



# Winning more clients through Google Ads

Powerful marketing for law firms

May 2021



# Introduction

## How Google ads can work for your firm

If you've never run a PPC campaign for your firm, you've struggled to get the right kind of clients with your marketing efforts, or you're failing to get any clients through digital marketing at all, then it's time to investigate how Google Ads can work for you.

As specialists in paid search - with extensive experience working on marketing campaigns for law firms and professional services - we know that Google Ads are a powerful way of finding clients and creating enquiries, when done right.

To help, we have created this guide to getting started with Google Ads, so you can bring in relevant, valuable and profitable traffic to your firm's website.

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- 2. Choose relevant, yet low-cost keywords**
- 3. Write high-performing clickable ads**
- 4. Create great landing pages**
- 5. Calculate the right budget for your campaign**



# The Challenge

# The Challenge

## Key points

- 60,500 monthly searches for “solicitor”
- 3,600 for “medical negligence solicitor”
- 1,000 for “business solicitor”
- Paid ads will yield faster and more effective results

## Is your firm’s website lacking qualified traffic?



This is the biggest challenge facing law firms today. Equally, many are finding that they only appear in search engines for the name of their firm, but not their services.

### Everyone is up against tough competition!

Search engine results for law search terms are extremely competitive, so if you want to rank in what is called the **organic results**, you have a mountain to climb.

According to SEMrush, there are a staggering 60,500 searches for “solicitors near me” in search engines across the UK every month. And that’s not mentioning the number of searches for more specific terms, like “medical negligence solicitor” (3,600 searchers per month), “employment law solicitor” (2,100 searches per month) or “business solicitor” (1,000 searches per month). The demand is huge.

But when you actually look at the results, the organic listings are pushed down way beyond the immediately visible part of the page.

Appearing for these kinds of searches organically will take a well devised search engine optimisation (SEO) strategy and take months of work.

The reasons why you’re not getting the amount of traffic you’d like to your site for your sector and service search terms are because:

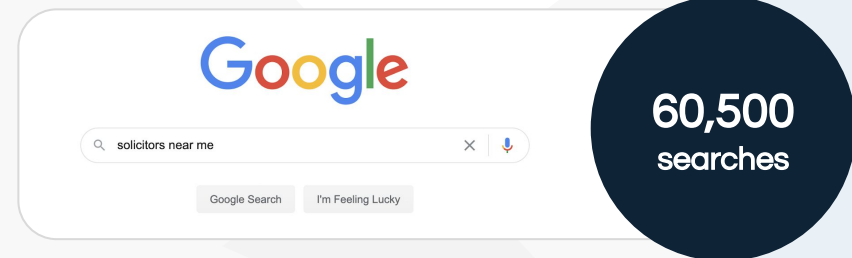
- Ranking in the top 3 (which accounts for over half of the clicks on the results page) is hard and the competition is tough
- SEO takes time and expertise to start working, so results aren’t instant
- Organic results are not all that visible in these competitive searches.

### It’s very much a pay to play space.

With this in mind, there’s only one clear solution to getting instant visibility on the search results.

A paid search ads campaign, where you pay to appear at the top of the results page for your chosen terms.

In this whitepaper, we’ll explore a few things that are essential to running a successful - and affordable - paid search ads campaign.



## **Before you start - don't forget to track!**

To measure the success of your ad campaign, you'll need to have Google Ads connected to your Google Analytics account. Make sure you track things like general page engagement statistics, including scroll depth and time of page, as well as the hard KPIs like form submissions or clicks to call.

**Do this before you launch your Google Ads campaign!**



Choose relevant, yet  
low-cost keywords

# Choose relevant, yet low-cost keywords

## Take away

You'll need to allocate dedicated time to get your keyword research done. If you need help with choosing the right keywords for your campaign, get in touch with us.

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## Getting the best ROI

### Start with research

When it comes to getting started with your ads campaign, your first step will be to research and decide on which keywords you want to bid on.

**Choose your terms wisely. For results that suit your budget, you'll want to identify terms that have sufficient volume but aren't prohibitively expensive.**

As you get started, it's worth knowing how the cost of keywords in the legal industry compares to the cost of keywords in others.

**The average CPC in the legal sector is £4.83.**

That's the highest cost per click of all sectors. An industry like dining and nightlife has a much lower cost per click of £0.99, whereas a sector like finance has an average of £2.71 per click.

