

GBM Law Case Study

the problems

Unsustainable ROI for Paid Search

Personal injury law is notorious for being one of the most highly competitive – and expensive – legal segments out there. In a profession where the saying “you have to pay to play” rings too true, every dollar needs to be working 110%.

GBM Law, a personal injury law firm in Columbus, OH, had previously been running pay-per-click (PPC) campaigns on Google with another agency, but their success was questionable.

- Overall, lead volume was so low that it was not feasible to continue the advertising investment on a monthly basis.
- They were unable to track the true performance of their campaigns as lead attribution to paid campaigns was unclear. Since they didn't have a way to attribute where new leads were originating from, their ad dollars were not being effectively spent on the increasingly costly keywords they were targeting.

Vanishing Organic Rankings

GBM Law consulted OppGenetix on an improved PPC strategy and how to get their website back on track to compete organically with other personal injury law firms in Columbus. With zero keywords ranking on the first page of search engine results, coupled with outdated law firm listings and erroneous Google My Business details, competing with other Columbus law firms was a major hurdle for the firm to overcome.

Partially-Functioning Website

A website doesn't have to be broken to be considered half-functioning. The state of GBM Law's website in early 2019 was slow, outdated and disorganized. Since the site had originally been developed in 2010, a lot of foundational code had been overwritten with custom segments that began to eat away at the site's performance. Over time, these layers of code began to conflict with each other, resulting in a website that nearly came to a screeching halt.

Google's switch to mobile-first indexing in 2019 also meant that the search engine would begin looking at the mobile versions of every website first, which is a priority ranking factor. Taking this into consideration, it became clear that an updated website was required.

273% increase
from 2018

310 PPC leads in 2019

54% decrease in
cost per lead

since restructuring their account

40% increase in total
of cases opened

since we started managing



the results

Month-Over-Month Growth In Lead Volume

As part of every PPC strategy, OppGenetix completely restructured GBM Law's paid search account and developed customized landing pages for each major practice area. A highly personalized user journey helped educate prospects on how GBM could help them following an accident. Even more importantly, the landing pages built credibility and trust from the prospect's point-of-view.

After four months of consistent month-over-month lead growth, the firm was seeing tangible results from the ad dollars they were spending on search. An average of 28 new leads were generated every month during this four-month period.

Month-Over-Month Increase In Case Sign-Ups

Although lead volume is important, lead quality is crucial – especially for personal injury. Keeping track of a prospect from start to finish requires accurate implementation of tracking codes and parameters across the website and landing pages.

Within the first six months, GBM Law signed up 12 new clients that were directly attributed to OppGenetix's paid search campaign management. This has resulted in a 6% case sign-up rate.

Climbing The Ranks & Increasing Visibility

Search engine optimization (SEO) is both an art and a science. Since there are a variety of factors that can affect where a website ranks on the search results page, diagnosing and fixing major issues takes time. Often, it can take six months or more to see the effects of a new SEO strategy at work.

After OppGenetix took over the GBM website and began optimizing it for better search engine performance, the GBM website began climbing the ranks from pages two and three to the first page (where it all matters) for several target keywords. This increase was also confirmed by a month-over-month increase in organic leads from the website.

Fully-Functioning Website

OppGenetix created a new website for GBM that is more modern, user-friendly and optimized for mobile devices. With this improvement to its functionality, users are now able to navigate the website with ease to find the content that's important to them. The updated website ultimately increases trust in GBM and delivers a user experience that is more likely to convert prospects into personal injury leads.

About OppGenetix

The most effective online lead generation program for specialized businesses. We leverage online paid advertising to create high quality, profitable sales opportunities through innovative data tracking and enhanced customer experience.

Contact

- ☎ (866) 313-0665
- ✉ info@oppgenetix.com
- 🌐 oppgenetix.com

