

PPC MARKETING FOR LAW FIRMS

An extensive guide on how to make the most out of
Google Ads for law firms.



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Introduction

The best methods of marketing for solicitors are those that bring people to you at the precise moment in time that they are searching for a solicitor.

The methods that achieve this are known as “Attraction Marketing”.

Pay Per Click (PPC) or Google Ads, is a form of attraction marketing and this explains why it is one of the most effective forms of marketing for solicitors.

My name is Nick Jervis. I am a former solicitor (now non-practising) and have used Google Ads to generate new clients for law firms since 2004.



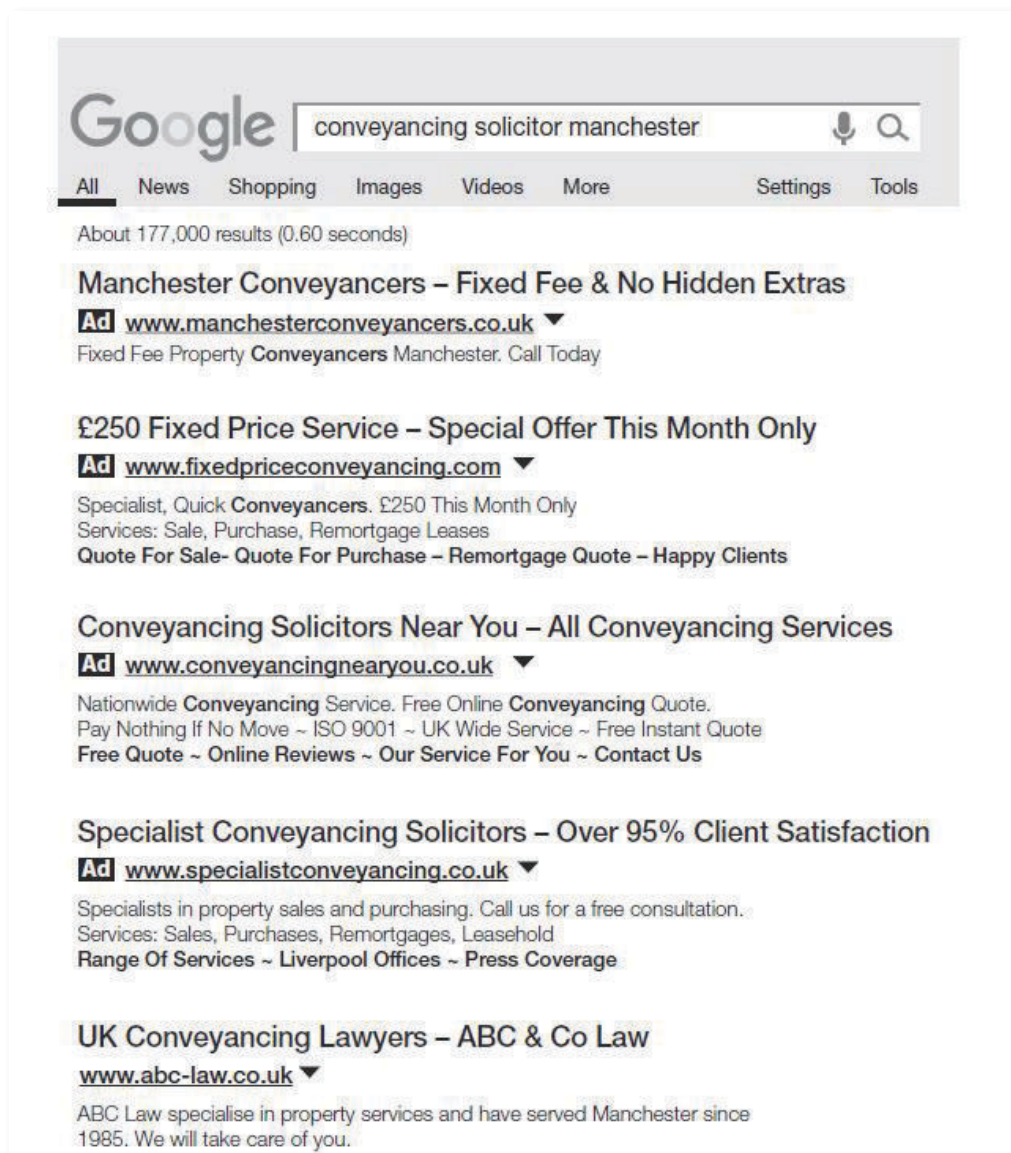
I generate clients for both commercial and private law firms. I spend a lot of time working on Google Ads campaigns but equally as importantly talking with my clients to help them convert more of their existing enquiries for their legal services into new clients.

The purpose of this guide is to give you a thorough understanding of how a Google Ads campaign should work for solicitors, and how you can manage a supplier if you ask one to help you to run your Google PPC campaign.

How Google Ads Works For Legal Services

Let's say Jim is buying his first house. He has put in an offer that has been accepted, so he now needs to find a solicitor. He asks his friends if they can recommend anyone but he is one of the first amongst them to buy so they cannot help.

He does what everyone else does in this situation and heads online. He opens Google, types in the name of his town plus the service he is looking for and is presented with these results:



Results 1 to 4 are all of the Google Ads search results. They are the first four results that the searcher sees.

It is not until result number 5 that you see a firm that is not paying (directly) to be in the results.

You will also notice that 2, 3 and 4 are all occupying significantly more space than Google Ads advertisement number 1.

This is because they are making the most of the Google Ads features which I will explore further on in this article, but for now I just wanted to make the point that Google Ads works well because it is attraction marketing in its purest form.

Someone looking for your legal services sees your advertisement, clicks on it and lands on your website.

If you have a website that has plenty of valuable information about your legal services, good client reviews and a variety of methods with which they can contact you at the end of each page, you will get the telephone call, or the online enquiry that allows you to call the prospect.

You are on your way to landing a new client and the first time you had to become involved in the process was when they contacted you. Before that time Google was doing all of the selling of your services for you!

If you have tried Google Ads to promote your law firm before and it did not work for you, more often than not it is because it was not set up correctly.

In most cases Google Ads works incredibly well in terms of generating new enquiries, but only if every aspect of it is set up properly.

Here are some of the common reasons that a Google Ads campaign is not working when I take one over for a firm of solicitors:

- Not enough of the available features inside Google Ads were being used;
- Visitors were sent to the wrong pages on the website because they failed to answer the question (search term) that the visitor had entered into Google;
- The wrong keywords were being targeted (the words that trigger your advertisement to be displayed); or
- Not enough was being invested to generate a return on investment;

All of these things, individually, can stop a campaign being successful.

Together they can totally derail a Google Ads campaign at the same time as taking a fair chunk of your hard-earned money.

However, when you get the set up of a Google Ads campaign right, you can expect a return on investment of at least three to one, but often as much as 20 to 50 to one.

When you get to that level, you have literally created a system that creates 'clients on tap' for you.

What If You Have Never Tested Google Ads?

If you are a solicitor who has never tried Google Ads for these reasons:

- you never click on those advertisements so no one else will either; or
- you believe that no one buys legal services from a Google search

then you have a very pleasant surprise in store. If, until now, you have been thinking either or both of these things, I have just opened a significant opportunity for you to win a substantial volume of new client instructions that you are currently missing.

Google makes around \$30 billion per quarter solely from Google Ads.

In my small sector of the legal world, my law firm clients spend in excess of one million pounds a year on Google Ads.

