

CASE STUDY

ATKINSON LAW OFFICE

SMART PPC, SWEETER RESULTS

A STICKY AD SPEND SITUATION

Atkinson Law Office had been stuck in a sticky Google Ads situation since 2011, spending over \$63,000 on campaigns that left them with rising costs, a sour ROI, and stale leads. In 2014, they turned to cyberlicious® for a much-needed PPC pick-me-up.

By midyear, their ad spend had already hit nearly \$13,000, with projections pointing to over \$32,000 by year-end. Without intervention, their campaigns were heading for a sugar crash—enter cyberlicious®, armed with the tools to sweeten their strategy and turn things around.

SUGAR-COATED GOALS FOR SWEETER GAINS

The goals for Atkinson Law were crystal clear:

- 1.Reduce excessive ad spend while maintaining visibility.
- 2.Eliminate low-quality clicks and improve lead quality.
- 3.Increase ROI by targeting potential clients searching for legal representation.

AT A GLANCE

CHALLENGES

- Escalating Ad Spend
- Irrelevant Search Queries
- Poor Lead Quality
- Gaps in Ads Campaign Analytics
- Missed ROI Opportunities

BENEFITS



58%
DECREASE
in Year-Over-
Year Ad
Spend



SCOPE

PPC AD MANAGEMENT
 GOOGLE ADS MANAGEMENT
 GOOGLE ANALYTICS
 INTEGRATION

Matched Search Query	Clicks
	1,079 % of Total: 73.50% (1,468)
yellow pages boise idaho	1 (0.09%)
wrongly accused of child abuse	1 (0.09%)
wrongly accused coach	1 (0.09%)
wrongly accused	1 (0.09%)
wrongful termination lawyers boise idaho	1 (0.09%)
wrongful domestic violence accusations ada county	1 (0.09%)
wrongful conviction attorney boise	1 (0.09%)
what kind of lawyer handles embezzlement in boise	1 (0.09%)
woman embezzled money from boise attorney	1 (0.09%)
why would a child falsely accuse someone of molestation	1 (0.09%)
why does a woman falsely accuse a man of sexual assault	1 (0.09%)
who stands up for wrongly accused and sentenced in idaho	1 (0.09%)
who is a competent attorney to draft an idaho will in boise idaho	1 (0.09%)
when was dui law first established in idaho	1 (0.09%)
what would a divorce attorney ask his client	1 (0.09%)
what kind of lawyer handles embezzlement	2 (0.19%)
what is the viewpoint idaho dui	1 (0.09%)
what is the proper christian response to falsely be accused of barking at somebody	1 (0.09%)
what is the max sentence given for a gross misdemeanor violation	1 (0.09%)
what is the leash law in meridian idaho	1 (0.09%)
what is dwp	2 (0.19%)
what is a dwp citation	1 (0.09%)
what is a dwp	1 (0.09%)
what does dwp mean in legal terms	3 (0.28%)
what can happen with 2 dwps	1 (0.09%)
were can you get a criminal lawyer to work proboneo	1 (0.09%)
attorney meridian	1 (0.09%)

FIXING THE FLAVOR OF ATKINSON LAW'S PPC

When cyberlicious® stepped in, we whipped up a thorough PPC analysis to sweeten Atkinson Law's ad performance. Here's what we uncovered:

- **Sour Keyword Targeting:** Ads were triggered by irrelevant search queries such as "yellow pages boise idaho" and "what kind of lawyer handles embezzlement."
- **Geotargeting Issues:** Ads appeared in locations outside their service area, including parts of Oregon.
- **Clicks During Off-Hours:** Ads were generating clicks when the office was closed, leading to missed opportunities.

Matched Search Query	Acquisition	
	Clicks	Cost
	4 % of Total: 0.09% (8,329)	\$39.68 % of Total: 0.06% (365,705.75)
1. criminal law salary	1 (25.00%)	\$4.26 (10.74%)
2. criminal lawyer salary	1 (25.00%)	\$15.96 (40.22%)
3. defence lawyer salary	1 (25.00%)	\$8.16 (20.56%)
4. legal assistant salary	1 (25.00%)	\$11.30 (28.48%)

To sweeten Atkinson Law's Google Ads campaigns, we served up a carefully crafted strategy:

Keyword Optimization

- Refined match types to focus on high-intent keywords.
- Added negative keywords such as “salary” to block irrelevant traffic.

Geotargeting Improvements

- Switched to zip code targeting for better location precision.
- Adjusted advanced location settings to prioritize their service area.

