

PPC Case Study

Criminal Defense Law Firm

Houston Criminal Defense Firm Doubles New Client Acquisition from 20 to 40 Per Month with Targeted PPC

✓ **19.5% click-to-call conversion rate**

✓ **1,611 calls generated in 12 months**

✓ **Average Cost-Per-Call of \$60.90**

✓ **Average of 134.3 calls per month**

CLIENT

Houston Area Criminal Defense Law Firm Focused on DUI, Drug Crimes, Assault & Battery, and Sexual Assault Defense.

Customized PPC Strategies for Criminal Defense Success

- Custom-built, high-converting landing pages designed to drive quality leads for criminal defense cases
- Highly targeted Google Ads campaigns focused on high-value criminal charges, including DUI, drug crimes, and violent offenses
- Ongoing keyword research and bid optimization to capture the most relevant search traffic
- Proactive PPC management with continuous adjustments to improve ad performance and cost efficiency
- Thorough call tracking and lead analysis to assess case potential and refine targeting strategies
- Custom reporting with call recordings, conversion insights, and data-driven recommendations to maximize ROI

Key Growth Challenges

Sustaining Consistent Lead Flow

Ensure a steady stream of high-quality leads that support the firm, maintaining stable and manageable caseloads.

Balancing Volume with Quality

Achieve a balance between high lead volume & lead quality, ensuring enough qualified leads for sustained growth.

Scaling While Maximizing ROI

Grow the firm's caseload efficiently without overspending, optimizing campaigns to maximize returns as the firm scales.

Targeting Relevant, Local Cases

Attract clients within their home county, ensuring the firm handles only the most relevant local cases.

Scaling Client Acquisition

This criminal defense law firm faced multiple challenges in generating consistent, high-quality leads while optimizing its marketing budget. With a focus on practice areas such as DUI, drug offenses, and violent crimes, the firm needed a strategic approach to attract qualified leads to help them scale, while minimizing wasted spend and ensuring their campaigns were effective.

The primary challenge was balancing lead volume with lead quality. A steady flow of leads was essential for business growth, but it was equally important to ensure these leads had high intent and were a good fit for the firm's services. Without precise targeting, the firm risked attracting low-quality leads, which would negatively impact their return on investment.

To overcome this, we tailored our strategy with custom landing pages designed specifically for each key practice area. This hyper-targeted approach ensured we were reaching the right audience. We continuously optimized the PPC campaigns for efficiency and lead quality, focusing on driving the most relevant traffic. Additionally, we established a thorough quality assurance process to audit every lead, ensuring it aligned with the firm's growth goals and maximized ROI.

Our Strategy for Success

High-Converting Landing Pages

We built optimized landing pages for key practice areas, ensuring seamless user experience and high-intent lead capture for DUI, drug crimes, and assault cases.

Precision Keyword Strategy

Focus on high-intent, practice-specific keywords to drive relevant leads while minimizing wasted ad spend and maximizing cost-efficiency.

Hyper-Focused GEO Focus

Ads are strategically placed to reach potential clients within the firm's home county, reducing unqualified clicks and increasing conversion rates.

Continuous Optimization

Ongoing adjustments to bids, targeting, and ad creatives kept performance strong, ensuring efficient budget use and steady lead flow.

Maximize Google Ads Performance

By enhancing ad quality, refining bids, and testing variations, we improved visibility, click-through rates, and overall paid search performance for the firm.

Custom Reporting & Lead Audits

Detailed reports with call tracking and lead audits gives our PPC team key insights for optimization and provided the firm with a clear view of ROI.

Data-Driven PPC for Continued Growth

To maintain the firm's steady lead flow, we continue implementing a highly targeted PPC strategy. This includes optimizing landing pages for key practice areas, focusing on high-value keywords, and using geo-targeting to reach the right clients within the firm's home county. We refine the campaign through bid adjustments, negative keyword filtering, and ongoing lead quality audits. Additionally, we enhance ad performance with strategic ad extensions and provide continuous reporting and quality assurance to ensure cost efficiency and maximize return on investment.

Performance Snapshot: 12 - Month Overview

 **Click-Through Rate (CTR)**

3.8%

8,259 clicks from 217,109 impressions

 **Total PPC Visitors**

8,259

Visitors driven by PPC in the 12 months

 **Click-to-Call Conversion Rate**

19.5%

Percentage of PPC clicks that turned into calls

 **Average PPC Calls Per Month**

134.3

Monthly average of calls from PPC campaign

 **Total Calls**

1,611

Total calls from PPC in 12 months

 **Average Cost Per Call**

\$60.90

Cost per qualified lead from PPC

Key Driver of Revenue Growth

PPC has been instrumental in doubling new client acquisition to 40 per month

PPC Driving Growth and Success

Our targeted PPC strategy has enabled this criminal defense firm to consistently capture high-quality leads, doubling their new client acquisition from 20 to 40 per month. By leveraging relevant keywords and geo-targeting, the campaign has delivered steady, high-intent leads. Through continuous optimization and detailed custom reporting, we've refined the strategy to maximize return on investment and sustain long-term success. We're proud to have played a key role in the firm's growth and client expansion.

Results in Focus

This graph highlights the PPC campaign's performance from 2/1/2024 to 1/31/2025, showing 8,259 clicks, a 3.8% CTR, and 217,109 impressions.



Throughout the campaign, the firm received a steady increase in calls, peaking at 196 in January 2025, demonstrating the ongoing effectiveness of the PPC strategy.



Committed to Delivering Value

If you're ready to boost your lead generation and grow your practice, let's talk. Our custom-tailored PPC strategies can help your firm attract high-quality leads and deliver measurable results. Call **(888) 590-9687** or email info@fwd-mktg.com to speak with a law firm marketing expert today!