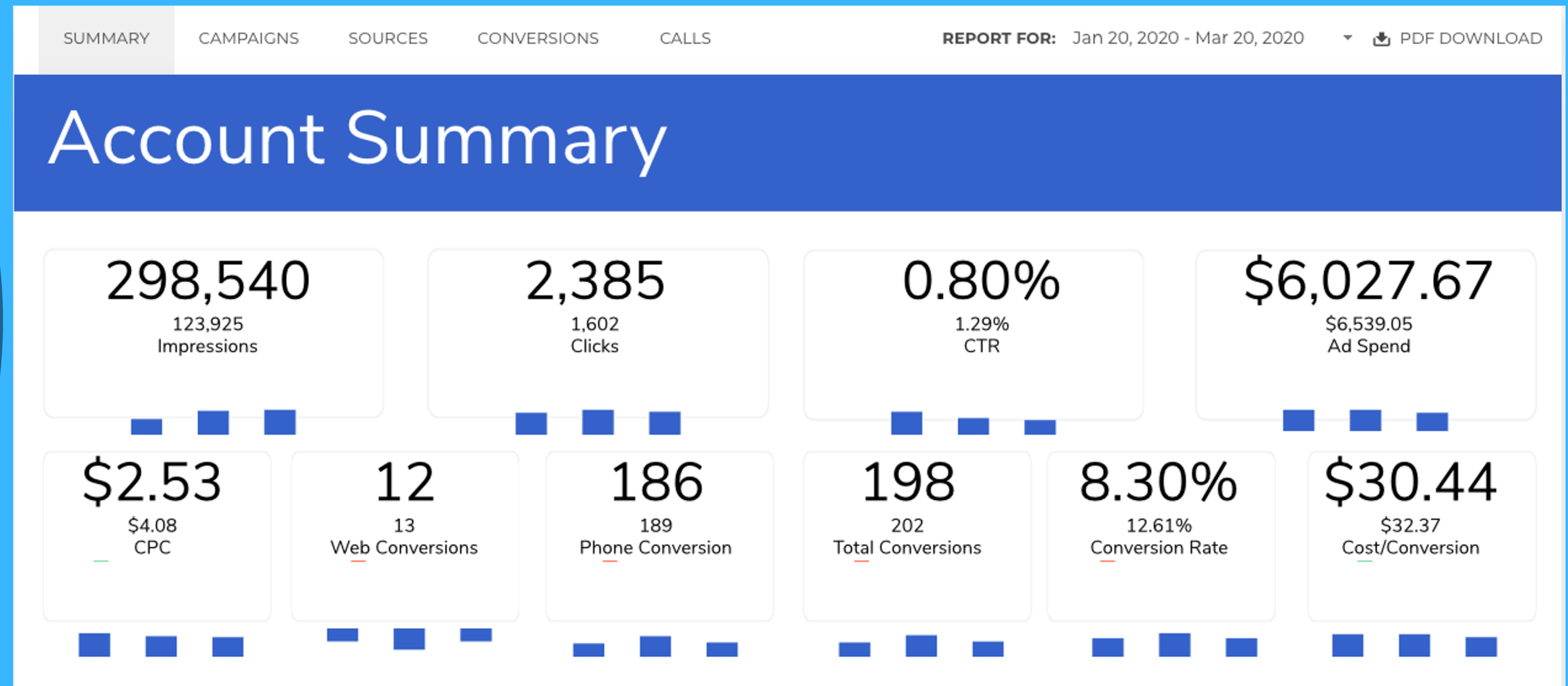


**% TOP OF PAGE IMPR** - THE PERCENTAGE OF TIME YOUR AD HAS BEEN SHOWN IN THE TOP POSITIONS OF THE SERP. THIS CAN OFTEN EFFECT IMPR, CLICK, CTR ETC.



**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 NICHE	Legal - Immigration Lawyer
MINIMUM BUDGET	\$1000
ESTIMATE SEARCH CPC	\$9 - \$17
ESTIMATE CPA RANGE	\$85 - \$120
EST LEADS FOR MIN BUDGET	8 - 12
REMARKETING ELIGIBLE	Yes
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**

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