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FAQ

Pay-Per-Click Advertising

1. What is the primary objective of Pay-Per-Click (PPC) advertising?

To reach customers at the moment they are ready to buy. Potential customers see your ad when they type a word or phrase related to your business into a search engine. Your “sponsored ads” then effectively qualify prospects through keyword query matches. They click on your ad and go to a page on your Website where they are invited to take action, such as calling to learn more or making a purchase online.

2. What is the unique financial benefit of PPC advertising?

With other advertising there is a minimum cost whether a prospect takes action or not; i.e. TV, radio, print and outdoor advertising. With pay-per-click, you only pay when prospects click on your ad and visit your website.

3. Why should I choose your services?

Our services are much more extensive than traditional PPC campaign offerings.

We provide you with lead tracking and reporting on phone calls, emails, form submissions and traffic to your Website generated by your online ad campaigns.

We also help you adjust and optimize your website content to meet changing service demands.

We ultimately assist you in converting prospect interest into paying clients.

4. How much are your fees?

LawClick’s monthly management fees are 20-30%, and based on your campaign diversity and budget. There is a standard one-time campaign setup charge. Monthly call-tracking lines are \$10 each. Click-to-call services are 15c per minute.

5. How do you determine your online advertising budget?

Your budget is principally determined by your revenue objective and return on investment timeline.

A Marketing Strategist will assist you in completing an Attorney Profile, which will be used to develop an investment strategy that meets your unique business requirements.

Unlike phonebook advertising, online budgets are flexible and easily adjustable. The minimum PPC budget starts at \$500.00 per month.

6. How long will it be before my ad campaign is up and running?

Your campaign can be up and performing for you within one business day.

Once your budget is set, our team will create a comprehensive outline of keyword categories related to your firm, practice-area priorities, specialties, and geographic locations.

Then based on those criteria, several hundred key-phrase iterations will be immediately generated and submitted to the various search engines for editorial acceptance.

7. What are some critical components to realizing success?

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 criteria.

We track how many monthly keyword searches were performed on every word and phrase within a target market. We also 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.

8. How do you ensure that my pay-per-click campaign stays on track?

After your campaign setup is completed we test it to validate full functionality and search inclusion. The search engines continually evolve their ranking algorithms, so our team diligently revises and optimizes your keyword rankings. This ensures that your ads consistently win higher page placement at the lowest possible cost per click. Ongoing adjustments are critical to gaining and maintaining competitive advantage.

9. How do I measure the over-all success of my pay-per-click investment?

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 shows client interest trends so that 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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