Case study:

Optimization of the private law firm

TYPE OF SERVICE: CONTEXTUAL ADVERTISING

GOOGLE ADS

Provided service: Contextual advertising Google Ads
Topic: Law firm. USA.

Duration of the campaign: 17.07.18 - 10.09.2018

Our customer owns a private law firm in Austin, Texas. The main direction of the company is to solve problems with IRS taxes.
The main goals of the campaign: increasing the recognition of the site, increasing the number of applications.

The target audience

The target audience of the client are a man and a woman with an income higher than average or high, who have difficulties with the IRS and whose needs are:
- Legal consultation
- Representation in court
- Settlement of disputes and conflicts
- Drawing up documentation

Starting situation:

Previously, the customer had already started the context, but the results did not suit him. He applied to us to conduct an audit of the existing campaign.
During the analysis of the companies, the following errors and shortcomings were revealed:
- Conversion tracking was not set up on the site
- There were extensions, but not all that could be used in this case.
- Negative word lists are not worked out
- All the ads in one more campaign in account were "Only with a phone number." This type of ads is shown on devices from which it is possible to make a call (phone, tablet), therefore, quite a lot of potential customers who search from personal computers were lost.
- The campaign type "Search Network with Display Select" was used. Due to this, advertising was shown both on the search and on the Google Display Network. That is why was difficult to manage the campaign and evaluation of its effectiveness.
- Incorrect location options were pointed out, and the company's ads were shown around the world. Consequently, so this is led to irrelevant clicks and wasted the budget of companies.

What was done:

All existing campaigns in previous account have been suspended.
We have clarified all services, after that, we worked out on keywords and according to them the ads should be displayed in the search. All the keywords were discussed and approved with the customer. During the preparation period of keywords, the list of negative keywords for the campaign was worked out, which will help to exclude irrelevant impressions and clicks, and, therefore, will save the advertising budget.
The approved keywords were grouped into narrow areas. For each of the groups received, the most relevant ad text was compiled, so that they correspond to the user's request.
Since the budget for advertising was small, and the company of our customer is in Austin, it was decided to launch advertising on this city, as well as the entire staff, but no more.
Two search campaigns were set up - on general requests for a lawyer / lawyer and seeking an attorney for IRS taxes.
All possible ad extensions have been configured - phone numbers, refinements, additional links, structured descriptions, messages that help visually increase ads, make it more attractive and increase its CTR.

Google Analytics and Google Tag Manager accounts have been set up, event tracking codes have been installed on the site, goals have been set up, call tracking has been set up, and a link has been established from the Analytics account with the Google Ads account.
Also, the lists of users who visited the site were configured, which customer can use later.

## During the advertising campaign the following work was done:
- Set up an advertising campaign targeting mobile devices and ads with a phone number
- Set up ad scheduling
- There was a constant check of users' search queries, the cleaning of irrelevant requests was carried out, the list of negative keywords was expanded.
- Set up experiments with bets, so we could see which bets work more efficiently. Separately, the experiments were set up and A / B testing of new ad texts was conducted.
- Set up a marketing campaign targeting users who visited the customer's site, but who did not implement the targeted action.
- A feed was created in the cities of Texas and a dynamic substitution of the city in the ad is set up, depending on where the user searching for the service is located.
- Most conversion requests were made in a separate campaign, for each key an ad group was created, the keys themselves were inserted into the text of the ads and the types of matches were worked out. This will help improve the relevance of your ads, improve your Quality Score, and to set and manage a separate budget for requests that bring targeted action.

Results:
- Thanks to the correct grouping and development of ads, we managed to increase the CTR of ads
- Number of conversions was increased by 91.31%
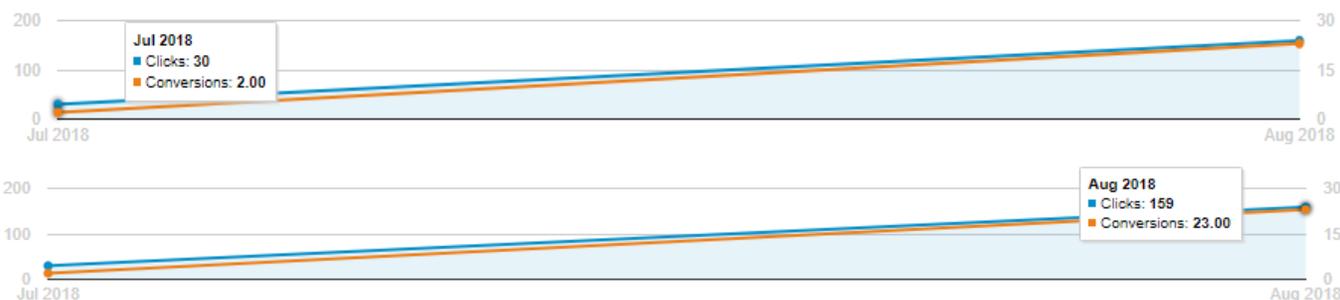
- The cost of conversion was reduced by 53.67%
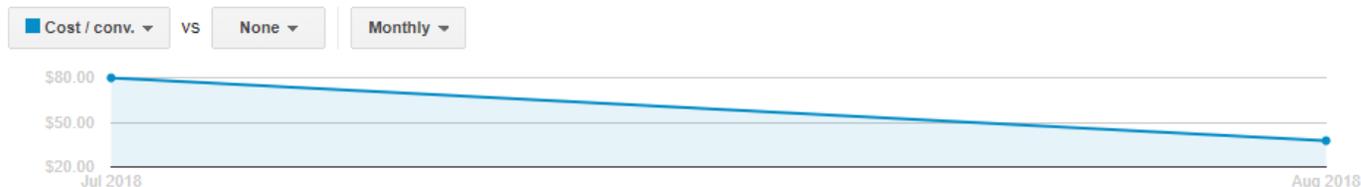
We have suspended context temporarily, due to our customer was not prepared for such an increase in the number of his customers and could not cope with the heavy workload.

- Increase traffic to the site - 91.12%
- Increase conversions - 91.31%
- Reducing the cost of conversion - 53.67%