

PPC Case Study

Immigration Law Firm

Orange County Immigration law firm consistently achieving 5:1+ ROI through a targeted PPC campaign.

✓ **16.1% click-to-call conversion rate**

✓ **97 calls generated in this 60-day span**

✓ **Average Cost-Per-Call of \$39.99**

✓ **Average of 48.5 calls per month from PPC**

CLIENT

Orange County Immigration law firm specializing in family immigration, deportation defense, asylum, TPS, visas, and all immigration law matters.

Targeted PPC for Immigration Firm

- Custom landing pages optimized for each immigration service to boost lead generation
- Targeted Google Ads campaigns focused on key services like family immigration, asylum, and deportation
- Ongoing keyword research, bid adjustments, and negative keyword optimization for better efficiency
- Proactive PPC management with frequent adjustments to improve ad performance and ROI
- Comprehensive call and contact form audits to evaluate lead quality and conversions
- Detailed reporting with call recordings, lead insights, and recommendations for continuous improvement

Firm Challenges & Needs

The Need for Leads

With SEO still building, immediate traffic and leads were required through paid search to ensure consistent lead generation.

\$ Limited Marketing Budget

With a modest budget, the firm faced difficulty in reaching a large enough audience while maintaining a cost-effective campaign.

Website Conversion Challenges

The firm's SEO-focused site featured long-form content, making PPC conversion difficult, requiring custom landing pages for better results.

Inadequate Conversion Tracking

The practice needed reliable systems to track conversions across calls, forms, and live chats, to accurately measure campaign success.

Building a Foundation for Success

When this immigration law firm sought to boost their lead generation efforts, they faced a unique challenge: their website was well-optimized for SEO but focused mainly on long-form content, which wasn't effective for converting PPC traffic. With a modest budget, the firm needed a reliable, cost-effective solution to generate high-quality leads without sacrificing ROI.

While the firm had an established online presence, converting paid traffic efficiently remained a challenge. Their existing pages weren't optimized for high conversion rates, which are crucial for PPC campaigns. They required a customized strategy to capture high-intent individuals quickly while also supporting their long-term SEO goals.

To tackle these challenges, we needed to design a strategy that aligned with the firm's objectives while addressing their specific pain points. The focus was on capturing high-intent traffic efficiently and guiding it through an optimized experience that drove higher conversions.

We also considered their limited budget and the need to maximize every dollar, all while balancing short-term lead generation with long-term SEO success. The strategy would need to be flexible for quick adjustments and continuous optimization, ensuring measurable results without compromising ROI.

Tailored Solutions for Growth

Custom Landing Pages

Since the firm's website was not set up to convert PPC traffic to leads, we built high-converting landing pages to ensure immediate lead capture and conversions.

Targeted Keyword Strategy

We focused on identifying high-intent, relevant keywords while removing irrelevant terms, optimizing the ad budget to attract the most qualified leads.

Hyper-Focused Geo Targeting

Our ads were geo-targeted to only show in the specific counties and cities the firm wanted, ensuring that the campaign was attracting the right local audience.

Ongoing Optimization

We continuously optimized the campaign by adjusting bids, adding negative keywords to filter out irrelevant searches, and conducting regular audits to refine lead quality.

Enhanced Google Ads Performance

Site link extensions and other ad enhancements were used to boost visibility and engagement, driving more targeted traffic and increasing conversions.

Custom Reporting & Quality Assurance

All leads were thoroughly reviewed with call recordings and summaries, allowing for real-time adjustments to ensure campaign effectiveness and maximize ROI.

Precision-Driven PPC

To meet the immigration firm's lead generation goals, we implemented a focused PPC strategy. This included creating targeted landing pages for each immigration service, optimizing high-intent keywords, and utilizing geo-targeting to reach specific regions. The campaign was regularly refined by adjusting bids, eliminating non-converting keywords, and auditing lead quality. Additionally, we improved ad performance with site link extensions and provided detailed reporting and quality assurance to enhance ROI.

