



## Services

- Digital Marketing Strategies (DMS)
- Search Engine Marketing (SEM)
- Search Engine Optimization (SEO)
- SMS Marketing
- Social Media Optimization (SMO)
- Web Analytics

## Case Study

# Pay Per Click (PPC) – Google AdWords

A DUI and criminal defense law firm, based in Harrisburg, Pennsylvania was looking for avenues to increase their leads. The firm handled countless cases of Pennsylvania DUI and other criminal law with favorable outcomes from clients across the state. The firm provides professionally aggressive representation of client's rights, property, and freedom. The firm has on board highly trained attorneys and litigators.

### Problems

The client wanted high visibility on the first page of Google search and wanted to generate more leads through Google AdWords program. The AdWords

account set up by the company did not generate enough leads and was a cause of concern of increased spending with lesser return. The firm could not get any returns after running the online campaign over a period of one year, managed by an in house web team. The conversion rate was poor, and the calls that came in were irrelevant. The CPCs were very high. The Partners of the firm was looking for a Google AdWords certified partner at this point of time to turn around the performance.

### Methodologies

Their goal was to generate more leads on a few of the specialized services of the firm. The firm



### DART's PPC services

DART is a PPC Account Service Provider for Google AdWords, and for similar Pay per Click services. DART sets up themed ad groups and creates focused ads. Apart from that, we also set up keyword rich ad campaigns. During the process we perform ads/keyword optimization, set up conversion tracking, and create text and image ads based on performing keywords.





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looks for most of the DUI cases in the Pennsylvania area and informed DART that they have in their possession, the details of DUI violators of a week. DART planed keyword insertion ads wherein the violators name could be inserted in contextual ads of the local area asking them to contact the firm for a free consultation. Further, DART identified the usage of too many irrelevant

keywords, incoherent Ad Groups, non-attractive ads and more. During the whole revamp DART Analysts performed keyword research and re-launched the Ad Groups and ad campaigns.

### Results

The results were phenomenal. They could recover their losses in ads very quickly and turn the ads campaign as their main

source of generating leads. The CTR improved from 0.12% to 2%, and the CPC reduced from \$6.2 to \$2.6. DART achieved higher qualified leads and conversion rates. The client firm increased their headcount and ended up with higher profits. DART managed the ads over a period of three years and thus managed the ads spending of more than \$90,000 for a single client.

