

PITTSBURGH LAW FIRM WINS NEW LEADS AT LESS THAN \$31 PER LEAD

Search Engine Marketing Case Study

Pittsburgh Law Firm

ABOUT THE PITTSBURGH LAW FIRM

The Pittsburgh law firm focuses on two main services: Veterans' Benefits and Workers' Compensation law. The firm also collects leads for other services, and sells the leads to other firms.

OPPORTUNITY FOR THE LAW FIRM

The Pittsburgh firm markets in Western PA. The firm's goal is lead generation and finding new cases. Google Ads was the preferred marketing channel because people search with "high intent" and need legal help immediately.

HBT DIGITAL SOLUTION

HBT Digital used Google Ads to drive "Search" traffic to the firm's website. HBT Digital targeted specific PA locations, and positioned the ads to be focused on conversions (new prospective cases).

Impact at a glance

↑ 13.17%

Conversion rate in 2022

↑ 28,652

Impressions

↑ 220

Leads

↑ 1,671

Clicks

↑ 13.17%

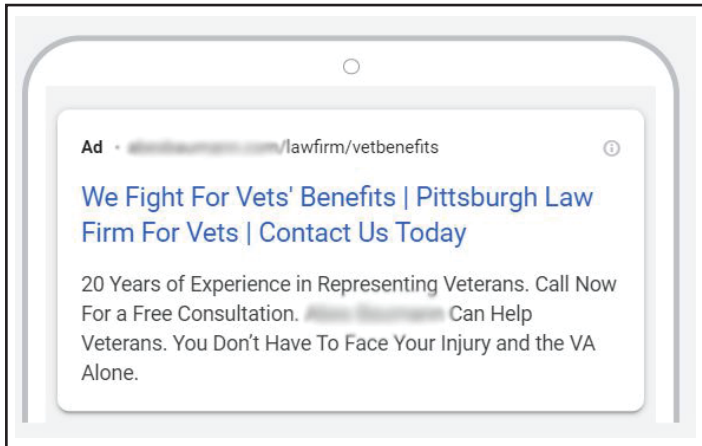
click thru rate

↑ \$31.14

cost per conversion



Creative



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YOUR LEADS AND SALES TODAY!**

GET STARTED