### Why the differences between the industries?

...and why do legal terms tend to cost more? As a rule of thumb, the more lucrative the industry, the more the keywords cost. Essentially, a click to a legal service will be worth much more than a click to a restaurant's website, as the client's lifetime value is much higher. Therefore, other law firms who are bidding on similar words are willing to pay more, and there's only so much space at the top of Google.

### Try Google's Keyword Planner

You'll want to use a tool like *Google's Keyword Planner* (which is free to use!), or pay for a tool like *SEMrush* ([semrush.com](https://www.semrush.com)) or *Ahrefs* ([ahrefs.com](https://www.ahrefs.com)) to find out what the average cost per click is on your keyword, and to get a good idea on how many searches this keyword gets per month.

Your task will be to compare your results to find keywords that have a great balance between volume, competition and cost.

Here's what our research found for two similar "negligence" keywords.

#### "medical negligence solicitors London"

**Monthly search volume: 260**

**Average cost per click: £16.68**

#### "clinical negligence solicitors London"

**Monthly search volume: 170**

**Average cost per click: £9.60**

For example, "medical negligence solicitors London" has a search volume of 260 per month, and it costs £16.68 per click on average, whereas the slightly less searched "clinical negligence solicitors London" costs 42% less at £9.60 per click.

The keyword research stage is vitally important to any successful ad campaign, so make sure you dedicate the time it needs at the beginning.

Average CPC and CTR data by sector from:  
<https://instapage.com/blog/google-ads-industry-benchmarks>





**Write high performing,  
clickable ads**

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# Write high performing, clickable ads

## Take away

If your keywords suggest that your ideal clients are ready to engage, then try using call only ads. These ads are designed to encourage people to call your business, and can appear only on devices that make phone calls. When a potential client clicks your ad, the ad places a call to you from their device.

# Attract the right attention

## Start to plan your ads

Once your keywords are decided, you can plan the ads. If you're creating responsive search ads, which are now the default ad type, you'll be able to write up to:

- 15 headlines, which contain a maximum of 30 characters each
- followed by 4 descriptions, which can be up to 90 characters each

Google will then create an ad using a combination of headlines and descriptions you've supplied, so make sure you keep copy varied to avoid repetition in your ads!

To help you start writing effective ads that address your ideal clients, you'll need to consider:

- What do users want to achieve with their search?
- Are they merely looking for information or are they ready to talk to a solicitor and engage?

Here are a few pointers to helping you **create compelling ad copy** that will address your potential client's needs at the right time:

1. Include your keywords in the headline - this will ensure that your ad is relevant to your user's search
2. Let searchers know why they should choose you - what makes you better than your competitors?
3. Address their pain points in your copy - and let them know how you can solve them
4. Make it easy for users to contact you by adding a phone number - you can add a call extension or create a call only ad

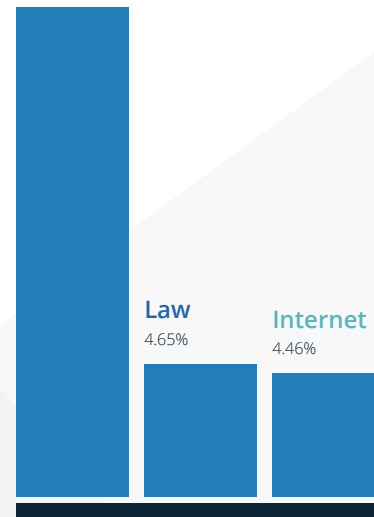
**Write at least 3 ads per ad group - this gives Google plenty of content to test out**

## Lastly...

Write your ads to match what your client is looking for and you will see your click-through rate greatly improve. In fact, the **average clickthrough rate for a law firm's ad is 4.65%**. Take a look below on how that compares.

## Dining & Nightlife

11.76%





# Create great landing pages

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# Create great landing pages

## Take away

Don't send users to the homepage from your PPC campaign! Create a page that makes it easy for your ideal client to find what they're looking for and get in touch with you.



# Encourage people to enquire

## Getting potential clients to take action

You've got your keywords ready. You've started planning your ad copy. But where will your ideal client go once they've clicked on your ad?

**Choosing the right page for your client to land on once they've decided to click on your firm's ad is key.**

Not only will it be important in encouraging the client to take the next step (whether that's a phone call, an email, or a contact form submission, for example), but the right landing page can even **lower your advertising costs!**

For those who are ready to engage a solicitor, you'll want to make sure you give them all the information they want on the landing page, including things like **social proof, experience** and an easy way to **get in touch.**

## Increasing your conversion rate

After all, a well-structured, written and designed landing page will ensure a good conversion rate. It will directly impact the number of enquiries you will get. In fact, the **average conversion rate for law firm's ads is 10.08%**. So, while your ads might be more costly than ads from other industries, they should convert well, which will ensure a good cost per acquisition/return on investment.

