cyberlicious

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 ANALTYICS INTEGRATION

	Acquisition		
Matched Search Query 🕐 🔮 🤟	Clicks 📀		
	1,079 % of Total 73.50% (1,458		
yellow pages bolse idaho	1 (0.09%		
wrongly accused of child abuse	1 (0.09%		
wrongly accused coach	1 (0.09%		
wrongly accused	1 (0.05%		
wrongful termination lawyers boise idaho	1 (0.09%		
wrongful domestic violence accusations ada county	1 (0.09%		
wrongful conviction attorney boise	1 (0.09%		
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 acuse a man of sexual assalt	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 (0.05%		
when was dui law first established in idaho	1 (0.09%		
what would a divorce attourney 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 failsly 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 (0.095		
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					
	matched search deley	Clicks 🕴 🤟	Cost 1				
		4 % of Total, 0.06% (6,329)	\$39.68 % of Total: 0.08% (\$85,705.75)				
0	1. criminal law salary	1 (25.00%)	\$4.26 (10.74%)				
0	2. criminal lawyer salary	1 (25.00%)	\$15.96 (40.22%)				
a	3. defence lawyer salary	1 (25.00%)	\$8,16 (20.56%)				
0	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.

2	Google Mayrics Home	e Reporting Customization A	Idmin								- 0 1
Ad	dWords Campaigns									Jun 2, 2	2014 - May 14, 2015 -
	alamite Enal Export - Addroided	doerd Shortout									图 ◆
A.	B Desktop Nobile Tablet										
1	Al Sessions		· + Add Seame	éd.							
	U 195										
100	spiceer										
Su	ummary Site Usage Goal Set 1 Ec	ammerce Clicks									
5	Sessors + VS Selecta nebs									De	ay Week Month 🗹 📩
	Sessions										
12	1										
					1					and a second second	
4			1		1		1 60 E	× 11 n	1		
1	1 1 1		111		A N	1	1 1	Λ. ΛΛΛ	A A AMA A A	A. A. A. MA	
	A								1 A /MAAMYA A . /		
		AAA A A A A	AN A L	MA AM	I AN C	· · · · / · / ·	I'NI AP	1 1 1 1 1 1		P 1/ 1/ 1/ W/ UP	
-	IMAANMU	Mm man AmA	WIND	MMM	IWN V	m	I'WS N	1100	1/2 WILL (IWI	LAN AN M	MWWIJI
*		Mm man Ann	Mwy	MMM	Imr V	Mul	I'WS M	XII 0 1	1/2/w/w////////////////////////////////		Mimin
5		MM And MA	WINA	M MM	Iwn V	~~~~	I'WY M	Nery 2015	1/////////////////////////////////////	<u><u> </u></u>	MIMIAL
	any 2014	M An Ind An A.	[WIMJ	M AAA)	Iwn V	- Mul	LTWS N	Nery 2015			
		eesin Ouey + Son Type Detail +	[WIW]	Sinder 2014		- Muni		Nary 2015		Q, atvanced	MINIAL
	Per Pour Secondary dimension. Matched Se		للالمريار	Inder 2014		····/	Behavior	vary 2015	Cenversions	Q, atvanced	
		Manched Search Grany 0	Acquiration Cicks	Coet	(m) / //	Sensoon	Definantion Bocurrice Rates	Pages / Session	Cenversions Gall 2 Google Adverse Calls Google Adverse Calls (Google Adverse Calls Conversions Mart)	Q, atvanced	
