

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*)

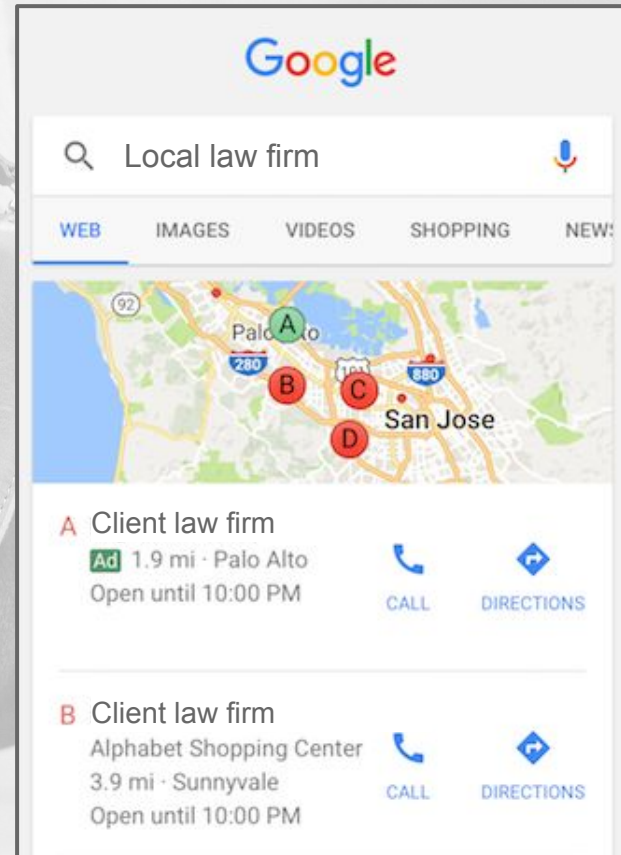
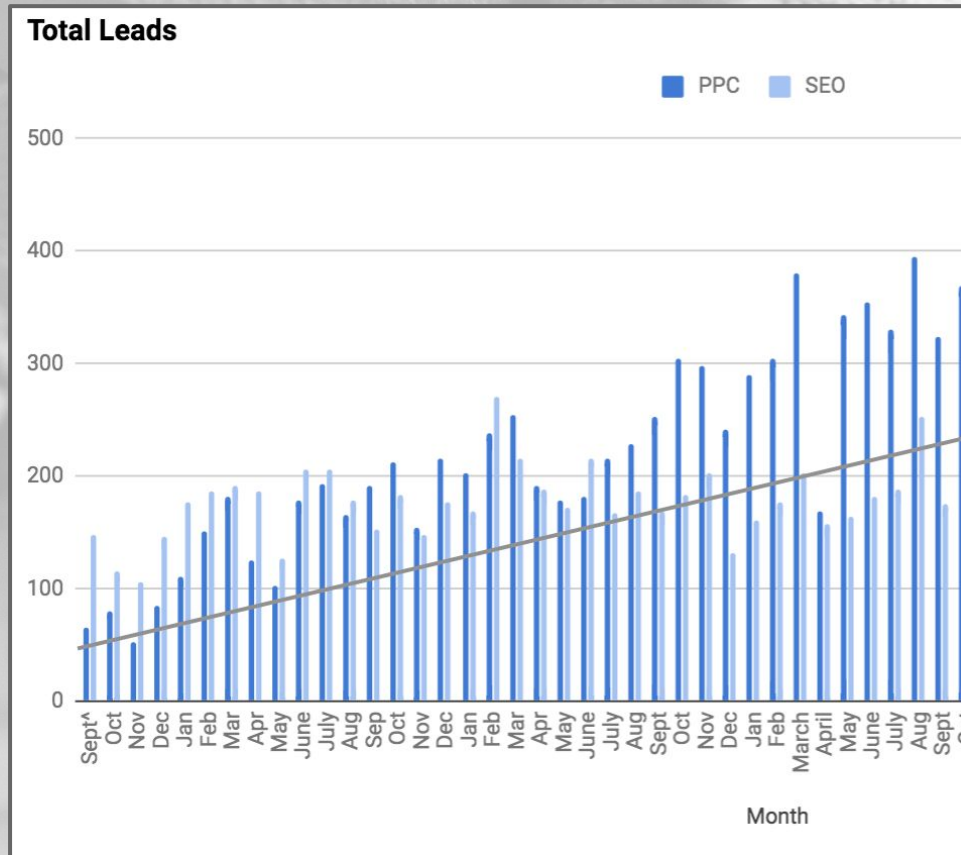
A blurred background image of a desk with a pair of headphones and a white mug. The right side of the image is covered by a teal gradient overlay.

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



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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