Let me assure you that they only do this because they know that Google Ads puts a significant amount more money in terms of billed profits into their law firms than it takes out of them. Those figures should prove to you beyond reasonable doubt that Google Ads works for solicitors.

Now let me show you what you need to do to make Google Ads work properly.

Getting The Best Return On Investment From Your Google Pay Per Click (PPC) Campaign

In my experience of undertaking legal services marketing full time since 2003, I know that the only way for a law firm to grow to its full potential is for the law firm owner to outsource as much of the marketing as possible.

With this in mind, I really do not want you to do your own marketing, especially when it comes to Google Ads, because it will be a complete and utter waste of your valuable time, and, to put it bluntly, it is very unlikely you will do it as well as an outsourced supplier who will charge a fraction of your hourly rate.

I have been running Google Ads campaigns for my own business and for clients since 2004. Google Ads changes and evolves constantly. Unless you are working with it every day, it is hard to reach the levels of expertise that you need to reach to make it successful for you.

If you do want to scale the heights of becoming a successful Google Ads campaign manager, you will fail in so many other areas of running your law firm that it will be a hollow success.

If you are genuinely serious about growing your law firm, you must be in control of the numbers and manage your outsourced suppliers, but you shouldn't do it all yourself. It is simply impossible for you to do that. Therefore, my aim with this guide is to set out the vital statistics of a PPC campaign so that you can manage your supplier to do it well for you.

The Basic Requirements Of A Legal Services Google Ads Campaign

I mentioned above that Google Ads is more of a science, so how does this science work?

Well, the great news is that it isn't just about paying Google the most money to get to the number one position in the search results. That being said, if you do Google Ads badly, Google will have no problem taking your money from you even though you might not be getting any results.

The basic formula that Google uses to decide who sits in position number one is called 'ad rank', and in simple terms, it works like this:

$$\text{Quality score} \times \text{amount of your bid} = \text{ad rank}$$

I will examine the details of your Google Ads quality score in a moment, but first, let me show you why it isn't just about bidding the largest amount to get to number one, although, as you can see from the formula, that is a factor.

Examples of ad rank calculations:

Advertiser	Amount of bid	Quality score	Ad rank	Position In Google Results
1	£5.00	2	10	4
2	£3.00	5	15	1
3	£2.00	6	12	3
4	£1.50	9	13.5	2

Your keywords, plus your advertisements, plus your landing pages create your quality score, which, when combined with your bid, leads to your ad rank. This score determines which position your advertisement will appear in for the relevant search terms (whether you will be above your nearest rivals)!

The higher the ad rank score, the higher you will be listed in the paid search results.

In this example, Advertiser 2 will be in position 1 even though they are bidding £2 less per click than Advertiser 1. The more interesting part is that Advertiser 4 will be in position 2 even though they are bidding the lowest amount for each click through to their legal services website.

This is the beauty of the science of Google Ads.

This is why I know that law firms with smaller marketing budgets can, and frequently

do, beat large firms of solicitors with vast marketing budgets.

Many of my clients consistently appear above competitors that operate on a national scale with marketing budgets many times higher than those of my clients. I love it!

They achieve this by having a better-quality score for their keywords, which then allows them to bid less than the big guns but still achieve a better ad rank.

How To Improve Your Google Ads Quality Score

There are three key factors that determine your quality score:

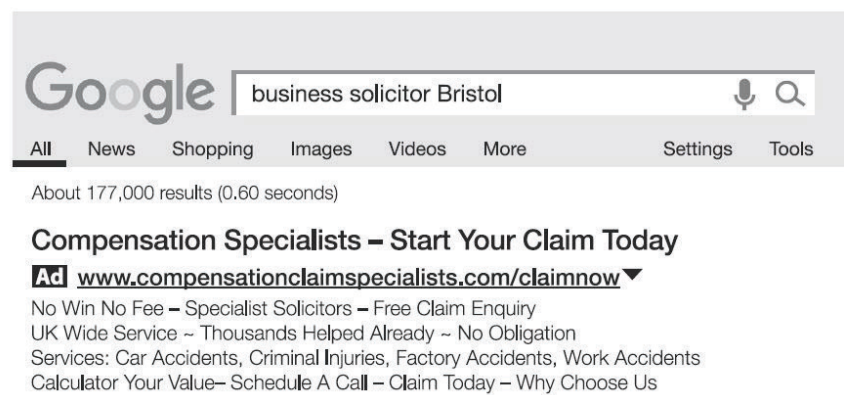
- the content of your advertisement;
- your keywords (the words that you feature to attract people to your website); and
- the page on your website that your visitor is redirected to (your landing page).

The ideal scenario is that your visitor types in their search term, sees your advertisement at the top of the Google Ads results and it matches what they are looking for, so they click your advertisement and are redirected to a page on your website that addresses the topic that they have typed into Google, which encourages them to make contact with you. Bingo! You have a good new prospect.

It sounds simple, doesn't it? The truth of the matter is, in its purest form, it really is that simple. However, it does take some time, lots of tweaking and constant measuring to achieve this objective. It might help if I show you examples of good and bad advertisements.

Imagine Jane types into Google 'business solicitor Bristol' and is presented with this advertisement.

A poor match



This is based on a real search that I carried out when I typed in Jane's search term above.

The contents have been changed to ensure the business remains anonymous, but I

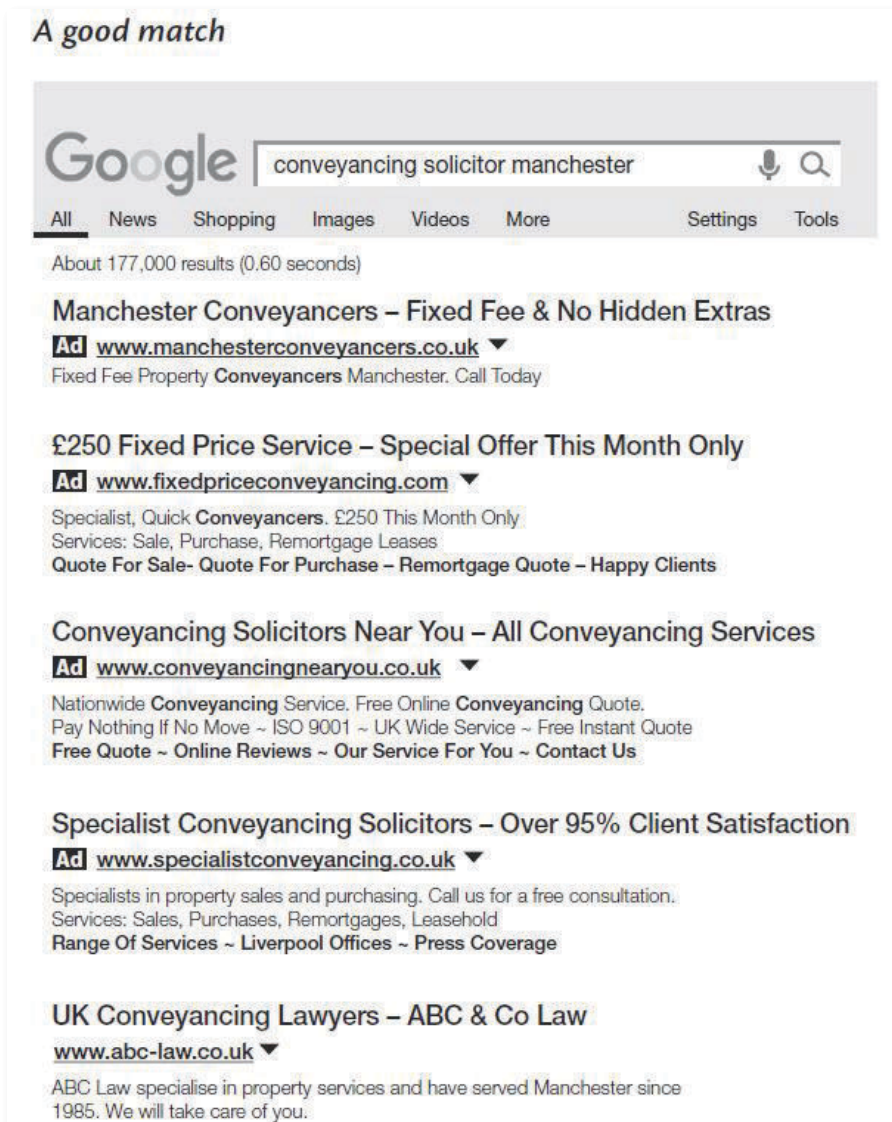
wanted to show you what can happen if Google Ads is not handled correctly. Can you see the problems with the advertisement versus what I typed into Google? I was looking for a **business solicitor in Bristol**, instead I am presented with an advertisement for a compensation claim expert.