	Per Pour Secondary dimension. Matched Se			Cent :: \$9,820.98 % df faat 16.54 21 (83.64 23)	crc - \$11.41 http://www.crc.				Google Advords Calls (Goal 2	Q atunced	Google Adwords Calls (Goal 2)
	Per Pour Secondary dimension. Matched Se		cicas 861	\$9,820.98	\$11.41	5ennicon 561	Bounce Rate 13.90%	Pages / Session	Google Advands Cafe (Goal 2 Commission Bate) 6.08%	 R. atlanced Google Advects Cats (Goal 2 Completional 34 	Geogle Advects Catle (Goal 2 J Value) \$11,906.00
	No more Secondary dimension. Matched Se Campaign 1	Matched Search George 1 0	Clicks 861 % of Total 10 Sets color	\$9,820.98 5.47144 56.545 (51,901.20)	\$11.41 Aug for (New 311.22 (182%)	Sessions 561 Scintillate Local (00.000)	Bounce Rate 13.90% Any Ter Vise (19.00% (20.00%)	Pages / Session 3.32 Jung the View 2.10 (22.14%)	Google Advances Cate (Coal 2 Conversion Bate) 6,06% August View Distric (N.255.5%)	Geogle Advects Cata (Seal 2 Compations) Sur France Markets Cata	Geogle Advecets Calls (Coal 2 Value) \$11,906.00 % of Teal & Sec. (34,7%)(20
0	Compage 1. Bolie ID Weekdrys 86	Matched Search Geory · · · · · · · · · · · · · · · · · · ·	Cicks 861 Starting Million (100) 2 (1029)	\$9,820.98 % d*Talak (4.54% (38,366.32) \$69.12 (4.67%)	\$11.41 August Vers 1912 (1876) \$29.56	500000 561 561 (0,30) 2 (2.3%)	Bounce Rate 13.90% Aug Ter View (5.0% (.05.90%) 0.00%	Pages / Sesalin 3.32 ing to (see 2.0) (22.0%) 2.00	Google Advectis Cate (Sout 2 Convention Bate) 6.06% Aug.tor (New Disk, (1120.00c) 50.00%	Google Advertis Cally (Seal 2 Competitions) Surface Heaters (2010) Surface Heaters (2010) Surface Heaters (2010) Surface Heaters (2010)	Geogle Advents Calls (Goal 2 Vale) 511,906.00 % of Trate (ESIS), Grid, Theop \$1,187.00 (ESIS)
	Compage Compage 1. Bose (D Weekdays 8-6 2. Bose (D Weekdays 8-6	Manched Search George	Ciena 861 % of total solens com 2 (0.2%) 0 (cr.0%)	\$9,820,98 % of Table 56,50% (85,906,20) \$59,12 (0.07%) \$0.00 (0.07%)	\$11.41 Aug-tar (New 11-12) (1879) \$29.56 \$0.00	500000 561 56150 (01.00) 2 (0.00) 2 (0.00) 2 (0.00)	Bounce Rate 13.90% Ang Ter Vessel (125%) 0.00% 0.00%	Pages / Session 3.32 Mag to Vision 7.11 (32.240%) 2.00 2.00	Google Advances Calls (Could 2 Commences Batte) 6.06% Ang tar (new 2045, (14.1545m)) 50.00% 50.00% 50.00%	Geogle Advertite Calle (Seal 2 Competitions) Surface Hereit Calle Surface Hereit Calle 1 (2004) 1 (2004)	Geogle Adventix Calls (Goal 2 Value) 511,908.00 % of Trace di Sens (SHA,77400 51,187.00 (H.8714) 5856.00 (F.8714)
	Compage Compage 1. Boiler, ID Weekdays 86 2. Boiler, ID Weekdays 86 3. Boiler, ID Weekdays 86	Matched Seach Genry	Clean 861 % of float % of float 2 (0.25%) 0 (crócs) 1 (0.15%)	\$9,820.98 % of Table 55% (85,805.27) \$55.12 (0.07%) \$0.00 (0.07%) \$25.65 (0.07%)	\$11.41 Ang Tar Vinc, 311.27 (1829) \$29.56 \$0.00 \$25.65	Session - 561 561 567 6620 2 (53%) 2 (53%) 2 (53%)	Beence Rate 13.90% Anglin (m. 1935) (20.97%) 0.00% 