

Case Study

Transforming Legal Leads with Strategic Google Ads Optimisation

Background

In the competitive landscape of legal services, our client, a prominent legal firm, was facing a significant challenge.

The cost to acquire leads through their Google Ads campaigns had risen, while the quality of leads and overall conversion rates had shown a decline.

Recognising the need for a comprehensive solution, the client approached ObenInc, a seasoned digital marketing agency, to take over and revitalise their Google Ads strategy.

Challenge

The primary challenge was twofold:

- escalating costs per lead
- a decrease in the quality of those leads

The client was grappling with a diminishing return on investment from their Google Ads campaigns.

The goal was clear: find a solution that would optimise the advertising spend, improve the quality of leads, and ultimately boost revenue.

Allowing the client to further invest in Google Ads and grow their business.

Action Plan

ObenInc initiated a thorough audit of the existing Google Ads account to identify pain points and areas for improvement.

The action plan was multifaceted, involving strategic optimisations within the Google Ads platform and recommendations for enhancing the client's website to improve the overall conversion process.



Tasks

Google Ads Optimisation Strategy:

Keyword Refinement:

- Conducted extensive keyword research to identify high-performing, relevant keywords for the legal services industry
- Implemented a refined keyword strategy to eliminate irrelevant traffic and focus on the target audience

Ad Copy Enhancement:

- Evaluated and revamped existing ad copies to improve relevance and appeal
- Implemented A/B testing to identify the most effective messaging for different segments of the target audience

Bid Management:

- Employed a strategic bidding strategy, adjusting bids based on performance data
- Focused on maximising visibility during peak hours and refining bids for specific geographic locations

Ad Extensions Utilisation:

- Leveraged various ad extensions such as site links and callouts to provide additional information and enhance the ad's visibility

Implementation & Monitoring:

ObenInc implemented the proposed optimisations in phases, closely monitoring the impact on key performance indicators (KPIs).

Real-time data analysis allowed for agile adjustments, ensuring the strategy evolved in response to user behavior and market dynamics.

Website Conversion Optimisation:

Landing Page Analysis:

- Conducted a thorough analysis of the client's landing pages to identify potential barriers to conversion
- Suggested design and content improvements to create a more compelling user experience

Form Optimisation:

- Streamlined lead capture forms to reduce friction and encourage higher conversion rates
- Implemented clear and concise calls-to-action to guide users through the conversion process

Mobile Responsiveness:

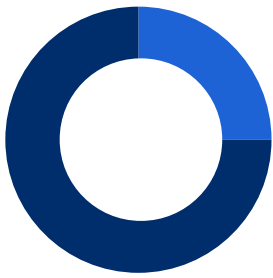
- Ensured that all landing pages were fully optimised for mobile devices to capture leads from users across various platforms

Ad Extensions Utilisation:

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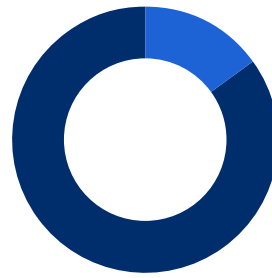


Results



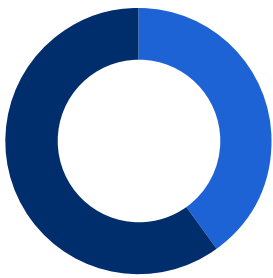
Cost Reduction

Within the first two months, ObenInc successfully reduced the cost per lead by **25%**, optimising the client's budget allocation and maximising ROI



Quality Lead Improvement

Strategic keyword refinements and ad copy enhancements resulted in a **15%** increase in the quality of leads, as evidenced by a higher conversion rate.



Revenue Boost

Over the course of six months, the client experienced a remarkable **40%** increase in overall revenue generated from online leads.

Steady Flow of Leads:

The optimised Google Ads strategy consistently delivered a steady flow of high-quality leads, providing the client with a reliable stream of potential clients.

Conclusion

Through meticulous Google Ads optimisation and targeted website enhancements, ObenInc successfully transformed the client's digital marketing landscape.

By addressing the initial challenges head-on, we not only reduced costs and improved lead quality but also provided the client with a sustainable and scalable strategy for long-term success.

The case underscores the power of strategic digital marketing in propelling businesses forward in competitive industries.

Testimonial

"I found Thomas engaging, perceptive and informed in all areas of marketing.

He made a real difference to our business. He helped us to understand where to save costs and when and how much to spend. The effect was dramatic and Thomas had a real impact upon our profitability.

I am immensely grateful to him for his unflinching commitment to our business without which we were floundering."

The Legal Company
the-legal-company.co.uk