The advertisement heading does not match what I typed into Google, nor does the content or any other parts of the advertisement. The Google Ads quality score is likely to be very low, meaning that the advertiser must have been prepared to pay a lot of money for each click for this advertisement even to be displayed.

The chances of Jane clicking on the advertisement are low, because the advertisement copy does not match her search term, and even if she does click on to it, the page she is redirected to is not going to match her needs either.

For the good example, let us use Jim's search for a conveyancing, as we did above, which produced the following results.

A good match



The screenshot shows a Google search interface with the query 'conveyancing solicitor manchester'. Below the search bar, there are navigation links (All, News, Shopping, Images, Videos, More) and settings/tools links. The search results indicate 'About 177,000 results (0.60 seconds)'. Five advertisements are displayed, each with a title, a URL, and a description. The first ad is for 'Manchester Conveyancers' with a fixed fee. The second is for '£250 Fixed Price Service' as a special offer. The third is for 'Conveyancing Solicitors Near You' offering nationwide services. The fourth is for 'Specialist Conveyancing Solicitors' with over 95% client satisfaction. The fifth is for 'UK Conveyancing Lawyers - ABC & Co Law'.

Google conveyancing solicitor manchester

All News Shopping Images Videos More Settings Tools

About 177,000 results (0.60 seconds)

Manchester Conveyancers – Fixed Fee & No Hidden Extras
Ad www.manchesterconveyancers.co.uk ▼
Fixed Fee Property Conveyancers Manchester. Call Today

£250 Fixed Price Service – Special Offer This Month Only
Ad www.fixedpriceconveyancing.com ▼
Specialist, Quick Conveyancers. £250 This Month Only
Services: Sale, Purchase, Remortgage Leases
Quote For Sale- Quote For Purchase – Remortgage Quote – Happy Clients

Conveyancing Solicitors Near You – All Conveyancing Services
Ad www.conveyancingnearyou.co.uk ▼
Nationwide Conveyancing Service. Free Online Conveyancing Quote.
Pay Nothing If No Move ~ ISO 9001 ~ UK Wide Service ~ Free Instant Quote
Free Quote ~ Online Reviews ~ Our Service For You ~ Contact Us

Specialist Conveyancing Solicitors – Over 95% Client Satisfaction
Ad www.specialistconveyancing.co.uk ▼
Specialists in property sales and purchasing. Call us for a free consultation.
Services: Sales, Purchases, Remortgages, Leasehold
Range Of Services ~ Liverpool Offices ~ Press Coverage

UK Conveyancing Lawyers – ABC & Co Law
www.abc-law.co.uk ▼
ABC Law specialise in property services and have served Manchester since 1985. We will take care of you.

Advertiser number 1 is the only one that mentions Manchester in the title. Sadly, however, Advertiser one does not make full use of all of the Google Ads facilities, so

the advertisement is only three lines deep when it could be six lines deep, as in the fourth advertisement, yet this is one targets a completely different geographical location, Liverpool.

Therefore, despite advertiser number one not making use of all of the Google Ads features (which I will go through in detail below), Jim is still most likely to click on it because it mentions 'Manchester', which is clearly important to him.

The advertisement can definitely be improved on, though, so let us look at what goes into making a really good Google Ads advertisement that achieves a high Ad Rank score, making it easier to get to position number one in the search results for less spend.

I will show you each element of an advertisement first, as this is such a crucial part of the process, then go on to the other factors that you need to be aware of to monitor and improve the performance of your Google Ads campaign that someone else is managing for you.

Key Components of a Google Ads Advertisement For Solicitors

The Google Ads advertisement below features most of the features available to advertisers. Notice how deep the advertisement is: seven lines deep yet you will often see advertisements with only three lines because the advertisers (or the PPC Agency running their Google Ads campaign for them) do not know what they are doing.

Why have a small box advertisement in a newsagent's window when you could have a billboard?

Features of a Google AdWords advertisement

The advertisement is for 'The Probateers' and includes the following features highlighted by numbered callouts:

- 1** Specialist Probate Solicitors – Probateers Fixed Fee Service
- 2** Ad www.theprobateers.co.uk/Probate ▼ 0800 1234567
- 3** (Call to action button)
- 4** Speak to the experts in Probate Law. No obligation enquiries. Fixed fee service.
- 5** Free Enquiries ~ Specialist Service ~ Dedicated Solicitor ~ Fixed Price
- 6** Services: Grant Of Probate, Full Probate Service, Initial Telephone Advice, Probate Abroad
- 7** (Footer area containing links: What Is Probate? Probate Lawyers, Free Probate Quote, Client Reviews)

Imagine you enter a search for “Probate Solicitor” and you are presented with the advertisement in position one above for a new legal brand that has just launched called “The Probateers”.

I have numbered each of the different features within Google Ads so that you can understand how they work. It is important to ensure that you use every available tool that Google provides for you to take your advertisement as large and effective as possible (and to keep your costs down).

1. YOUR ADVERTISEMENT HEADLINE:

Your headline is split into two parts and you need to use each of them as the Probateers have done here.

Part 1: Specialist Probate Solicitors

Part 2: Probateers Fixed Fee Service

You will notice that they are using capitals at the start of each word (leading capitals) of their advertisement. This is a good thing to do because it increases the click-through rate (CTR). I know this because I have tested it ad nauseam: I have split-tested (tested the variables) the same advertisements with exactly the same wording, one with lower-case lettering and one with leading capitals, and the one with leading capitals always gets more clicks.

This is an important part of Google Ads; it allows you to continually split-test different advertisements and different elements of a campaign, to see which performs better. It is through this split-testing that you find out what works and what doesn't.

You don't have to guess: you can run live tests and your potential clients will tell you which advertisement they prefer by clicking one more than the other. This is how I discovered that leading capitals work better than lower case lettering.

You now know that leading capitals throughout your advertisement increases the number of times that someone clicks on your advertisement. Why does this matter? Well, for two main reasons:

- You will receive more clicks on your Google Ads, more visits to your website and more phone calls about your services; and
- Your Click Through Rate (CTR) will improve. The CTR is the number of clicks that your advertisement receives for each 100 times that it appears in front of people. Your CTR is a crucial number to monitor for reasons I shall explain now.

For example, if the "Probateers" advertisement here is displayed 100 times, but only clicked on 5 times, it will have a 5% CTR. The higher your CTR, the better your quality score and consequently your ad rank, as outlined in the equation earlier in this guide.

