

Northwoods Paid Search Optimizations Increase Client's Lead Conversions by 55 Percent

Expert paid search campaign management also improves brand awareness, website traffic

When one of the largest legal services firms in Wisconsin turned to Northwoods to take over management of its existing paid search ad campaigns, they quickly reaped the benefits of having experts with deep experience and analytical skills on board.

Client Snapshot

Client: Anonymous
Industry: Legal Services | **Audience:** B2C
About: A premier legal services firm serving the metropolitan Milwaukee and Madison areas and other communities throughout Wisconsin.

Situation

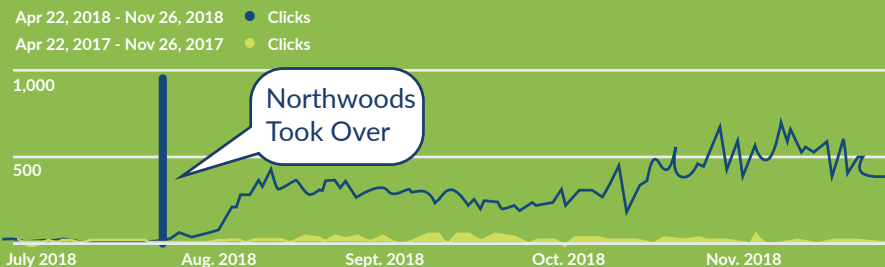
- The client turned to Northwoods when they realized their paid advertising campaigns were not driving the quantity of leads they desired.
- In addition, it was important for them to appear more frequently for specific keywords in a highly competitive environment.

Solution

- Northwoods completely revamped and fine-tuned all of the client's Google Ads and Microsoft Advertising campaigns.
- Our digital advertising experts reviewed the client's existing keyword list and researched and developed recommendations for new and revised keywords based on search volume and opportunity.
- The Northwoods team also analyzed where the client was already performing well in SEO in order to reduce ad spend and leverage organic results to the fullest extent possible.

OUTCOME

- After just three and a half months, the client experienced a nearly 1,200 percent increase in traffic to their website from paid search and display ads.
- The client's Google Ads spend decreased by more than 5 percent.
- Conversions from paid ads increased 54.5 percent, while the cost per lead reduced from \$114 to \$45.
- Due to exceptional results, the client increased search ad spend while decreasing it in other mediums with less desirable results.



34,487
WEBSITE VISITS FROM ADS
↑ 1,181.96

AD SPEND TO GOOGLE
↓ 5.24%

1,212
CONVERSIONS FROM ADS
↑ 54.5%

* Aug 6th - Nov 26th 2018 vs. Aug. 6 - Nov. 26, 2017