



900% ROI

Return on Investment

Client Overview

For years, our client has been leveraging Google Ads to generate leads for his law firm. However, he was frustrated with lead quality being inconsistent so he knew he needed to partner with an agency that could consistently deliver qualified leads.

Strategy

Keyword Research

By performing in-depth keyword research and identifying the most relevant keywords, we were able to ensure that our ads would show to people that were actively searching for our client's services.

Compelling Ad Copy

We crafted compelling ad copy that focused on the unique value proposition of our client's services and used clear CTAs to encourage people to schedule a free consult.

Ad Extensions

By including ad extensions, we were able to increase ad visibility and relevance, which ultimately led to a 90% impression share and 23% conversion rate.

Maximize Clicks

Using Maximize Clicks, we effectively increased ad visibility and generate a high volume of leads, while staying within our budget.

Results

By investing \$3,000 in Google Ads, we were able to generate \$30,000 in revenue for his law firm.