An average CTR is in the region of 1-2%, but if you have a very good niche legal service or your advertisement content matches the search term entered by the user really closely, you can hit a CTR of 20% or more.

This will give you an excellent ad rank and mean that, as in the examples above, you can reach position one at the same time as bidding less for your keywords to get to that position than your competitors will have done.

2. YOUR WEBSITE DISPLAY ADDRESS:

This is not the address of the page that you are sending someone to, but the address that you choose to show to your potential clients. In other words, it is another opportunity for you to entice people to click through to your website by including the search term that your user has entered into Google.

The Probateers have opted for:

www.theprobateers.co.uk/Probate

The good part is that they have used a leading capital in the word 'Probate', but the bad part is that they have not used all of the available space. They could and should be using the word 'Solicitor' in there, as that was part of my search, for example:

www.theprobateers.co.uk/Probate-Solicitors

The more times someone sees the keywords (the search term) that they entered into Google, the higher the chances that they will click on the advertisement, which will increase the all-important CTR.

3. TELEPHONE HEADING:

You should use the specific telephone extension to be used. It may not lead to a lot of activity because, in my experience, most people will still want to click the advertisement first to go to your website, but if you are targeting a local audience (which you can do - see later in this section) then a local phone number will resonate with your audience and increase CTR.

4. THE MAIN ADVERTISEMENT CONTENT

When I first started using Google Ads in 2004, all that was available to you was title, advertisement copy and website address: four lines maximum.

Now this accounts for only 50% of the advertisement, but it is still very important.

The Probateers have opted for:

Speak to the experts in Probate Law. No obligation enquiries.

Fixed fee service.

5. CALL OUTS

‘Call-out extensions’ are simple two-or three-word phrases which enable you to feature more reasons why the searcher should click on your advertisement. You should try to include keywords closely linked to the search terms that you are targeting.

6. STRUCTURED SNIPPET EXTENSIONS

These are very similar to call-out extensions, but they are used to detail the services provided. It is another chance to sell someone on to your website and increase your CTR.

7. SITELINK EXTENSIONS

These are one of the more important types of extensions, as they provide you with four more chances to obtain a click-through to your website, by providing links to four other related pages. The key word is ‘related’. You need to link to pages that are related to the main page that you are targeting, in this case ‘probate’.

Here are the Probateers sitelink extensions:

What Is Probate?
Probate Lawyers

Free Probate Quote
Client Reviews

I would ensure that each of them included the word ‘probate’, so would change ‘Client Reviews to ‘Probate Reviews. You might think that this is overkill, but again,

I have tested this and it makes a difference, so it should be done as it will increase CTR.

There is a relatively new element, 'Message Extensions', which allows you to include a telephone number so that someone can text you on their mobile or tablet directly from the results screen. I even know some companies that will answer these text messages for you.

The beauty of all of the elements of Google Ads advertisements is that you can split-test them constantly to improve their performance. This means that rather than guessing what will work, you use your potential clients to tell you what is working best for them by seeing which combinations provide the best click-through rates for you. I will talk about this more in the next section.

Google Responsive Ads

Google has now introduced Responsive Ads, where you enter 4-10 headlines and 2 to 4 description tags. Google then rotates them using its A.I. to see which combinations work best.

As with everything with Google, you must test these advertisements against the ones I have described in detail above. Whilst sometimes they will be the best performer, other times they will not. So, as with everything with Google, test, test and test.

Your Keywords

Your keywords are the words that you feature to attract people to your website. In the example above, the words I used to find the Probateers were 'Probate Solicitors'. These are the keywords that they were targeting, which produced the advertisement for their services.

Keywords are organised into ad groups, which should be a relatively small number of keywords, in the region of 10 to 15. For example, continuing the Probateers' example, these might be:

- Probate solicitor
- Probate solicitors
- Probate solicitor fees
- Probate solicitor charges
- Probate fixed fee
- Probate solicitor costs
- How much does a solicitor charge for probate

One keyword should not be in that list above. Can you tell which one it is?

'Probate fixed fee' is the answer. The reason is that it does not include both the words 'probate' and 'solicitor', which all of the other keywords do, so the advertisement content would not match the keyword being entered.

Matching content to keyword

1

Specialist Probate Solicitors – Probateers Fixed Fee Service

2

Ad www.theprobateers.co.uk/Probate ▼ 0800 1234567

3

4

Speak to the experts in Probate Law. No obligation enquiries. Fixed fee service.

5

Free Enquiries ~ Specialist Service ~ Dedicated Solicitor ~ Fixed Price

6

Services: Grant Of Probate, Full Probate Service, Initial Telephone Advice, Probate Abroad

7

What Is Probate?
Probate Lawyers

Free Probate Quote
Client Reviews

In the advertisement above, to make it work better for the keyword 'probate fixed fee' I would amend the first part of it to include this keyword, for example:

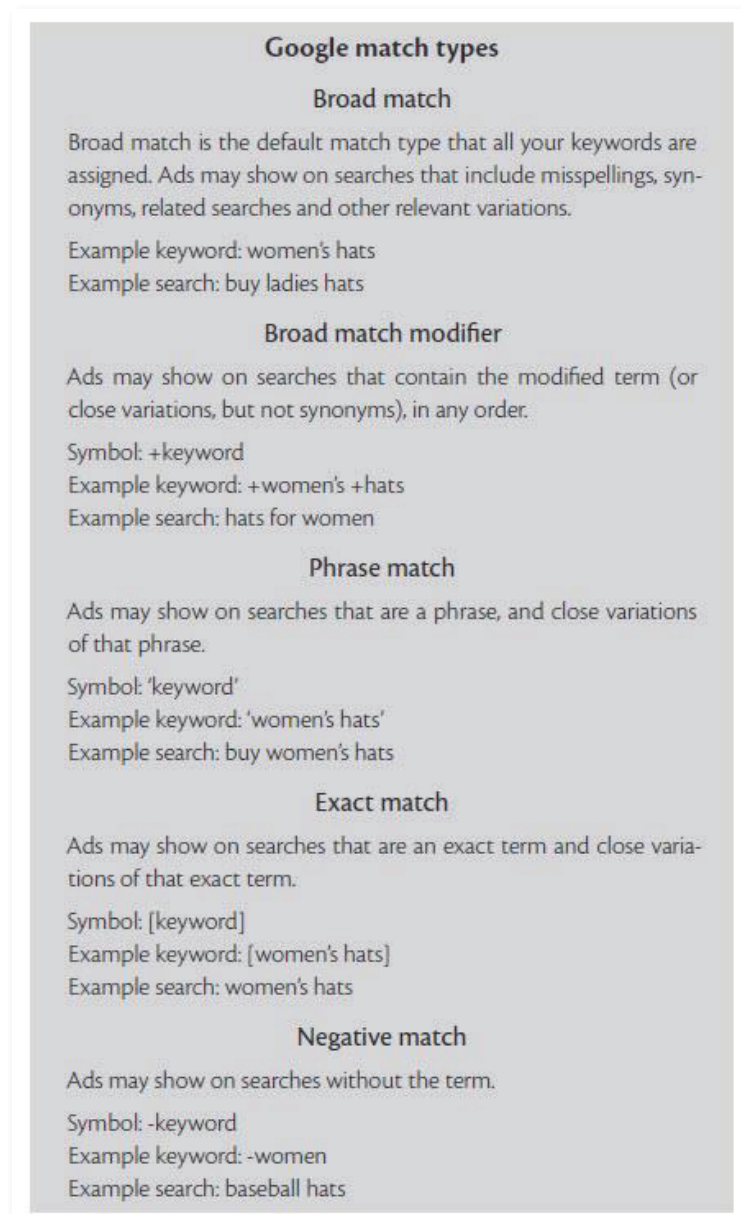
'Fixed Fee Probate From The Probateers'

You might think that the words 'fixed fee' are already there, but putting them at the beginning, so that they are the first thing the searcher sees, will improve CTR.