Results : 60 Day Window



**Click-Through
Rate (CTR)**

7.2%

602 clicks from 8,410
impressions



**Total PPC
Visitors**

602

Visitors driven by PPC in
this 60-day window



**Click-to-Call
Conversion Rate**

16.1%

Percentage of PPC clicks
that turned into leads



**Average Calls
Per Month**

48.5

Monthly average of calls
and form submissions



Total Calls

97

Total calls and contact
form leads in 4 months



**Average Cost
Per Call**

\$39.99

Cost per qualified lead
from PPC



Strong ROI Driving Growth

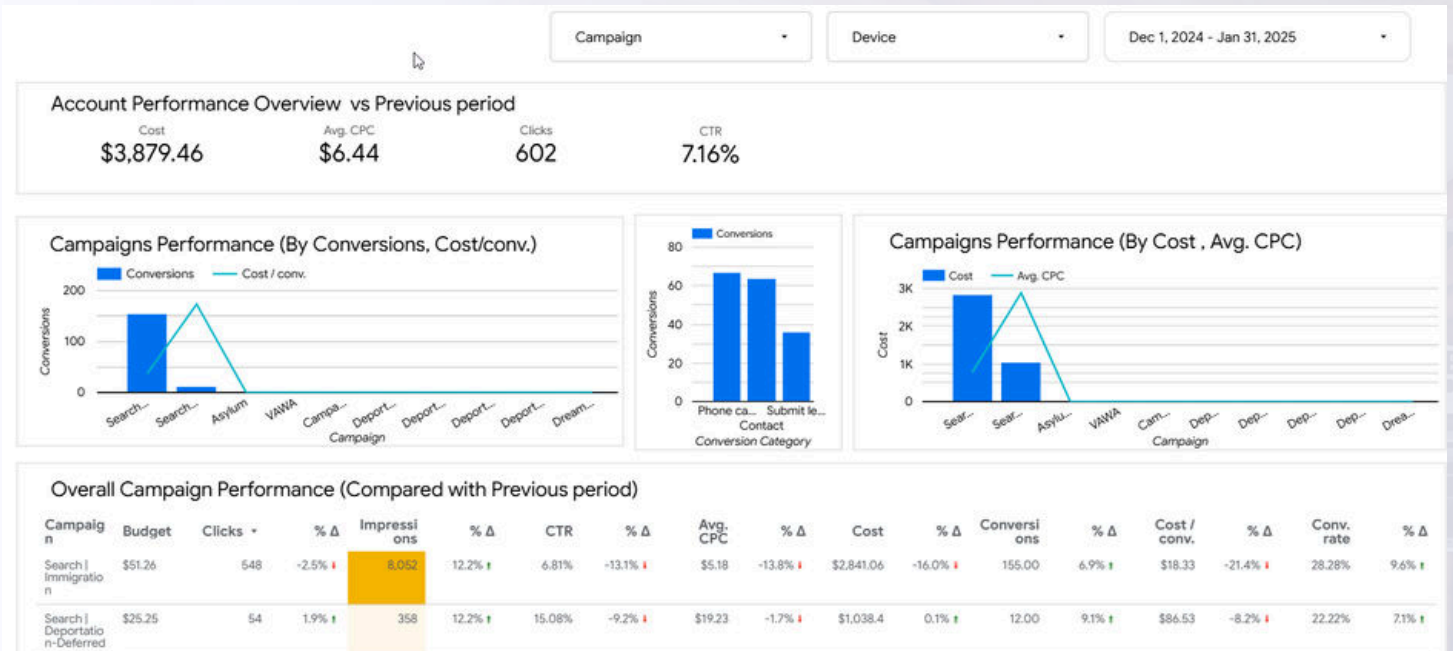
Consistently generating high-value leads, resulting in
a 5:1+ ROI for the firm.

Driving Success with PPC

Our targeted PPC strategy has successfully driven high-quality leads, resulting in consistent 5:1+ ROI for the firm. Through ongoing campaign optimization and custom reporting, we've been able to refine our approach to capture the most valuable leads. This strategy has established a strong foundation for continued growth and success in the competitive immigration law space.

Results in Focus

Here's a snapshot of the Google Ads performance from 12/1/2024 to 1/31/2025. At an average CPC of \$6.44, their budget drove in 602 clicks to the PPC landing pages.



These 602 visitors from the PPC campaign resulted in 97 calls which does not include additional leads from contact forms and live chats.



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!