

Getting The Most Out Of Google Ads?

Let's Find Out...

GOOGLE ADS | ATTORNEY CHECKLIST

- ☐ Check keywords for wasted spend.
- ☐ Check locations for accuracy.
- ☐ Know your Cost Per Conversion over all else.
- ☐ Don't pay to advertise on your firm's name.
- ☐ Make sure conversions aren't over reported.
- ☐ Check for quality of traffic and quality of leads.
- ☐ Make sure campaigns aren't run on autopilot.



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GETTING THE MOST OUT OF GOOGLE ADS?

Attorney Checklist



DMG has been managing successful paid search campaigns since 2002. Here are some things to look out for when analyzing the performance of your firm's PPC efforts... you might be surprised at what you find out!

❑ Check Keywords For Wasted Spend

You might be surprised at how many poor keywords your firm is bidding on. Look for blatantly poor keywords such as "how much do lawyers make," but also look at conversions; keywords with high spend amounts that did not convert over a given time period.

❑ Check Locations For Accuracy

Ask for a locations report. Different campaign configurations can sometimes trigger ads to show outside of your firm's geographical area resulting in wasted spend.

❑ Don't Bid On Your Firm's Name

Why pay for an ad to appear when someone searches your firm's brand name? Chances are they are either already a client or have already decided to contact your firm.

❑ Don't Overreport Conversions

This is a big one – make sure that the total number of leads is not overreported. This can greatly skew the perceived performance of your PPC efforts.

One big example: counting every call. If one person calls your firm from a PPC ad 6x, that's ONE conversion, not six. You might be shocked how many agencies overreport this!

❑ Know Your Cost Per Conversion!!!

We see agency-generated reports that often highlight metrics such as Clicks, CTRs, Cost Per Click, etc.

These are not nearly as important as the total number of conversions (the people who ended up contacting your firm) and the Cost Per.

If your agency isn't including the conversions in a monthly report, shame on them!

❑ Check For Traffic And Lead Quality

Big metrics to look for are Bounce Rate, Time On Site, Pages / Session and, most importantly, Conversion Rate.

Poor performance across these metrics may indicate something's wrong and warrant further analysis.

❑ Don't Autopilot Your Campaigns

Machine Learning and Google's AI are great. They free up time for SEMs to focus on more in-depth strategies and decrease day-to-day, manual tasks.

That said, your campaigns shouldn't be void of all human optimization. Ask for a Change History Report segmented by automated and manual account changes along with some highlights of what's been done to better your account.

Still Not Sure Your Firm Is Getting The Most Out Of Google?



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