



## Getting Started – Pay Per Click Advertising

### *Professionally Managed Services*

#### **Pay Per Click Basics**

Pay per click (PPC) advertising is designed to illicit an immediate prospect response, a click. These “sponsored ads” qualify prospects through keyword query matches and relevant site content. An “ad impression” is realized each time a user clicks on a web page that displays your ad. More impressions equal more clicks. Increasing ad impressions and click through rates (CTR) is vital to growing your firm’s web traffic. Keyword research, geographic targeting and total ad spend are key elements to driving relevant prospects to your website. With pay per click advertising, you only pay for prospects that visit your website.

LawClick’s monthly management fees range from 20-30% and are based on campaign diversity and total budget spend. There is a standard one-time campaign setup charge. Call tracking lines are offered at \$10 per line, per month.

#### **Pay Per Click Budget**

Your advertising budget is principally determined by your revenue objective and return on investment timeline. A LawClick Marketing Strategist will assist you in completing an Attorney Profile. This profile is used to develop an investment strategy to meet your unique business requirements. Unlike phonebook advertising, online budgets are flexible and easily adjusted.

#### **Campaign Setup**

Once your online campaign budget has been set, our team will create a comprehensive outline of keyword categories related to your firm, practice area priorities, specialties, and geographic locations. Based on those criteria, several hundred key-phrase iterations will be generated and submitted to the various search engines for editorial acceptance.

#### **Keyword Research**

We choose your categories and keywords carefully so you show up in the right searches. Categories and keywords serve as search terms to help customers find your firm. When a potential customer performs a search, results are returned based on how closely they match the search criteria, i.e. personal injury attorney in Seattle Washington.

We establish how many monthly keyword searches were performed, on each word or phrase, within a target market. We ascertain the market rate for each keyword or the cost per click (CPC). These costs can vary widely depending on the search engine or local keyword competition. Keyword costs are used to determine your bid strategy.

#### **Monitoring, Optimization, and Performance Reporting**

After your campaign setup is completed we test it to ensure full functionality and search inclusion. The search engines continually evolve their ranking algorithms. In response our team diligently revises and optimizes your keyword rankings with the search engines. This ensures your ads consistently win higher page placement at lower costs. Ongoing adjustments are critical to gaining and maintaining competitive advantage.

#### **Securing More Clients**

Your online ads drive qualified prospects to your website. Each pay per click represents one unique visitor. We also work to enhance your website’s effectiveness in converting interested visitors into paying clients. A monthly click report is provided, as is a website performance report. The website performance report trends client interests so you can effectively adjust your message or service offerings. Call tracking lines are offered to calculate your call conversion rate and return on investment.

LawClick, Inc.

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