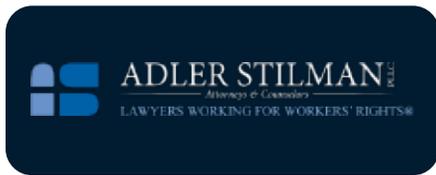


“White Shark Media has done a tremendous job with our AdWords management. It has eliminated the headaches of trying to manage a highly complex system and freed me up to focus on our clients’ needs. In just a few months, they have sharpened our goals, increased traffic substantially and put our firm in a much better position against our competition. The service, professionalism, and responsiveness have been outstanding. I would highly recommend them for AdWords management, except to our competition!”

**Barry Adler**

ADLER STILMAN | OWNER



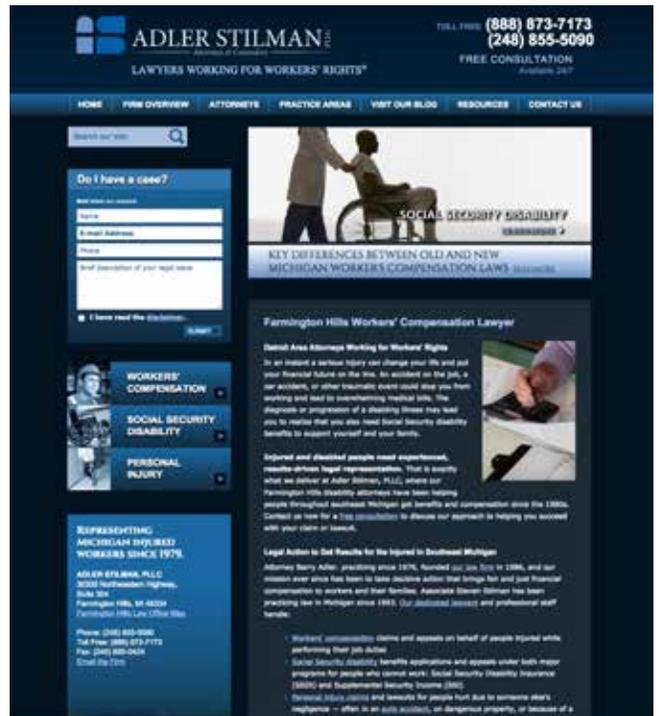
## About Adler Stilman

Adler Stilman, PLLC is a law firm located in Farmington Hills, Michigan. With more than 45 years of combined experience, its lawyers specialize in workers’ compensation, personal injury, social security disability, and employee retirement income class actions. Barry Adler, owner and founding member of Adler Stilman was spending a lot of money on Google AdWords, but he wasn’t happy with the quality of the leads he was getting. He enlisted White Shark Media to manage his law firm’s Google AdWords campaigns and increase his number of clients.

## Campaign Goals

White Shark Media established goals with Adler that would allow him to improve his firm’s ROI with the aid of Google AdWords:

- ❖ To get 130+ highly qualified leads per month
- ❖ To increase relevant traffic to the website
- ❖ To decrease the average cost per conversion
- ❖ To stay in the top three positions in SERPs
- ❖ To reduce CPA below \$100



# The Challenges

- ❖ Adler Stilman didn't have any form of tracking installed to measure his campaign's performance and return on investment ROI.
- ❖ The previous campaigns were driving irrelevant traffic to the website and had a high-cost per conversion of more than \$600.
- ❖ The legal industry is a highly competitive space in pay per click advertising. We had to make sure to use the advertising budget efficiently and target a relevant audience to drive qualified traffic to the website.

## Our Solution

### 1) Service-Focused Campaigns

We created tightly themed ad groups and ads based on Adler Stilman's main practice areas. We established his ideal type of clients or cases and used specific keywords related to his firm's most important services. We focused on the following areas:

- ❖ Work accidents
- ❖ Social security disability insurance
- ❖ Workers' compensation and disability

### 2) Leveraging Ad Extensions

We took advantage of call extensions, location extensions, and sitelinks to enhance our ads. Doing so allowed us to increase visibility and improve the click-through rate for our ads.

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#### SSD Lawyers

Wayne County, Michigan, Social  
Security Disability Lawyers.

### 3) Geo-Targeted Keywords

We created a single campaign targeting the main locations that Adler serves, including three counties: Oakland, Macomb, and Wayne.

We used keyword variations in broad match to reach a broader audience and created a thorough list of negative keywords at campaign and ad group levels to filter irrelevant traffic.

We also used exact match to drive highly targeted traffic to the website. Additionally, we made sure all keywords included any the following words: lawyer, attorney, law, and law firm. This measure enabled us to target potential clients we knew were looking for a lawyer rather than general knowledge.



## OUR SOLUTION

### 4) 360 Degree Tracking

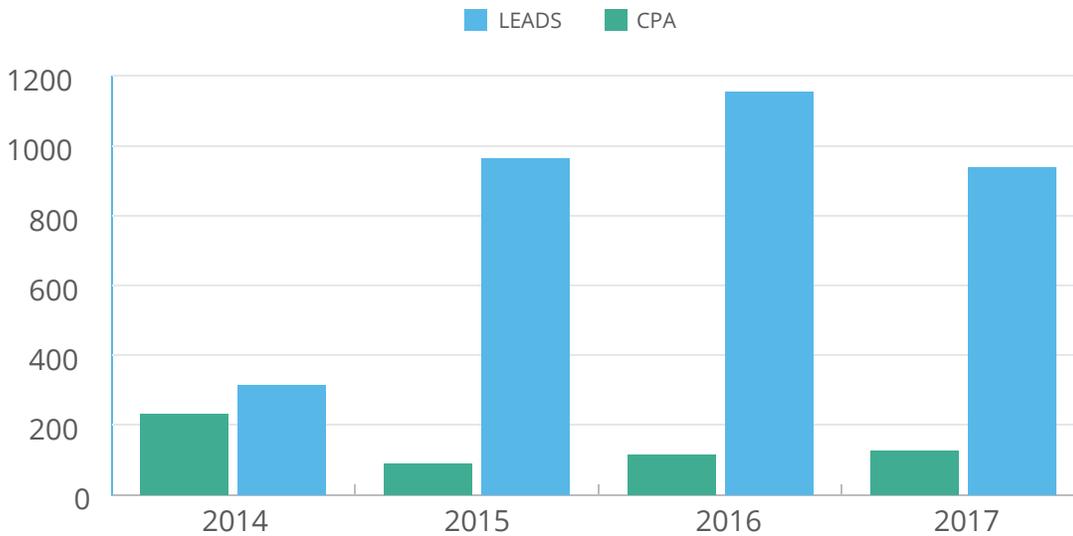
- ❖ We installed conversion tracking to track form completions on the website.
- ❖ We installed call tracking to track quality and quantity of calls from Google AdWords.
- ❖ We implemented a Google forwarding number to track calls from the call extension.

## The Results

Our partnership with Adler has benefited his firm tremendously. We exceeded all the goals we established at the beginning. We **lowered the cost per acquisition**, from \$600 in his previous campaigns to \$125 in April 2018.

Additionally, since we started working with Adler, his leads have increased from 329 to 1,152.

We also **increased the conversion rate from 9.41% to 16.43%**. We accomplished all of this while maintaining an average ad position of 2.1 in the SERPs.



## Conclusion

The client was extremely pleased with the progress and success of its account, particularly with the lowered cost per acquisition. He is convinced that the partnership with White Shark Media yielded a high return on the investment in his PPC ad campaigns.

- ❖ Cost per acquisition decreased by **79%**
- ❖ Leads increased by **250%**
- ❖ Conversion Rate increased by **74.58%**