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Консалтингова компанія

МІСТ КОНСАЛТ

Між метою та результатом є Міст

GOOGLE ADS CASE: LEGAL SERVICES

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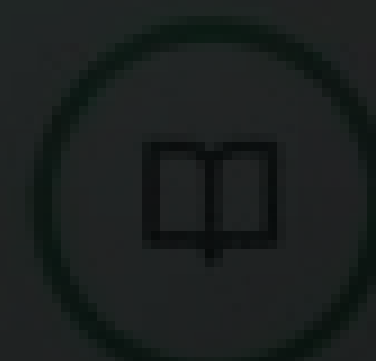
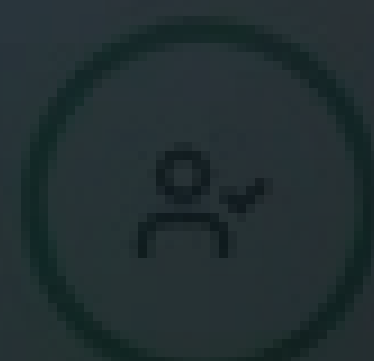
Електронна пошта: mist.consult.law@gmail.com

Блог

Ваш новий телефон

Замовити заявку

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GOAL

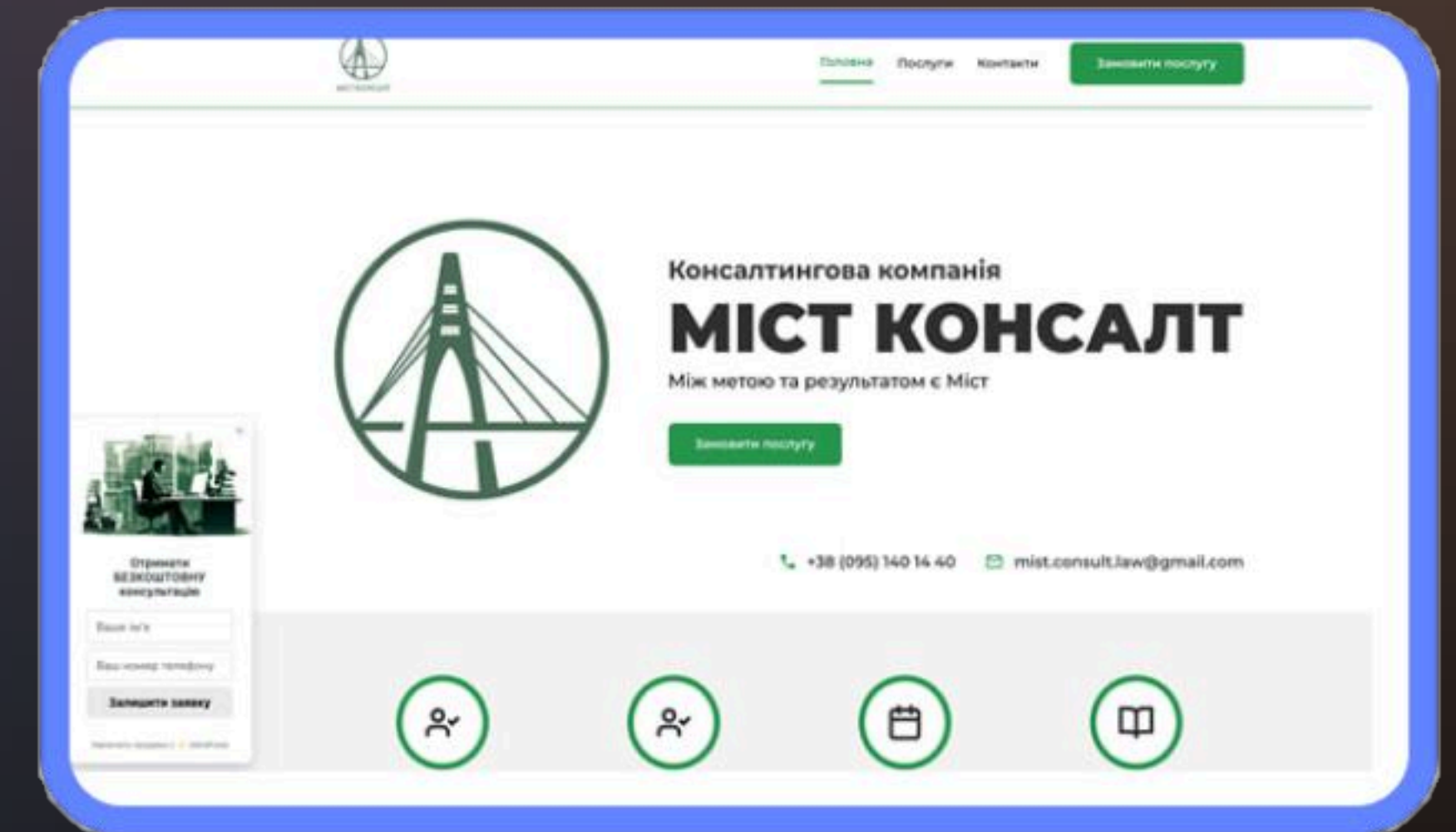
Increase awareness of the company and its services