Keyword Match Types In Google Ads

One of the biggest mistakes that I see for solicitors with Google Ads is using the wrong match type for keywords. Match types are the method Google uses to determine when it should display your advertisement to searchers. Select the wrong match type and you allow Google to be very liberal when it comes to displaying your advertisements.

Here are the different match types, with Google's explanation of what they mean:



Google match types

Broad match

Broad match is the default match type that all your keywords are assigned. Ads may show on searches that include misspellings, synonyms, related searches and other relevant variations.

Example keyword: women's hats
Example search: buy ladies hats

Broad match modifier

Ads may show on searches that contain the modified term (or close variations, but not synonyms), in any order.

Symbol: +keyword
Example keyword: +women's +hats
Example search: hats for women

Phrase match

Ads may show on searches that are a phrase, and close variations of that phrase.

Symbol: 'keyword'
Example keyword: 'women's hats'
Example search: buy women's hats

Exact match

Ads may show on searches that are an exact term and close variations of that exact term.

Symbol: [keyword]
Example keyword: [women's hats]
Example search: women's hats

Negative match

Ads may show on searches without the term.

Symbol: -keyword
Example keyword: -women
Example search: baseball hats

What is important for you to know is that the first category, broad match, is the one Google defaults to. I call it the 'throw money away' keyword match type.

Let me show you an example of how using the 'broad match' match type can quickly cost you money that you shouldn't be spending, using a conveyancing solicitor looking for more instructions as an example.

Broad match keyword: *conveyancing solicitor*.

Below are examples of searches that might trigger the advertisement, and lead people to click on it, but without generating any instructions, which will cost the advertiser money.

- How do I sue my conveyancing solicitor?
- Conveyancing solicitor jobs
- Conveyancing solicitor salary

None of those searches will ever lead to instructions, so why does Google default to broad match for all new keywords added?

Quite simply, it knows that it will produce a lot of clicks for you very quickly. However, Google then expects you to do the next part, which most business owners do not do, which is to add negative keywords to your campaign to prevent your advertisements showing when these types of terms are entered into the search box.

I take over a lot of Google Ads/PPC campaigns which solicitors have been running themselves and the biggest problem I see is that all their keywords are using 'broad match', so they are generating a lot of clicks but not many instructions.

I quickly do two things:

- turn all broad match searches into phrase match searches; and
- add negative keywords for words that they do not want their advertisements to be shown for.

In the example above, the negative keywords I would add would be 'jobs', 'salary', and 'sue'.

Now, if someone searches for 'conveyancing solicitor salary' my client's advertisement will no longer be presented to them. Perfect.

These two tasks are vitally important, so if you are running a campaign already I suggest that you spend some time checking that you have negative keywords running and that you are not using broad match search terms. The easy way to do this is to look at the 'search term' report on a regular basis (ideally weekly).

On my search term report for my own Google Ads Campaign:

The Google search term report

Campaign: Samson Consulting Drafts ▼ Yesterday:

● Enabled Type Search Network only - All features Edit Budget: £20.00/day Edit Targeting: Ireland; UK(12 more) Edit Active bid adjustments: Location, Device

Ad Groups Settings Ads **Keywords** Audiences Dimensions ▼

Keywords Negative Keywords Search Terms

Segment Filter Columns View Change History

Search Terms

Learn how customers are finding your ad. With the Search terms report, you can see the actual searches people entered on Google Search and other Search Network sites that triggered your ad and let to a click. Depending on your keyword match types, this list might include terms other than exact matches to your keywords. [Learn more](#)

Add as keyword Add as negative keyword

<input type="checkbox"/>	Search term	Match Type	Added/ Excluded	Ad Group	Click	Impr	CTR	Avg. CPC	Cost	Converted Clicks	Avg. Pos.
<input type="checkbox"/>	Law Responsibilities For Website Design	Broad Match	None	Legal Website Design	1	1	100.00 %	£1.17	£1.17	0	1.0
<input type="checkbox"/>	Legal Website Design	Exact Match	Added	Legal Website Design	1	1	100.00 %	£4.94	£4.94	0	4.0
<input type="checkbox"/>	Wix Law Firm Website	Phrase Match	None	Law Firm Website Design	1	1	100.00 %	£0.74	£0.74	0	6.0
<input type="checkbox"/>	Legal Marketing Services	Exact Match	Added	Legal Marketing Keywords	0	6	0.00%	£0.00	£0.00	0	1.0
<input type="checkbox"/>	Legal Marketing	Exact Match	Added	Legal Marketing Keywords	0	5	0.00%	£0.00	£0.00	0	1.2
<input type="checkbox"/>	Marketing For Law Firms	Exact Match	Added	Marketing Law Firms	0	2	0.00%	£0.00	£0.00	0	3.0
<input type="checkbox"/>	How To Win Clients Law Firm	Broad Match	None	Solicitor Clients 2	1	1	100.00 %	£4.76	£4.76	0	1.0
<input type="checkbox"/>	Copyright Law	Broad Match	None	Copywriting For Solicitors	1	3	33.33%	£4.71	£4.71	0	1.0
<input type="checkbox"/>	Other Search Terms				0	296	0.00%	£0.00	£0.00	0	1.8
<input type="checkbox"/>	Total				7	318	2.20%	£3.39	£23.73	0	1.8

Let me talk you through it.

1. Choose the date range that you are looking for. I check my account regularly (almost daily) so I usually select Yesterday.
2. Select the 'Keyword' tab.
3. Select 'Search Terms', which will now show you all the search terms that actually produced a click through to your website.
4. The search term 'law responsibilities for website design uk' is not the type of search I am looking for. Therefore, I will tick the square box next to it, then select 'Add as negative keyword', importantly, I will delete all of the words except 'responsibilities', as this is the only keyword that I do not want to trigger my advertisements - with negative keywords you do want to use 'broad match' for your search criteria.
5. 'Wix law firm website'. Wix is a free website design platform that proudly states at the bottom of your website that you have a free website from Wix. It is my firm belief that no solicitor should have a free website. You are selling a professional service. What does it say about you if you won't even spend a few pounds on a website?
6. 'Copyright law' is not a search term that I want to target, so I will add this as a negative exact match, i.e. [copyright law]. By regularly looking at your search term report you will find new keywords that you can add to your campaign (Google will default to broad match, so you must ensure quotation marks are added around the keyword) and negative ones that you add to stop your advertisement being shown when unsuitable search terms are entered.

You can very quickly ensure that your Google Ads manager builds you a successful campaign with good keywords simply by following these steps:

- add some modified broad match search terms for your chosen area of law, for example, '+conveyancing +solicitor';
- the checking of your search term report daily, as above, regularly adding new keywords and new negative keywords; and
- ensuring that your keywords are all in small, tightly-focused keyword groups, sending potential prospects to a well-matched landing page on your website.

Let's look at the third step.

Your Landing Pages

Ideally you should have one landing page for each Google Ads ad group. Remember, I said that an ad group should have around 10-15 keywords within it, all very closely matched.