**SAMPLE LANDING PAGE**

**1** It has been an extremely stressful time for me and I am so very grateful for your help. From the first time we spoke over the phone I felt that you were the person I wanted by my side on this.

Ms D, London (employment law case)

**2**

- Award winning team**  
Our dedicated team are award winning and highly recognised by numerous independent legal directories.
- Talk to the experts**  
Our lawyers are specialists in employment law and understand all the complexities of this area of law, often taking on ground-breaking cases.
- Speed of service**  
Our specialists will make sure your claim is dealt with swiftly, ensuring you're kept up to date throughout.
- Your local law firm**  
We're a national law firm and have expert lawyers based in most regional areas across England, Wales and Scotland.

**3**

**Contact us today for advice on your legal position and the steps you can take**

Enter your details below and we'll call you back:

Full name

Email address

Telephone number

Please tick to confirm you have read and agreed our privacy policy

**Submit**

**4**

Our customers say **Great** 4.0 out of 5 based on **8,844 reviews**

1. Client testimonial  
2. Value add offering  
3. Lead generator (CTA)  
4. Social proof



# Calculate the right budget for your campaign



# Calculate the right budget for your campaign

## Take away

As the legal sector is considered more lucrative, when it comes to campaign costs, it makes sense to allocate a good proportion of your marketing budget to Google Ads to truly test its effectiveness. Our PPC budget tool will help you work out how much you'll need to get started!

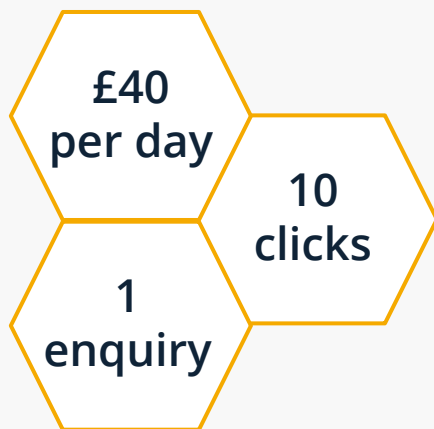


## Don't spend more than you need

### Setting a budget

The average daily budget in law is £40. But depending on the sectors or services you want to target, that kind of spend would only gain you 10 clicks per day or fewer. With a conversion rate of 10.08%, this would result in 1 enquiry.

Let's take a look at two examples of ad spend by Slater + Gordon and Irwin Mitchell.



### Slater + Gordon

This firm puts their Google Ads campaign at the heart of their marketing strategy. They are bidding on around 169 keywords across a range of solicitor terms, including:

#### "car crash claim"

Searches: 320 | Average CPC: £33.49

#### "write a will"

Searches: 9,900 | Average CPC: £2.01

#### "lawyers near me"

Searches: 3,600 | Average CPC: £2.34

#### "conveyancing solicitor"

Searches: 18,100 | Average CPC: £3.62

As you can see from just a snippet of their keyword activity, their goal is to make sure they're appearing high up in the search results for a wide range of services, aiming to be seen by those who have started looking for a solicitor to help solve their challenges.

### Irwin Mitchell

Irwin Mitchell's Google Ads run at a smaller scale than Slater + Gordon's, as they are bidding on around 139 keywords across a mixture of broad and more niche personal injury terms, including:

#### "car crash"

Searches: 18,100 | Average CPC: £2.25

#### "medical negligence solicitors"

Searches: 3,600 | Average CPC: £20.21

#### "accident at work claim"

Searches: 1,900 | Average CPC: £18.62

#### "how to complain about NHS"

Searches: 260 | Average CPC: £1.35

We can see that their goal is to raise awareness to searchers who are also early in the decision making process by appearing high up in the search results for broad terms around personal injury, including questions,



# Final points

## Get ready to launch your law firm's Google Ads

When someone experiences a legal problem and they're not sure what to do, their aim is to find a solution. From the staggering numbers of Google searches that ask for legal help alone, we know their search will often start there, which is why it's vital that your firm has a plan to show up in these results.

And if your competitors are already there, can you afford not to be?

We hope our guide has given you the insights you need to build and launch an effective campaign - a campaign that suits your budget and encourages the right kind of enquiries.

