

CASE STUDY

GOOGLE ADS

How Google Ads Boosted Client
Inquiries for a Criminal Law Firm

Law Firm



OVERVIEW



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This case study showcases how a prominent criminal defense attorney in Santa Cruz and Monterey Counties, California, leveraged Google Ads to increase client inquiries. Over six months, the attorney utilized tailored search ads and click-to-call features to drive high-quality phone calls and leads.

This approach resulted in a 25% boost in new business inquiries, enhancing visibility and attracting clients in a competitive legal landscape.



ABOUT THE CLIENT

The attorney, a leading criminal defense specialist, utilizes a comprehensive approach that includes private investigators, forensic toxicology, DNA experts, and other professionals. The firm sought to enhance their practice's visibility and client acquisition in Santa Cruz and Monterey Counties, California.

The firm's primary goal was to generate high-quality phone calls and leads for their local law practice.



PROBLEM STATEMENT

The law firm needed to attract new clients by showcasing their expertise and ensuring potential clients could easily reach them through phone calls. The project spanned six months.

GOALS

The goal was to utilize Google Ads to significantly increase client inquiries, specifically targeting high-quality phone calls and leads within Santa Cruz and Monterey Counties, California. We aimed to enhance visibility, attract new clients, and foster business growth in a competitive legal environment.






STRATEGY

To achieve the desired outcome, a phone call-optimized search campaign was implemented, targeting individuals aged 25-65+ in the top 50% income bracket seeking a defense attorney. Tailored search ads with relevant keywords directed users to specific landing pages and click-to-call ads. Continuous optimization ensured optimal performance throughout the campaign.

BEST PERFORMING ADS

The best-performing ad successfully attracted the highest number of clicks and generated the most phone calls or inquiries, effectively demonstrating the attorney's expertise and encouraging direct client engagement in Santa Cruz and Monterey Counties.



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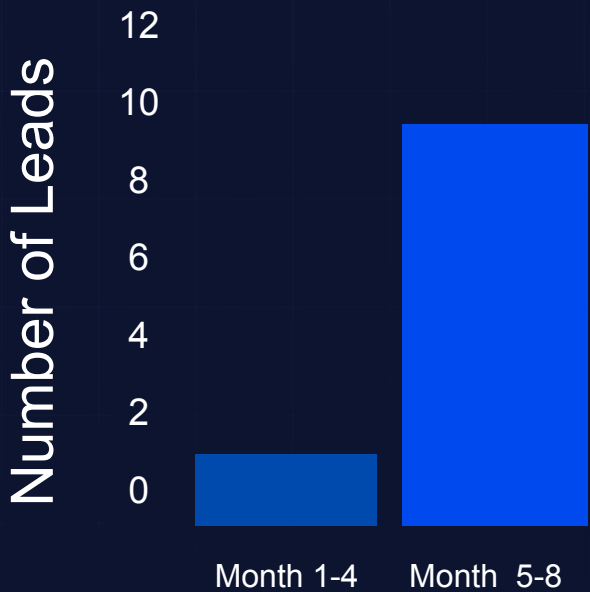
DETAILED RESULTS

The campaign resulted in a significant increase in new business inquiries, boosting phone calls by 25% over the six-month period.

This surge in high-quality leads not only generated immediate business but also laid a foundation for potential future growth, solidifying the attorney's reputation and visibility in their practice area. By strategically leveraging Google Ads, the criminal defense attorney successfully attracted new clients, demonstrating the power of targeted online advertising in the legal sector.

FINAL OUTCOME

With a budget of \$500 per month, the campaign targeted Santa Cruz and Monterey Counties, California. It generated over 3,727 unique ad impressions and 34 high-quality phone calls, achieving a click-through rate (CTR) of 1.93%.



Budget: \$500 Per Month

Location: Santa Cruz and Monterey Counties, California

CONCLUSION

The success of the criminal defense attorney's Google Ads campaign underscores the effectiveness of targeted digital marketing strategies in enhancing client acquisition and business growth. By focusing on generating high-quality phone calls and leads through tailored search ads and click-to-call features, the firm achieved significant results within a competitive legal market.