0.00%	Pages / Session 3.32 Mag the View 2.12 (22.24%) 2.00 1.00	Google Advects Calls (San 2) Common Bately 6.06% Ang for Veries Sales (14.2015/b) 50.00% 50.00% 50.00% 50.00% 50.00%	Geogle Advertils Calls (Seal) Geogle Advertils Calls (Seal) 2 Competitions Surface States (Seal) 1 (2014) 1 (2014) 1 (2014) 1 (2014)	Georgie Advectes Catile (Cold 2 Value) Catile (Cold 2 Value) \$11,900.00 \$11,900.00 \$11,800.00 \$15,187.00 \$15,187.00 \$10,007.00 \$15,187.00 \$10,007.00 \$15,187.00 \$10,007.00 \$15,187.00 \$10,007.00 \$15,500 \$15,187.00
0	Secondary dimension Matched St Company Secondary dimension Matched St Deser, ID Weekdays 8-6 Bose, ID Weekdays 8-6 Bose, ID Weekdays 8-6 4 Bose, ID Weekdays 8-6	Matched Seach Genry · · · © bose statho criminal defanse attorniys free defanse lawyer consultation in bose statho criminal lawyers bose bose statho dui lawyers google give me a number for criminal storney.	Clean 861 5 at 1 cars 16 dec 1000 2 at 2290 0 at 2290 1 at 250 3 at 250	\$9,820.98 % of Table 56.54% (38,300.23) \$59.12 (0.0%) \$0.00 (0.0%) \$25.65 (0.0%) \$37.65 (0.0%)	\$11.41 Aug the View 311.22 (115%) \$29.98 \$0.00 \$25.65 \$12.55	500000	Bounce Rate 13.90% Ang the two the String 0.00% 0.00% 0.00% 0.00%	Pages (Session 3.32 ing the Volume 2.10 (22.2194) 2.00 2.00 1.00 1.33	Georgia Advecto Calli (Scar 2 Cananasia Bate) August des 2045 (14.20.516) 60.00% 60.00% 50.00% 33.33%	Geogle Advertils Calls (Seal 2 Competitions) Surface Hardwork Calls (Seal 2 Competitions) Geogle Advertils Calls (Seal 2 Competitions) Surface Hardwork Calls Surface Hardwork Surface Ha	Georgie Adwards Cathe (Goal 2 Value) \$11,900.00 \$15,187.00 (Jann \$55,587.00 (Jann \$55,587.00 (Jann \$755.00 (Jann \$777.00 (Jann
	Secondary dimension Mechael Se Compage Bose (D Weekdays B-6 Bose (D Weekdays B-6	Manuted Search Guery · · · · · · · · · · · · · · · · · · ·	Cista 881 1 4 1 5at 1 6 55 (105) 2 (1025) 1 (1025) 3 (1025) 1 (1025)	\$9,820.98 % d*1ald (0.5%) (0.900 20) \$5912 (0.0%) \$0.00 (0.0%) \$25.65 (0.0%) \$37.65 (0.0%) \$17.37 (0.1%)	\$111.41 heyto the 31.22 (1876) \$29.96 \$0.00 \$25.66 \$12.55 \$17.37	500000 - 561 % of table (5.5%) 2 (0.5%) 2 (0.5%) 3 (0.5%) 1 (0.5%)	Bounce Rate 13.90% Ang Ste Vision (15.0%) 1.25(17%) 0.00% 0.00% 0.00%	Pages (Sealor) 3.32 https://www.sin (152.0%) 200 100 1.00 1.33 2.00	Generative Calls (Scient 2 Commission Barley) 6.06% Ang Sar Verse Scient (14.205 Stirl) 50.00% 50.00% 50.00% 50.00% 30.33% 100.00% 500.00%	Guipt Advertit Cally (Seal 2 Competition) Surface Holds (Seal 2 Surface Holds (Seal 2 Su	Georgie Advente Catte (Georg Value) 5:11,906.01 5:1197.00 (007 5:1187.00 (007 5:1187.00 (007 5:1187.00 (007 5:1187.00 (007 5:1187.00 (007 5:1187.00 (007
