

# BUSINESS AND REAL ESTATE LAW FIRM ACHIEVES TOTAL MARKET DOMINANCE

## Search Engine Marketing Case Study

Wendaur Law | LLC

- **Client:** Wendaur Law, LLC
- **Industry:** Legal, Business and Real Estate Law

## Wendaur Law

### 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 their markets in Philadelphia, Harrisburg, and Lancaster. The firm's goal was to show up at the "top of Google search results" when a prospect searched for the law firm's services.

### HBT DIGITAL'S SOLUTION

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

### Impact at a glance

#### Top Highlights

↑ **18.65%**  
Conversion rate in 2020

↑ **126,108**  
impressions in 2020

↑ **5,352**  
clicks

↑ **4.24%**  
click thru rate

↑ **998**  
conversions

↑ **\$22.08**  
cost per conversion



# Creative

<p>Desktop</p> <p>Ad · wendaur.com/harrisburg/businesslaw ▾ (717) 461-3349</p> <p><b>Pennsylvania Business Law Firm   Breach of Contract Litigation</b></p> <p>Technology based services make it easy for clients too busy to visit our office. Our aggressive attorneys counsel &amp; advise business owners on breaches of contract. Easy Attorney Access.</p> <p>Types: Wills, Power of Attorney, Trusts</p> <table border="0"><tr><td><p><b>Contact Us</b></p><p>We're here to answer questions Delivering premiere legal services</p></td><td><p><b>Our Attorneys</b></p><p>Full service Pennsylvania law firm Using the best technology available</p></td></tr></table>	<p><b>Contact Us</b></p> <p>We're here to answer questions Delivering premiere legal services</p>	<p><b>Our Attorneys</b></p> <p>Full service Pennsylvania law firm Using the best technology available</p>	<p>Desktop</p> <p>Ad · wendaur.com/lancaster/businesslaw ▾ (717) 461-3349</p> <p><b>Experienced Business Lawyers   Purchasing a Business?</b></p> <p>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 &amp; contracts. Easy Attorney Access. Types: Wills, Power of Attorney, Trusts</p> <table border="0"><tr><td><p><b>Contact Us</b></p><p>We're here to answer questions Delivering premiere legal services</p></td><td><p><b>Our Attorneys</b></p><p>Full service Pennsylvania law firm Using the best technology available</p></td></tr></table>	<p><b>Contact Us</b></p> <p>We're here to answer questions Delivering premiere legal services</p>	<p><b>Our Attorneys</b></p> <p>Full service Pennsylvania law firm Using the best technology available</p>
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## TESTIMONIAL

*"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**



RJ Huebert  
Owner and Managing Principal

**CONTACT HBT DIGITAL AND INCREASE YOUR LEADS AND SALES TODAY!**

**GET STARTED**