Get your paid search strategy right, and the potential to win new clients from Google is huge.

## Bonus:

To make the most of your budget, here are a few more tips to remember:

- Create separate campaigns for each type of service
- Aim for 5-10 keywords per ad group
- Run your ads on Google Search only - not Display Network or Search Partners

# Need more help?

Contact Base Creative's in-house Google specialists. Their contact details are below.



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Head of Search

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**Abby Webb**

Search & Content Consultant

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## About Base Creative

Base Creative is an award winning, London based digital marketing agency. To find out more about us, visit our website at [basecreative.co.uk](https://www.basecreative.co.uk)

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# Google Ads spend report

Get a free personalised report to ensure you never overspend on your Google Ads campaign.

## IF YOU RUN ADS...

Report will tell you:

- What your **Cost Per Click** should be
- More **cost effective** keywords
- How to get more traffic for your **budget**

## IF YOU'RE CONSIDERING ADS...

Report will tell you:

- Your likely overall PPC **spend**
- An estimation of **qualified traffic**
- If it will provide **great ROI** or not

Free report: [bit.ly/bc-googleads](https://bit.ly/bc-googleads)

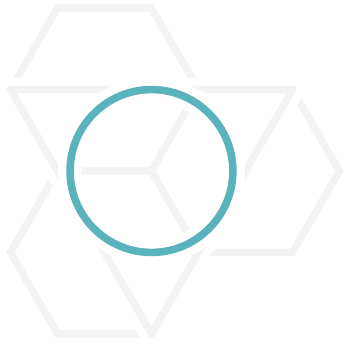
# Creative digital marketing, powered by data

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Base Creative do more than PPC and SEO.

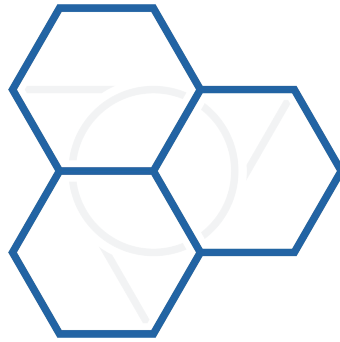
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## Search & Content Visibility

Creating visibility to those actively seeking your content, products or services within search results.



## Social Media Engagement

Bringing engagement and awareness to content and websites through social feeds and paid promotion.



## Websites & Performance

Building high-performance websites that generate sales, sign-ups and conversions.

# Partnering with Base Creative

During our 18 year history, we have always recognised the importance of understanding our clients' audiences and goals in order to achieve their ambitions.

More recently, we have come to believe that a long term, personal, and collaborative relationship with each of our clients will enable us to better understand their business and help them speak even more clearly to their audiences.

Our processes embrace the strength of this relationship, and mean that once your projects and campaigns are launched, we'll continue to work with you to improve and enhance your digital presence through websites, content, search marketing and social media engagement.

## Notable companies we've worked with



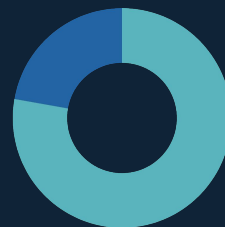
## 18 Years

Established in 2003, we have a wealth of digital experience.

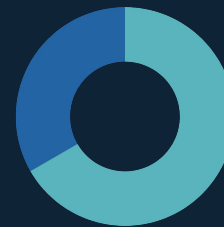
## 190 Launches

We've created and launched over 190 websites and campaigns.

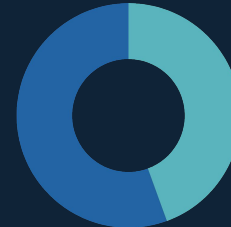
### Our yearly client perception survey results: (100% of responses, conducted September 2020)



Responsiveness and availability



Knowledgeable of web & digital



Productiveness and efficiency

Key:

Exceptional

Very Good

Good

Average

Poor



Aled Bryon

**SMS Plc.**

*Anna has been an invaluable addition to our marketing team (and a teammate, rather than an outsourced function, is precisely how we feel about her). She brings incredible knowledge and expertise about the constantly shifting and complex environment of SEO. Not only does she exude erudition of her field, but she has the excellent communication skills to relay her recommendations in ways that are really simple and easy to understand (for those of us who are not search experts). As a result, Anna has been instrumental to the growth in traffic to our website over the past 24 months. On a personal note, Anna is a really warm-hearted person who is generally just a pleasure to work with.*



# Thank You

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