

# Case Study

Google Ads + Local SEO: Local Law Firm

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Google Ads



# Challenge(s)

Discovered before starting the program:

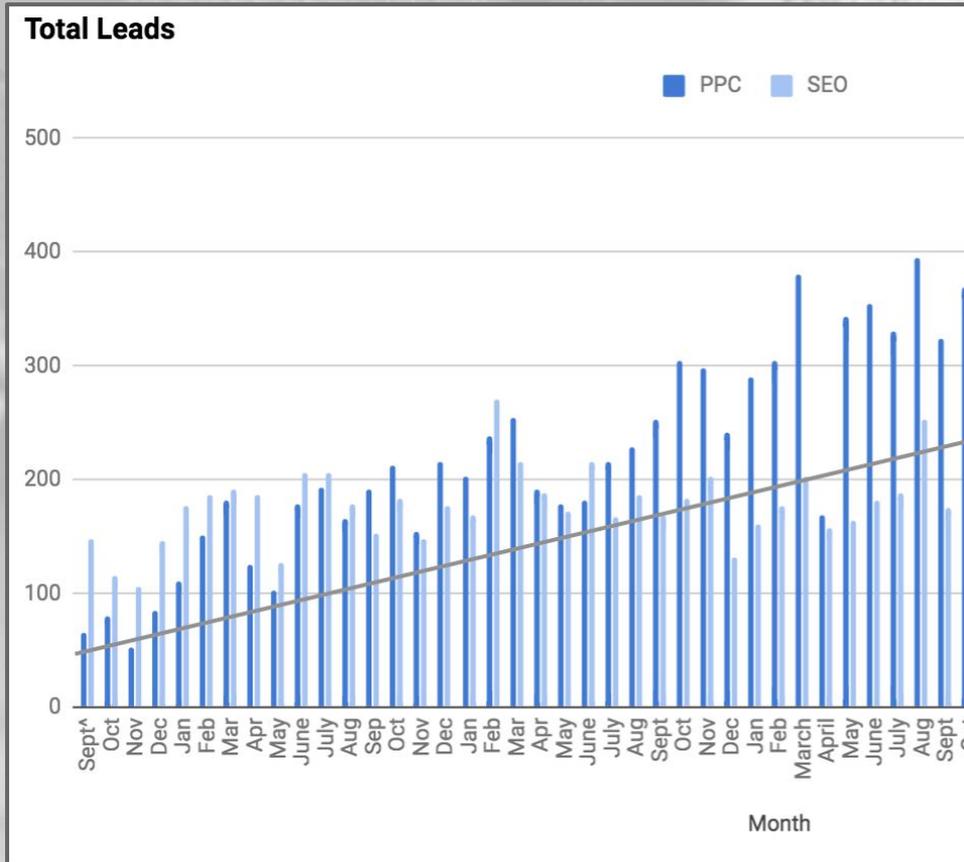
- Law firm website was ranking well in Google Maps and organic search but paid search had no local search exposure
- Law firm had very little exposure beyond 8-12 niche local keywords
- Law firm had no real brand awareness due to limited exposure, narrow focus on vanity keywords
- \$48 CPA was better than average but campaign strategy was flawed\* (\*\$86 *Wordstream study*)

# Solution

## Goals of the new program:

- Expand non-brand match strategy to capture cheaper clicks and lower CPA on leads
- Grow law firm brand awareness over time
- Launch local SEO strategy and gain more local citations
- Audit SEO: Fix several technical SEO issues, improve content depth, and targeting
- Remove over-optimization high-risk tactics from previous agency
- Improve CPA with conversion optimization

# Results: Local Law Firm



Google

Local law firm

WEB IMAGES VIDEOS SHOPPING NEWS

A Client law firm  
Ad 1.9 mi · Palo Alto  
Open until 10:00 PM  
CALL DIRECTIONS

B Client law firm  
Alphabet Shopping Center  
3.9 mi · Sunnyvale  
Open until 10:00 PM  
CALL DIRECTIONS

# Results

- 140% increase in paid search lead activity
- 32% decrease in ad cost
- 40%+ increase in SEO leads
- Fewer poor quality calls
- Fewer form spam emails
- Brand queries appear in organic search
- Dominant placement in: SEO, Google Ads, Google Maps

# Thank You

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