WHAT WAS DONE

We set up advertising tools, launched search advertising, and provided recommendations for SEO optimization of the site.

RESULT:

Increased website traffic and number of leads

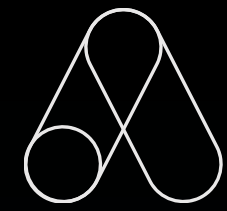


ABOUT THE CLIENT

The client created a website and wanted to increase interest in their services.

- * Niche: Legal services
- * Narrow specialization: Land lawyer.
- * Objective: To introduce interested users to the brand.
- * Budget: 7500 UAH/month.

WHAT HAS BEEN DONE?



CREATING AND CUSTOMIZING ADVERTISING TOOLS:

- Google Ads
- Google Analytics 4
- Google Tag Manager
- Pop-Up (SendPulse)



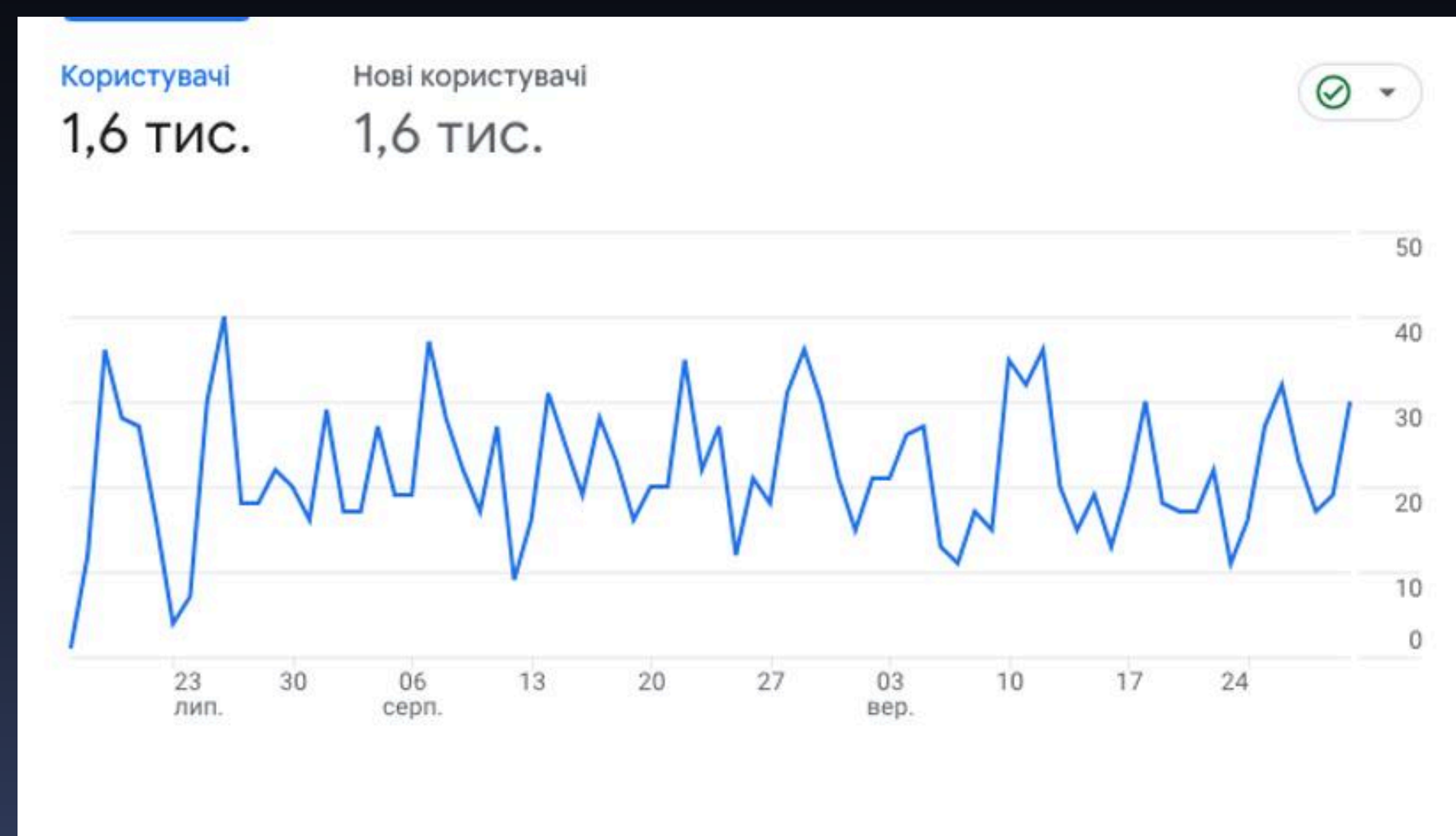
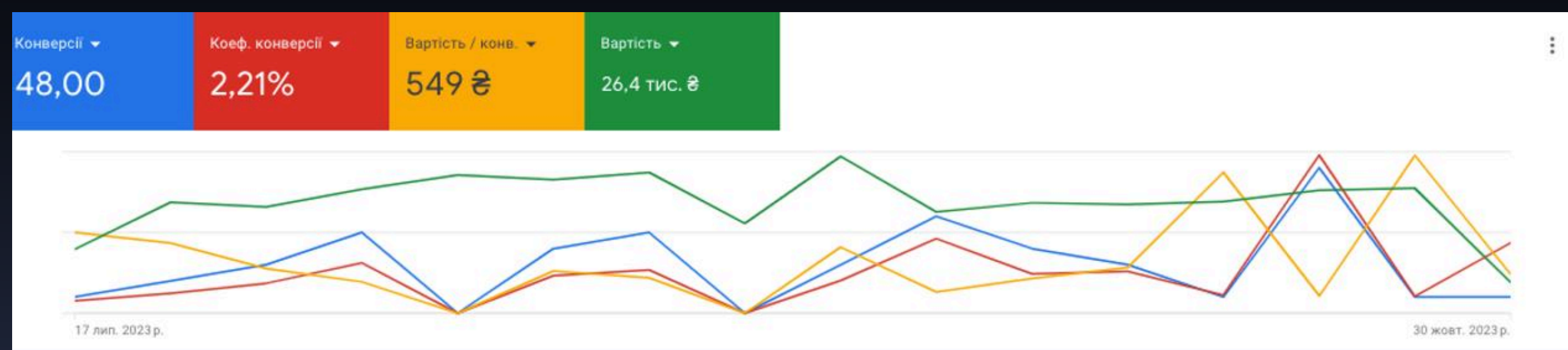
MAINTAINING GOOGLE SEARCH ADS

- Working with keywords and search terms
- Analyzing audience and competitors
- Testing and optimization of ads



PROVIDING MONTHLY REPORTING AND RECOMMENDATIONS

THE RESULTS OBTAINED:



CONCLUSION

The following results were achieved during the Google Ads campaign:

New Users:	Conversions:	Avg. Cost of Conversion:	Conversion Rate:
1 600	48	549 UAH	2,21%

Results of the Pop-Up (SendPulse) connection:

- Impressions: **783**
- Forms sent: **30**
- Leads: **29**
- Conversion Rate: **4%**

* The client was provided with advice on SEO optimization of the website, specifically improving the visual component. After implementing these changes, it was recommended to return to Google Ads to scale the campaign results.

Would you like the same?
Leave a request for a free consultation!