	Secondary dimension Mechael Se Compage 1. Bose (D Weekdays B-6 2. Bose (D Weekdays B-6 3. Bose (D Weekdays B-6 4. Bose (D Weekdays B-6 5. Bose (D Weekdays B-6 6. Bose (D Weekdays B-6 6. Bose (D Weekdays B-6	Manuted Search Guery · · · · · · · · · · · · · · · · · · ·	Circle 861 861 1 100 (100) 2 (020) 0 (000) 1 (020) 3 (020) 1 (020) 1 (020)	\$9,820,98 % d*156 (0.54% (08,9623) \$5912 (0.07%) \$0.00 (0.07%) \$25.65 (0.27%) \$37.65 (0.27%) \$17.37 (0.17%) \$27.65 (0.27%)	\$11.41 heptoches \$122 \$29.98 \$29.98 \$20.00 \$25.65 \$12.55 \$17.37 \$27.65	Sensions 561 5.571 5.575 2.0255 2.0255 2.0255 3.0255 3.0255 3.0255 3.0255 3.0255	Beence Rate 13.90% Ang the time (5.0%) 0.00% 0.00% 0.00% 0.00% 0.00%	Pages (Sealor) 3.32 https://www.s.in (12.2.4%) 2.00 1.00 1.33 2.00 2.00 2.00	Generative Calls (Scient 2 Communities Barley) 6.08% Aug turnises (Scient (Scient 2 Aug turnises (Scient (Scient 2 Aug turnises (Scient (Scient 2 Aug turnises (Scien 2 Aug turnises (Scient 2 Aug turnises (Scient 2 Aug turn	Geogra Adversite Cathol (Seal 2) Geogra Adversite Cathol (Seal 2) Comparison Star Trans Harris Cathol 1 (2014) 1 (2014) 1 (2014) 1 (2014) 1 (2014) 1 (2014) 1 (2014) 1 (2014) 1 (2014) 1 (2014)	Georgie Advente Catha (Georg Value) 511,906.01 51,187.00 (007) 515.187.00 (007) 5355.00 (107) 5375.00 (507) 5377.00 (507) 5557.00 (507) 5657.00 (507)
0	Secondary dimension Mechael Se Company Secondary dimension Mechael Se Company Secondary dimension Mechael Se Sone, ID Weekdays 8-6	Manuted Search Guery · · · © boirse istalio criminal defanse attornays fine defines bayer consultation in bose istalio criminal langues bose bose istalio criminal anywes bose bose istalio bose istalio criminal defense bose faithory geogle yes ma a number for criminal attorney. emogeney criminal defense attorney toxin.	Cook 861 5 4 100 2 40294 0 4000 1 4000 3 4000 1 4000 1 4000 1 4000 1 4000 2 40294	\$9,820,98 scritter intervention (00,000,000) \$00,00 chores \$25,65 (0,00%) \$37,65 (0,00%) \$17,37 (0,00%) \$27,65 (0,00%) \$34,75 (0,00%)	\$11.41 heptocket \$122 \$29.98 \$29.98 \$20.00 \$25.66 \$12.55 \$17.37 \$27.66 \$3.67	Sensors 561 5.51 5.52 5.02% 2.02% 2.02% 2.02% 1.02% 3.05% 3.05% 1.02% 3.05% 1.02% 3.05%	Beenin Rate 1390% Ang Ster Vesser (2005%) 0.00% 0.00% 0.00% 0.00% 0.00% 0.00%	Pages / Season 3.32 Aug to (2007) (2007) 2.00 1.00 1.00 2.00 2.00 2.00	Generation Calls (Scient 2 Communities Barley) 6.08% Angliter (dev. SCIAR) (FL2/SCIAR) 50.00%	Q. abunced Geogra Advertin Calls (Seal 2) Comparison 34 % or trace 16 AMK (OR) 1 1 0.94% 1 0.94% 1 0.94% 1 0.94% 1 0.94% 1 0.94% 1 0.94% 1 0.94% 1 0.94% 1 0.94% 1 0.94% 1 0.94%	Georgie Advected Calls (Geal 2 Value) 5:11,906.0 % of Part Advected Sci 7,907.0 515,187.00 (9.07 5755.00 (9.07 5775.00 (9.07 5577.00 (9.07 5557.00 (9.07 5662.00 (9.07 5505.00 (9.07

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-overyear 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.

