



23%

Conversion Rate

Client Overview

Our client was utilizing Google Ads to generate immigration leads for his law firm. In order to reduce wasted ad spend dollars and improve his ROI, he partnered with our agency to improve his conversion rate.

Strategy

Relevant Keywords

Targeting relevant keywords helped us achieve 90% impression share by increasing our visibility and displaying our ads to people that were actively searching for our services.

Compelling Ad Copy

By crafting ad copy that effectively captured the attention of people searching for our services, we were able to successfully connect with our target audience with the right message at the right time.

Optimized Landing Page

We developed a conversion rate optimized landing page that highlighted our client's unique value proposition, had clear messaging, and a strong CTA, which encouraged people to complete our contact form.

Results

By successfully executing conversion rate optimizations, we were able to achieve a 23% conversion rate on Google Ads on a monthly basis.