

Business and Real Estate Law Firm Achieves Total Market Dominance

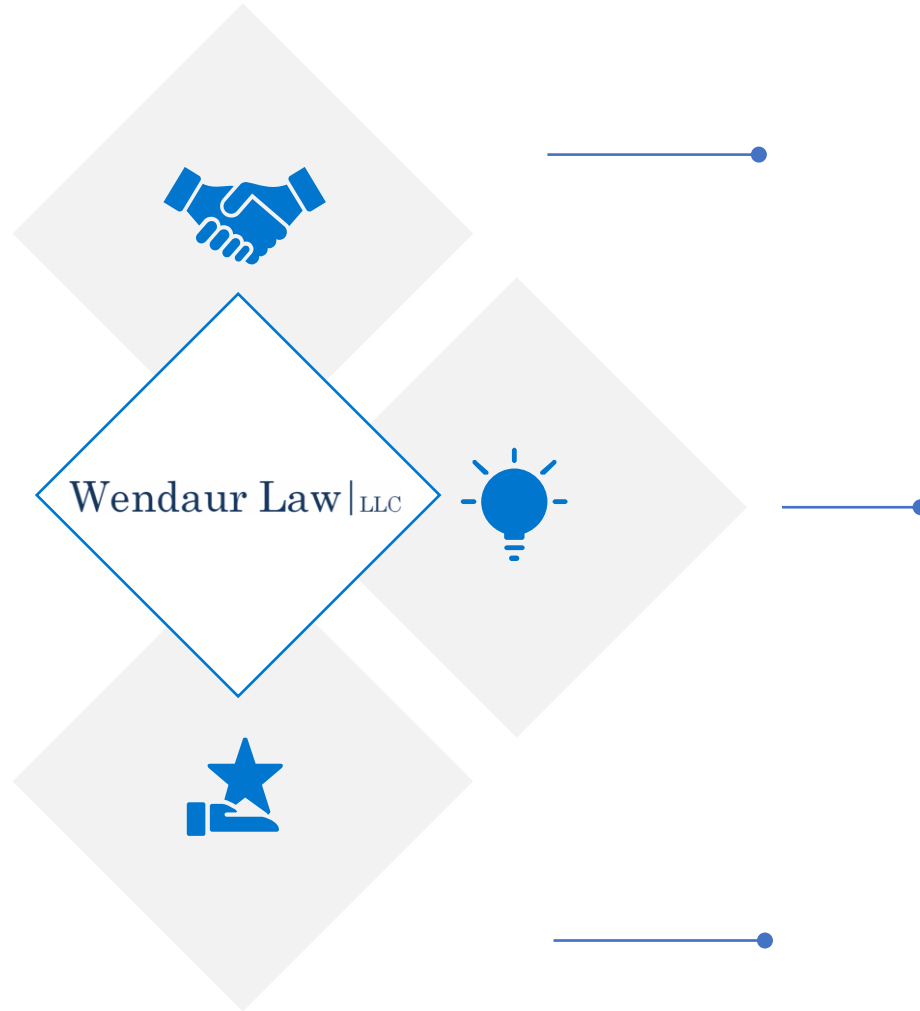


Search Engine Marketing Case Study



Wendaur Law

CASE STUDY



About Wendaur Law

Wendaur Law is a law firm built for the digital age. With strategically placed offices throughout Pennsylvania (PA), their attorneys quickly respond and deliver premiere legal services throughout the state.

Opportunity for Wendaur Law

Wendaur Law wanted to dominate his markets in Philadelphia, Harrisburg, and Lancaster. The firm's goal was to show up at the "top of Google Search Results" when someone searches for his firm's law specializations.

HBT Digital Solution

HBT Digital used Google Ads to drive "Search" traffic to Wendaur's website. HBT Digital targeted three PA locations and by business product focus, and positioned the ads to be in the top three position of Google Search Ads (Target Share Impression).

Digital Marketing Outcome



"We've worked with HBT Digital for several months and are very happy with the results. RJ and his team are always responsive and diligent in the work they provide. They clearly understand the marketing needs of small businesses." Mark W., Wendaur Law

Creative

Desktop

Ad · wendaur.com/harrisburg/businesslaw ▾ (717) 461-3349

Pennsylvania Business Law Firm | Breach of Contract Litigation

Technology based services make it easy for clients too busy to visit our office. Our aggressive attorneys counsel & advise business owners on breaches of contract. *Easy Attorney Access.*

Types: Wills, Power of Attorney, Trusts

Contact Us We're here to answer questions Delivering premiere legal services	Our Attorneys Full service Pennsylvania law firm Using the best technology available
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Experienced Business Lawyers | Purchasing a Business?

Wendaur Law is an experienced business law firm focused on small businesses. Contact us - we'll help you purchase a business - we'll advise on compliance & contracts. *Easy Attorney Access.* Types: Wills, Power of Attorney, Trusts

Contact Us We're here to answer questions Delivering premiere legal services	Our Attorneys Full service Pennsylvania law firm Using the best technology available
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Top Highlights

18.65%

Conversion rate in 2020

126,108 impressions

In 2020

Google Ad Performance



- 126,108 impressions
- 5,352 clicks
- 4.24% click thru rate
- 998 conversions
- \$22.08 cost per conversion
- 18.65% conversion rate