

Case Study for a Law & Government Industry



Our Objective

Make Search Marketing affordable for every Entrepreneur and Small Business. We help our customers increase their web traffic and sales, helping them grow their business nationally or globally.

Our Approach

- Added new ads in the ad-groups.
- Proper Keyword Research for the campaign.
- Changed bidding Strategy.

Results

- Conversions have increased from 1.00 to 7.00
- Conv. Rate has increased from 1.96% to 7.45%
- Avg. CPC has decreased from \$3.09 to \$2.81

