

# Pay-Per-Click Advertising

## McDivitt Law Firm

magneti  
CASE  
STUDIES 

### EXECUTIVE SUMMARY

McDivitt Law Firm has been a Magneti client since 2012. Magneti started managing McDivitt's pay-per-click digital advertising (most through Google AdWords) in 2013. The objective of the PPC campaigns is to increase conversions, which are defined as a phone call, an online chat or a form fill (such as requesting a free consultation). Relentless testing by the Magneti team resulted in increased conversions and click-through rates, as well as lower cost-per-clicks.

### ABOUT THE CLIENT

McDivitt Law Firm is one of the largest personal injury firms in Colorado. The firm believes that all individuals should have access to legal representation. With more than 80 staff and attorneys, McDivitt Law Firm prides itself on its ability to provide first-class legal representation to all of its clients. The law firm has four locations: Denver, Colorado Springs, Aurora and Pueblo.



### STRATEGY

Magneti uses the following strategies to increase McDivitt Law Firm's conversions via Google AdWords:

- **Call tracking:** For both mobile and desktop, phone calls are tracked and registered as conversions in AdWords.
- **Online chat tracking:** McDivitt has a chat function on their website. Chats with potential clients that result in a lead (gathering contact information) are tracked and imported from Google Analytics into AdWords, which registers chats the same as a phone call or form fill in AdWords.
- **Coordinated messaging:** Magneti uses the same messaging for content in digital ads as in traditional ads (tv or print) currently in the marketplace.
- **Landing page test:** Magneti split tests AdWords landing pages to optimize them for conversion.
- **Ad copy testing:** Magneti tests ad copy to increase click-through rates and conversions. Increasing CTRs increase Google Quality Score for keywords, which reduces costs per click.
- **Negative keywords:** Magneti uses negative keywords to find more qualified leads and reduce costs per click.

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## RESULTS

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Results from four years of managing McDivitt's pay-per-click advertising:

In the first year (March 2013 - Feb. 2014, compared to March 2014 to Feb. 2015):

 **204% conversion increase**

In the first year (March 2013 - Feb. 2014, compared to March 2014 to Feb. 2015):

 **13% conversion rate increase**

In the second year (March 2015 - Feb. 2016, compared to March 2016 to Feb. 2017):

 **92% conversion increase**

In the second year (March 2015 - Feb. 2016, compared to March 2016 to Feb. 2017):

 **51% conversion rate increase**

These results are due, in part, to the great communication between Magneti and McDivitt Law Firm. McDivitt is invested in a long-term relationship with Magneti, allowing us to continually test (and re-test) every variable in our marketing efforts. At Magneti, we trust our clients' expertise in their field and strive to fully understand their business to develop a successful strategy. The better communication we have with our clients, the more often we will see powerful results.

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## ABOUT MAGNETI

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Magneti is a full-stack digital marketing agency based in Colorado. Our team of experienced and innovative marketers develop custom marketing strategies designed to grow organizations and tell their stories online. Our end-to-end digital marketing services include SEO, PPC, user experience strategy, content strategy + development, email marketing and more. [Contact us](#) to learn how we can put our solutions to work for you.

## CONTACT US

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