In the Probateers' example above, I suggested that one ad group might contain these keywords:

- Probate solicitor
- Probate solicitors
- Probate solicitor fees
- Probate solicitor charges
- Probate solicitor costs
- How much does a solicitor charge for probate

The landing page I would send these people to must have the keywords 'Probate Solicitor' in all the following places on that page, which will lead to a better quality score:

1. in the title tag;
2. in the description tag;
3. in the headline on the page;
4. in the opening paragraph;
5. In the 'alt' tags and 'title' tags behind the images on the page (there should always be images on the page); and
6. the content on the page (without reaching overkill so that the content doesn't make sense to your readers).

If you have a very low quality score for a keyword, one of the most common reasons is that your landing page does not fulfil these criteria. In the example above, sending the visitor who searches for a 'probate solicitor' to a page about 'Wills, Probate and Trusts' would result in a low quality score, as the page would not match the search term closely enough, and none of the required six elements above are included.


You might say that the word 'Probate' is included, so that should be good enough, but sadly it would not be. As I say, Google Ads is a science with a formula to follow. Follow that formula closely and you achieve great results. If you only half-follow it, you will get average results and spend a lot more money in the process.

For a good Google Ads landing page, it must have your keywords in all six locations listed above and the content has to make sense not only to Google but also to your prospects.

If you are thinking that this mean you need a lot more pages on your website so you can have one for each ad group, you are right. However, you are only changing the six elements above to match the main keywords in each ad group to create your new landing page, so it is largely a copy, paste and edit exercise. For example, while the ad group above targeted 'Probate Solicitors', the next ad group might target 'Probate

Lawyers'. This definitely needs a separate landing page, but all you are going to change on that page is the word 'Solicitors' to 'Lawyers'. As I say, it's copy, paste and edit job, but one that Google will reward you for with a better-quality score, so it's time well spent.

If you know anything about search engine optimisation, you will know that Google is not a huge fan of 'duplicate content', meaning pages which by and large say almost exactly the same thing. In the probate solicitors/probate lawyers example above, both pages will be almost identical. You can quickly get round this by adding some 'behind the scenes' code that tells Google to ignore the second 'probate lawyers' page. Here is the code:

A code snippet showing the HTML meta tag for noindex: `<meta name='robots' content='noindex'>`. The code is highlighted in a light blue box with a shadow.

Your website developer will know where to place it, but if they don't, it needs to go in the 'head' section of your website. on the page in question. If you have a Wordpress website you can do this using Yoast or Rank Math plugins under the 'Advanced' tab.

Good landing pages are vital as a part of your Google Ads campaign, so make sure that each Adgroup is going to a landing page that matches the search terms within that group.

Additional Techniques

As well as these core elements of a successful Google Ads campaign, there are some other elements which are useful to know and understand.

These are found within your 'Settings' tab when you are inside Google Ads.

Type Of Google Ads Campaign

Make sure you select right option here.

Once inside your Google Ads campaign, from the central navigation select 'Settings' then 'All settings' to discover the features below.

'Search network only -All features' is the one to go for: other choices are video and the display network. My experience is that for now 'search network' is by far the most effective performer and where you should focus your efforts.

Video marketing just doesn't work for law firms (sorry - legal services are just not exciting enough!), and though display marketing (banner advertising) can work to some extent, nothing beats Google Ads search marketing.

As most of my clients regularly exceed their set monthly budget to spend on Google Ads, I would rather they limited themselves to having the results displayed on Google search pages only than waste money on less effective advertising.

Networks

I suggest you use only Google Search and even exclude Google Search partners. Again, in my experience, this is the most effective option. Everything else is less effective, and as most solicitors run out of budget each month, you need to focus on the places where you will get the best results.

Devices

Set this to 'all' to target all devices, unless you have a website which is not mobile responsive, in which case you should just choose 'desktop', but if you do not have a mobile responsive law firm website now you will be missing out on a lot of new client enquiries.

Location Targeting

You can choose to target geographically by choosing a whole country, town or county, or you can target within a radius of your offices, for example, 20 or 30 miles. You should select radius targeting if looking for local clients.

Choosing Location Settings

Under 'Location options' select 'advanced' then under 'Target' choose 'People in, searching for or who show interest in my targeted location'.

This advanced targeting means that anyone searching or showing an interest in your area but located geographically outside of it will see your advertisements.

For example, someone who works in central London but lives in Ashford, Kent, would, if they searched for an 'Ashford Solicitor' while at work, still see your advertisements even though they were not searching from your target location.

Bid Strategy

Whilst I used to recommend that your Google Ads agency uses manual bidding, Google's AI is getting better. You now have to experiment with all options, from manual bidding, to Enhanced CPC or Maximise Clicks to see which produces the best results for you. You can only discover these by testing, so if you are not generating enough clients, ask your Google Ads Agency to try different bidding strategies.

Budget

This is where you set your daily budget for your Google Ads spend. If you want to spend £500 a month, divide this sum by 30 days to set your daily budget.

Delivery Method

I choose 'Accelerated' delivery. This means that your advertisements are displayed until your daily budget limit is reached. See 'budget tipping point' later, on how to over-ride this if you can afford to.

Advanced Settings

Options in 'advanced settings'.

Schedule

You can schedule advertisements to run at different times of the day or to exclude weekends, but I suggest you let your advertisements run 24/7 at first. If you consistently find that your advertisements do not work on Sunday from 7 PM you could change this, but my experience suggests that you will lose instructions that you would otherwise have received.

In addition to this, by not running all the time you will miss clicks, and your overall quality score may well be lower as you keep dipping in and out of the market, making it harder to achieve consistent results.

Ad delivery, ad rotation

My Google representative always wants me to let Google rotate my advertisements to optimise conversions. She tells me that Google knows best and so I should let them run the advertisements that convert more visitors into people filling in enquiry forms. It is a good theory, but whenever I have done this I have not seen any improvement in volume or quantity that makes me believe Google controls this process better than a human.

I always choose 'rotate indefinitely' for my own and my clients' advertisements so that I can see, manually, which advertisements are working best, by which I mean which advertisements have the highest CTR. Once I know that, I can pause the worst advertisement and rewrite a new one to try to beat the current best performer's CTR. More on this shortly.

Your Role in a Google Ads Campaign

Now that you know the basic elements of a campaign, how do you manage an agency running a campaign for you? What do you need to do to check that they are doing a good job for you?

Well, the beauty is that Google Ads really is a numbers game. At a glance, you can see not only how well your ppc campaign is performing, but more importantly, how many clients you have generated and how much that has produced for you in terms of fees.

Tracking Your Numbers

You absolutely must track your numbers; remember, what gets measured gets better. If you do not know how much work and how much income are being generated by a Google Ads campaign, how can you know if you should keep on doing it? Quite simply, you can't.

So you must definitely measure the returns from your Google Ads campaign. You

should be looking for a minimum of a 3 to 1 return on your investment, so if you spend £1,000 a month, you want it to generate at least £3,000 in fees. If you can start at that point, you can improve that return over time as your Google Ads campaign matures and improves. I have clients that regularly exceed a 10 to 1 return on investment.

Obviously, some legal matters bring in fees faster, so you have to consider your cash flow, but if you can start at a 3 to 1 return on investment, you will be making money and you should continue to run your Google Ads campaign.

