

About

Cooks Law Firm is a criminal and ticket defense law office. They also practice family law and are located in the Dallas / Fort Worth area of Texas. Matthew and James Davidson have a broad spectrum of legal services but knew they needed help marketing their practice. They had given Adwords a go with some results, but knew they could grow their business with the right partner.

Goals

- Establish baseline cost-per-conversion
- Increase leads and grow client base
- Track phone calls
- Maximize Adwords budget by getting as much impression share as possible
- Save time spent on managing their Adwords account in house

Approach

- Properly implemented conversion tracking as well as call tracking
- Identified high cost keywords, ad groups and campaigns and eliminated waste
- Found low cost per conversion keywords and bid more aggressively
- Reallocated budgets to profitable campaigns
- Fixed click-through-rates which were hurting quality scores and unnecessarily increasing costs
- Launched remarketing campaign
- Utilized new landing pages for higher quality scores and better conversion rates

Results

Once Inov8lab took over management and implemented proper conversion tracking, Cooks Law Firm has seen a great return on their investment. During the first 3 months of tracking conversions:

- Conversions increased from 9 to 506
- Cost per conversion decreased 98%
- CTR increase by 343%

Results