Ad Scheduling

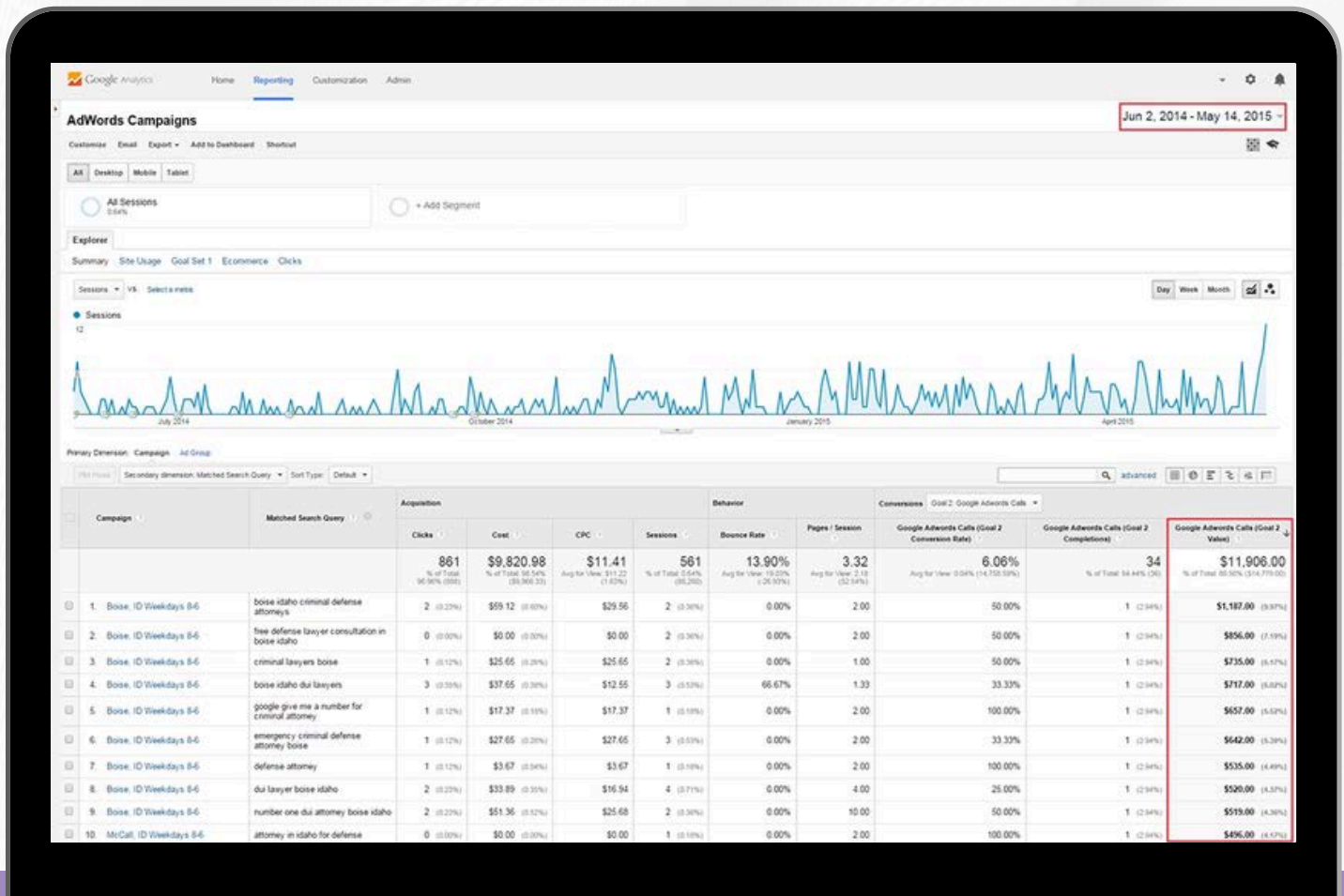
- Scheduled ads to run only during business hours.
- Created separate weekday and weekend campaigns for A/B testing.

A/B Testing

- Tested ad copy, CTAs, and other design elements to improve conversion rates.

Call Tracking Integration

- Fully integrated call tracking with Google Ads and Analytics to monitor campaign performance and ROI.
- Enabled revenue tracking tied to individual calls for more granular data.