Two things need restating here:

- You need to ask every new prospect how they found you so that you can trace it back to your Google Ads campaign. Will your receptionist do this properly? In my experience, no, which is why I recommend that you use a call centre that will ensure their staff ask the question and complete an enquiry form for each call they handle. This will enable you to measure the return from your Google Ads campaign accurately. You can even use a different telephone number on your website and only divert those calls to the call centre, as a starting point to test the process out.
- You must track these enquiries through to conversion. If you are spending £1,000 a month, how much is it making you? If you are spending £5,000 a month (yes, some solicitors do), then you have to know that it is working for you. If you are spending over £10,000 a month (yes, many solicitors do, and more too) then you have to know that it is providing you with a return on investment.

I have had clients spend in excess of six figures per month with Google Ads, but they were only doing this because it provided an excellent return on investment.

If someone offered to give you £20 each time you gave them a pound coin, when would you stop giving them pound coins?

This is precisely what Google Ads can do for you.

Measure Your Performance

If your first job is to measure the return from your spend, your second job is to measure your Google Pay Per Click campaign performance figures and to keep on top of your Google Ads Agency to ensure that these numbers keep on working in your favour.

So, what do these numbers look like? Let's take a look at a simple Google Ads report showing the core numbers. These are my own numbers; not surprisingly, my clients like to keep their numbers to themselves, but the only thing that is important is for you to see the numbers, so I can explain what questions you should be asking and what results you should be expecting.

There is actually a simple lesson within a lesson here. You see, I know that some of my competitors will download this guide. They will see my figures below and believe that having this information will enable them to do exactly what I do to generate a lovely client book of really nice law firm owners. It doesn't worry me. They might have some baseline figures, but that's all they know. They can't see or hear the conversations that I have with my clients or the private emails we send. Generally, I find, a lot of law firm owners are scared or even terrified of sharing information with one another. In my experience, sharing usually only leads to mutual benefits, so I strongly urge you to share away.

Here is a chart showing my last few months' activity on Google Ads:

Google Ads reporting for law firms

Month	Clicks	Impr.	CTR	Avg.CPC	Cost	Avg. position	All conv.
February	183	6,754	2.71%	£3.28	£599.77	1.7	17
January	271	10,173	2.66%	£3.67	£993.26	1.7	4
December	192	7,215	2.66%	£3.70	£710.36	1.7	21
November	348	20,068	1.73%	£3.13	£1,090.79	2.1	30
October	329	16,466	2%	£2.59	£851.20	2.4	37
September	158	5,241	3.01%	£2.85	£449.99	1.7	21
August	117	5,156	2.27%	£3.75	£439.16	1.6	11
July	118	6,897	1.71%	£3.54	£417.53	1.5	7

If I was managing myself as a supplier - and I do - here are the questions that I would want to be asking.

Q Why did the average position of my advertisement drop from Q1.7 to 2.4 in October?

Remember, there are four Google Ads spaces available at the top of the search results. I want to be in position one more often than not.

In my case, above, I know it was because in those two months I experimented with a lot more keywords, which is why I also spent more. But if you are not in average positions 1 or 2, you need to find out why and ask your Google Ads people to work to make that happen.

How? As detailed above, it is all down to the ad rank formula.

SMALL KEYWORD GROUPS:

Another reason why my average position might have changed is if my keywords were not in small, tightly-connected ad groups. Are they in groups of 10 to 15 keywords?

If there are many more, keep the 10 or 15 that are most closely matched and start a new ad group that covers the new keywords.

In my example, there are 13 keywords within the ad group, so I am not breaking any of my own rules (phew).

Here are a few of them, so that you can follow the thread.

Key words on an ad group

Keyword
[marketing for law firms]
[marketing for law firms uk]
"marketing law firm"
[marketing a law firm]
[marketing law firms]
[law marketing]

The main keyword is 'marketing', and the word 'law firm' also appears, so I need to bear this in mind when looking at the next two parts.

SPLIT-TESTING ADVERTISEMENTS:

Are your suppliers regularly split-testing the advertisement copy to see what works best, then rewriting the copy that doesn't work so well? Here is an example where I :

am split-testing two advertisements against each other, so you can see how this looks within Google Ads

Split-testing advertisements

Ad	Click	Impr	CTR	Avg. CPC	Cost	Avg. Pos.
Marketing Law Firms in The UK Solicitor (Non-Practising) Ad www.Samsonconsulting.co.uk/Marketing-Law/Firms-UK ▼ Free Guide Shares 6 Most Effective Marketing Methods For Law Firms In The UK.	20	368	5.43%	£3.67	£73.47	1.5
Marketing Law Firms In The UK Solicitor (Non-Practising) Ad www.Samsonconsulting.co.uk/Marketing-Law/Firms-UK ▼ Free Guide Shares 6 Most Effective Marketing Methods for Law Firms In The UK	1	44	2.27%	£4.13	£4.13	1.5

Both advertisements feature the core keywords of ‘law firm’ and ‘marketing’, which is crucial.

You can see that one advertisement is achieving a CTR of 5.43% (5.43 clicks through to my site for every 100 times it has been shown - Impr, or impressions). This is clearly beating the advertisement that I am running against it. However, notice that the second advertisement has only been shown 44 times, so I will leave it to run until it has been shown at least 100 times, but usually between 500 to 1000 times. This is a big enough test volume to prove that what you are seeing is not just a fluke.

You should also run through this same process with your sitelink, call-out and snippet extensions, as increasing CTRs for these extensions also improves your overall performance, quality score, and ad rank and lowers costs. I won’t go through every one of these, as it is exactly the same process as for changing your main advertisement content, but I wanted to ensure that you look at them too.

LANDING PAGE REVIEW:

Does the landing page that your prospects are being sent to closely match the search terms entered? Continuing my example above, here is the content from the page that people clicking one of my two advertisements are sent to:

The 6 Fastest Ways For Solicitors To Win New Clients

UK Law Firm Marketing Guide For Solicitors Looking to Double Or Treble Their Turnover.

If you would like to know the six most effective methods for solicitors to grow their law firms, alongside the formula to follow to allow you to do this whilst still running the day to day delivery of legal services, this book is for you.

The 6 Fastest Ways For Solicitors To Attract New Clients has been downloaded by over 5,000 solicitors across the UK and I have received many emails thanking me for helping solicitors to finally start to get to grips with their...



Nick Jervis
Solicitor (non-practising)

How could this page be improved? Look at it with a totally critical eye and make a note of a few things that could be changed to make it match the keywords and advertisements in question better.


Now let me show you the revised page and talk you through the changes.

The 6 Most Effective Methods For Law Firms To Win New Clients

The Law Firm Marketing Guide For Solicitors Looking to Double Or Treble Their Turnover.

If you would like to know the six most effective methods for solicitors to grow their law firms, alongside the formula to follow to allow you to do this whilst still running the day to day delivery of legal services, this book is for you.

The 6 Fastest Ways For Solicitors To Attract New Clients has been downloaded by over 5,000 solicitors across the UK and I have received many emails thanking me for helping solicitors to finally start to get to grips with their...



Nick Jervis, Solicitor And UK Law Firm Marketing Specialist

By making two simple changes - adding the keywords 'law firm' and 'marketing' to the title on the page and beneath my photograph - I have improved the relevance of the page and my quality score. This in turn will improve my ad rank and allow me to return to the top position for a lower spend than my competitors.

These are the things that you need to ask your Google Ads administrator to do if you are not hitting the top position or if your costs are rising (or both).

Q: Why were there only four conversions in January, compared with 21 in December and 17 in February?

Conversions represent people taking the action that you want them to take. In my case a conversion is someone completing the request for my free guide and landing on my 'thank you' page. I have placed a piece of Google Ads tracking code on this page, and each time someone lands on it the code triggers a conversion.