	Google Analytics Hom	e Reporting Custor	sization Admin								- 0 4	
	, AdWords Campaigns									Jan 29, 20	11 - Jun 1, 2014 -	
	Customize Email Export + Add to Dar		图 �									
	All Desktop Mobile Tablet											
	All Sessions		0 **	dd Segment								
	Explorer											
	Summary Site Usage Goal Set 1 E	commerce Clicks										
	Sessions + VS. Select a metric								Duty	Neek Moeth 🗹 🕯		
	Sessions											
	An 21 Primary Dimension: Campaign: Ad Diso		January 2012	ulidududun	JA JAN 2012	MAMMAN	January 2013	Muhmuhmuhmuh 2012013	Advanced Filter ON	AMAMANA AAAAAAAAAAAAAAAAAAAAAAAAAAAAAAA		
	Campaign	Acquisition	•			Behavio		Conversions Goel 1 Dur	• fai/10 note			
	Campagn	Clicke	• • co		anc s	essions Box	nce Rate Page	Duration of Visit (Goal 1 C	onversion Rate) Durati	on of Visit (Goal 1 Completions)	wration of Visit (Goal 1 Valu	
			5,276 \$6 min 43 50% %	3,964.09	\$12.12	4,768	64.49%	2.15	14.51%	692 35 of Total: #1.62% (1.454)	\$0.0	
-			(6.329)	(\$65,705.75)	a for View \$10.36 (16.78%)	76 of Tubel 2 20% A (210,500)	rg for Vew 87.72% (-26.40%)	Avg Sir View 1.28 Avg for View 0 (08.51%)				
	Cextomize Email Export - Add to Dawl All Deatop Model Table All Sessions Onto All Sessions Explorer	Nooard Shoricut	0 **	id Segment							*	
	Summary Site Usage Goal Set 1 Ec	ommerce Clicks										
	Sessors • VS. Select a rvette • Sessions 20									Day	inek Month 🛃 🖈	
•	10 	M Ans Son As		All and a contract of the cont	Am	mm M	January 2015	Mamma	nth	MAMMAA eri 2015	M	
		ype Default +							Advanced Filter ON	X edit III	0 E 2 6 m	
	Philipping Secondary Smerakon + Sort T					Behavior		Conversions Ocel 2 Googe Advords Calls				
	Campaign	Acquisition				1.000000000		Google Adwords Calls (Goal 2 Conversio	n Google Adwords C	alls (Goal 2 Completions) Google	Adwords Calls (Goal 2 Value	
1		Acquisition Clicks 4	Cost \$9,969.89	сес \$17.04	sessions 624	Bounce Rate	Pages / Session 3.29	Rate) (alla (Goal 2 Completions) Google	Adwords Calls (Goal 2 Value) \$11,906.00	

• • •	Jun 2, 2014 - May 31, 2015: • : Jun 2, 2013 - May 31, 2014: • :				
lose your locations	20				
Verouver Verois Seature WASHINGTON Portland OREON NAHO WYOMINC	10 July 2014 Primary Dimension: Campaign Ad Grox Printing Secondary dimension -	Sort Type: Default -	mhan	OC SOBRE 2014	Mm
Sacramento NEVADA PUTAN CI	Campaign 1				
San Francisco		Clicks 4	Cost	CPC 0	Sessions 7
San Jose CALIFORNIA Las Vegas 9 02015 Soogle - Map data 62015 Google (NED) Terms of Use Report a mag anon.		72.28% • 564 vs 2,107	57.96% • \$9,952.25 vs \$23,674.68	51.67% • \$17.04 vs \$11.24	60.39% + 623 vs 1.573
Done Cancel					

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 finetuning every detail, from keyword targeting to ad scheduling, we create campaigns that work as hard as you do.

CONSULT & MAKE MY ADS IRRESISTABLE