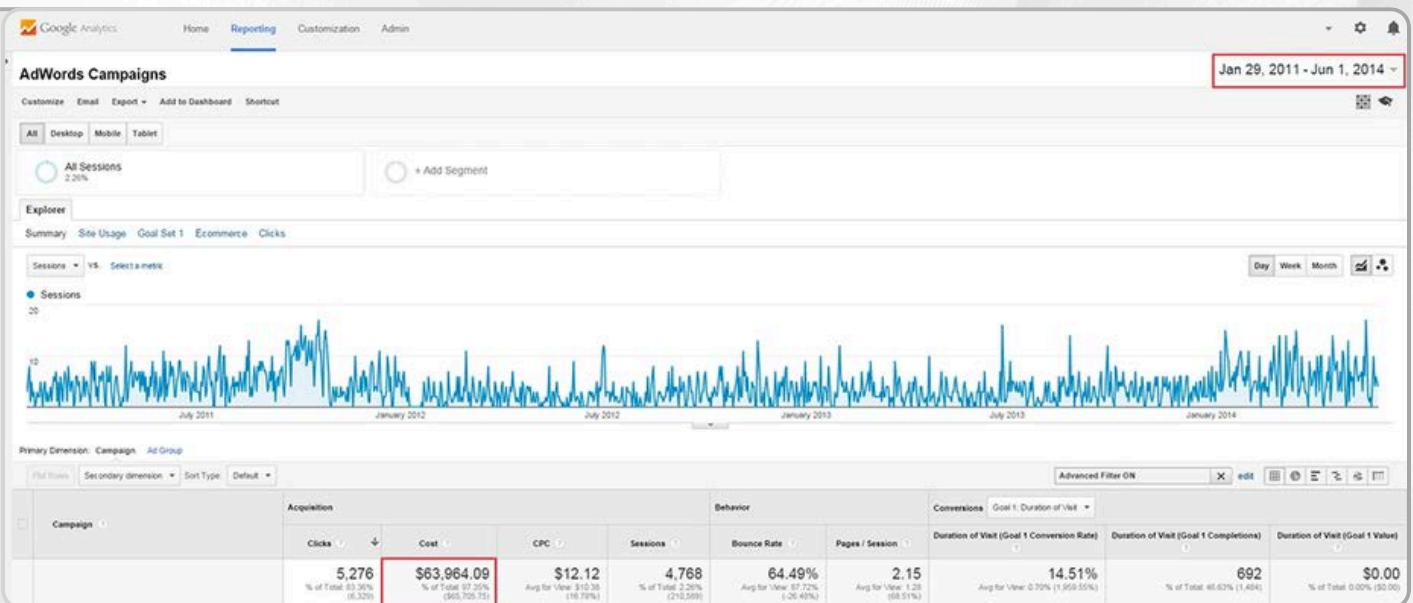
SMARTER AD SPEND, SWEETER RESULTS

SPLURGE MELTS INTO A SURGE

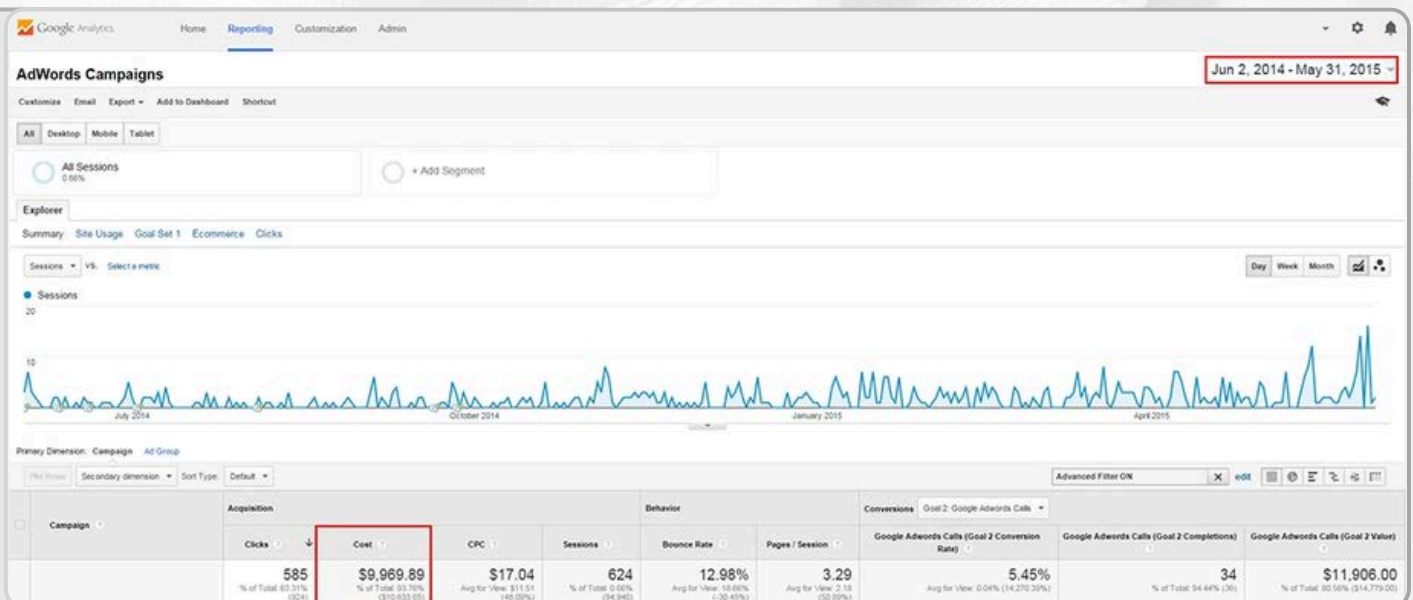
In just one year, cyberlicious® gave Atkinson Law's PPC campaigns the treat they needed:

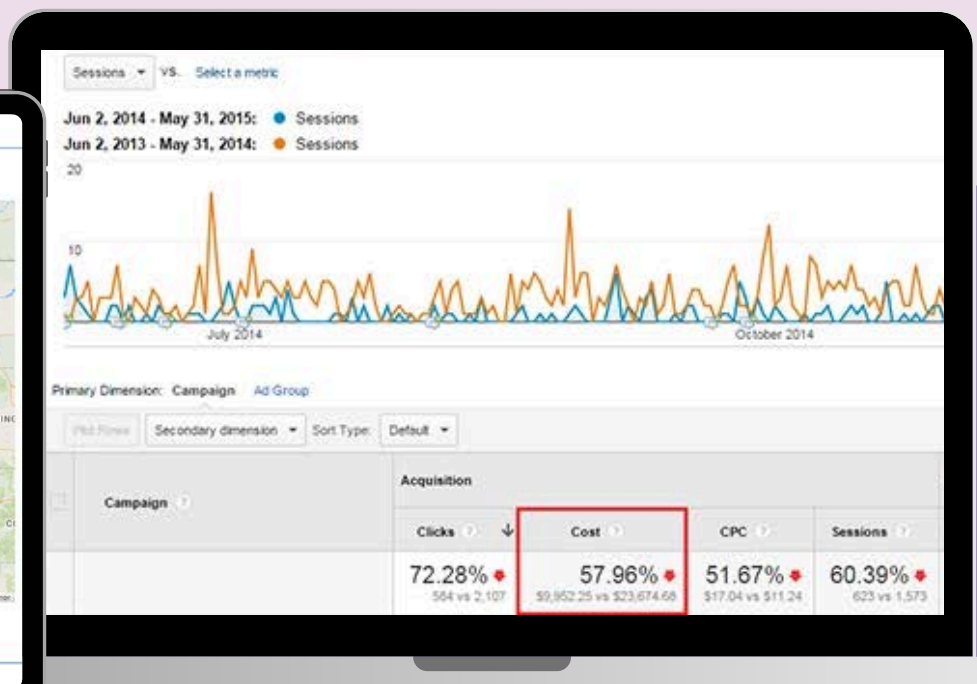
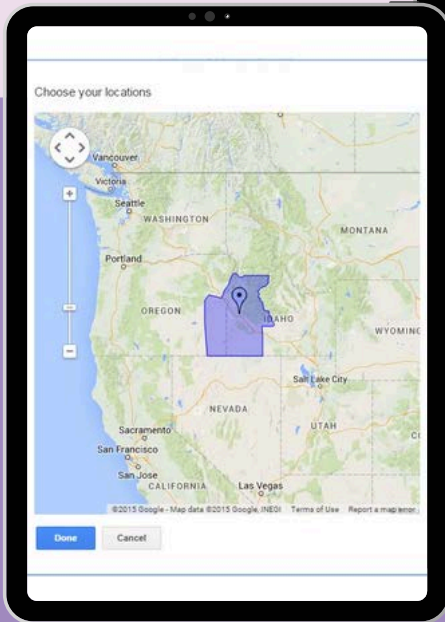
1. **Ad Spend Reduced:** From \$23,674 in 2014 to \$9,969 in 2015—a 58% year-over-year reduction.
2. **Higher Quality Leads:** Refined targeting and keyword strategies eliminated wasted clicks.
3. **Sweetened ROI:** Campaigns now focused solely on high-intent search queries and relevant locations.

BEFORE CYBERLICIOUS®



AFTER CYBERLICIOUS®





THE SWEET REWARDS OF SMART STRATEGIES

cyberlicious®'s PPC expertise helped Atkinson Law achieve their goals while slashing ad spend. By blending data-driven strategies, advanced tools, and ongoing optimization, we delivered sweet results for a partner grappling with sour ad performance.

For businesses like Atkinson Law, the recipe for PPC success includes consistent monitoring, smart experimentation, and timely adjustments. If rising costs or targeting inefficiencies are leaving a bad taste in your campaigns, cyberlicious® is here to sweeten the deal.



SWEETEN YOUR AD GAME

REFRESH YOUR ROI WITH TASTY PPC PERFECTION

It's time to stop wasting money on sour clicks. cyberlicious® crafts PPC strategies that cut costs, sweeten lead quality, and maximize ROI. By fine-tuning every detail, from keyword targeting to ad scheduling, we create campaigns that work as hard as you do.

CONSULT & MAKE MY ADS IRRESISTABLE