The most common reasons for a drop in conversions could be:

- The tracking code not working (this happens quite a lot and is exactly what did happen on my website in January);
- Receiving a lower number of clicks. This is not the case in my example, as there were 271 clicks for four conversions in January, compared with 183 clicks for 17 conversions in February;

- The average cost per click jumping up, either because someone else has entered my market space or my ad rank has dropped for the other reasons outlined above. Again, this is not the case with my example but I want to point out the options so that you can ask the right questions of your Google Ads agency.

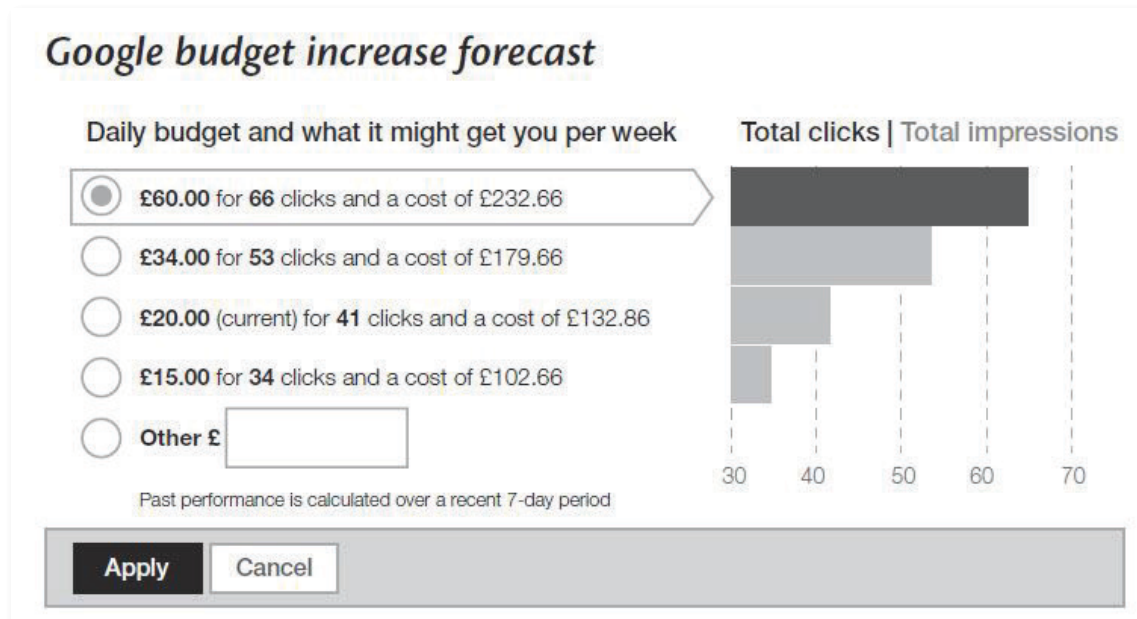
Q: Why did the click-through rate drop in November?

The CTR rate is a really important figure, so seeing it drop in November would be a concern. However, as I mentioned above, I was experimenting with a lot of new ad groups, and with keywords that were not as focused as my usual ones. Once I had gone through this phase, the CTR went back up to figures heading towards 3%. This is an average - remember one of the CTRs above was over 5% - but watching the averages is usually enough to give you a warning that there is something amiss.

The Budget Tipping Point

It is worth mentioning what I call the 'budget tipping point'. You will often find that Google tells you that your budget is limited. If you are capping your spend at £30 a day, roughly £900 a month, Google might suggest that your campaign is 'Limited by budget' in nice orange letters.

You can even click a chart and it will show you what might happen if you increase your daily cap, as below.



The point I want to mention here is that if your budget is limited, in other words you are often spending more than your daily budget amount, you will miss visitors who would turn into clients.

When you increase your budget to such an extent that you receive all available clicks (only do this when you have been running an efficient campaign for some time), then you can find that by doubling your budget you may actually receive triple the enquiries, making it even more profitable.

I believe this happens because some prospects will return to your website two or three times before making contact with you, so when your budget runs out part-way through the day, these prospects do not find your advertisement or website the second or third time. Once you increase your budget, they no longer have any trouble finding you.

This, alongside the fact that everyone now searching for your keywords will find you because you are omnipresent, is why I believe that this 'budget tipping point' exists.

Running a Google Ads campaign is a science. You cannot be expected to learn that

science and run your law firm, but you can now I hope, with what is contained in this guide, know which questions to ask to ensure that your campaign is working as hard as it possibly can for you.

Summary

I hope that I have given you sufficient information to see why Google Ads is such an excellent form of marketing for law firms.

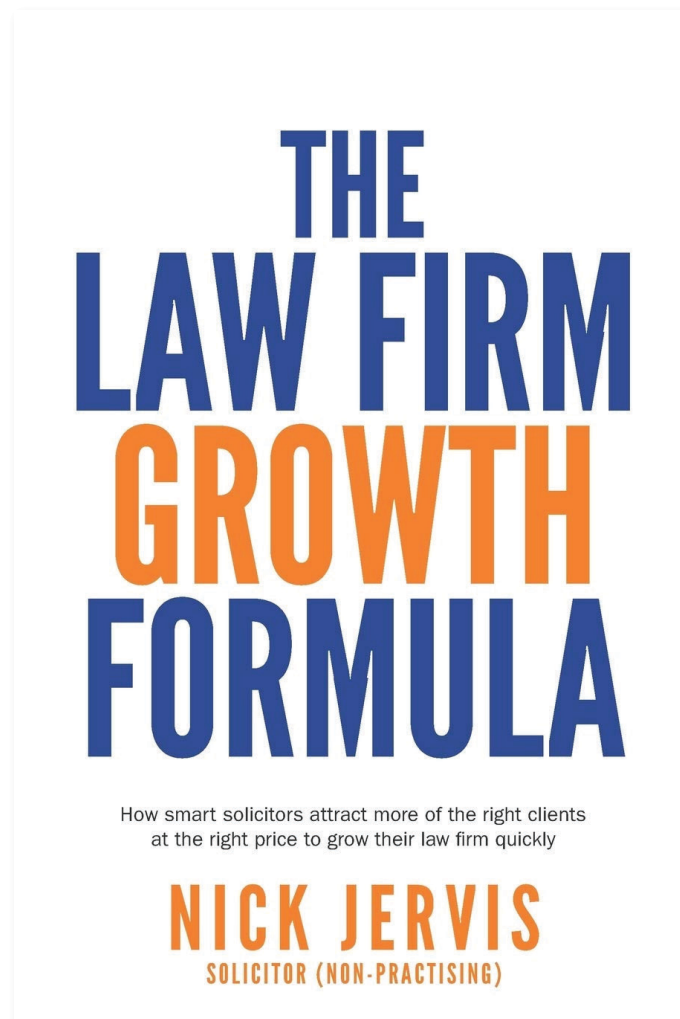
I don't want to leave you there, though.

If you are considering starting a Google Ads campaign, let me talk you through the most important considerations for you for your firm, including checking whether the pages you will send your visitors to on your website will be good enough to generate enquiries.

Or if you are already running a campaign, let me show you quickly how to generate more enquiries for the same amount or even less than your current Google Ads spend.

Click the link below to schedule your Google Ads call.

[Click here to schedule a Google Ads call with me:>>](#)



If you would like to discover the precise formula all of my clients use to grow their law firms, click the link to buy my book The Law Firm Growth Formula on Amazon:

<https://amzn.to/3igwQur>