

*Google Lead Generation for Attorneys*

# Google AdWords Lead Generation



# **FOR ATTORNEYS**

**How To GROW YOUR LAW PRACTICE FAST**

By Martin Hamilton

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**Google Lead Generation For Attorneys**  
**Leverage The Power Of AdWords**  
**To Grow **Your** Law Business FAST**

You're about to discover the secrets of fast legal practice success with Google AdWords. Google AdWords is an incredible opportunity for rapid growth and profits and is an advertising platform unlike anything ever created in the history of marketing. If you are ready to learn about generating leads online and growing the bottom line of your legal practice, let this be your guide.

I'm excited to have this opportunity to reach out to Attorneys and legal professionals like you that are looking to dominate the internet and grow your law practice. It's an exciting time for you right now. There is a world of opportunity right in your own community that is just waiting for you to tap into it, and I'm going to show you how.

When it comes to marketing, everything you do needs to get real, measurable results. This is MUCH different than a big ad agency creating national campaigns for a big fast food chain. There are a lot of factors that go into getting solid results including business niche or marketplace, but what I will say is that the tips and strategies I will be detailing are a fantastic way for any law practice to see solid, measurable growth in their business.

## **The Foundation of Google AdWords**

Television commercials, radio spots, newspapers ads, and billboards have traditionally been the go to routes for gaining exposure and generating leads for Attorneys. These methods of advertising are all “Interruption Advertising” meaning that you are trying to “Interrupt” as many people as possible with your message and hopefully you find a few that are interested.

These methods of attracting the attention of potential clients are antiquated and much less effective when compared to Google AdWords. You will never find a higher quality lead than someone that is in your local area and does a Google search for an attorney, finds your ad at the top of the page, clicks on it, and one minute later calls your office.

Someone searching for an attorney on Google is more than likely looking to hire an attorney **THAT WEEK**. They are searching on Google because they need an attorney right now and are much further along in the buying process than someone that you are trying to prospect with “Interruption Advertising.”

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Anybody that has ever been involved in any type of sales or marketing knows that there is a HUGE difference between when someone is searching for you, finds you, and calls you...

As opposed to you trying to prospect or “cold call” or “interrupt” people with your advertising.

There is simply no comparison in the quality of the leads and in addition, advertising on Google is 100% completely measurable so you will know EXACTLY what your return on investment is (unlike many other types of marketing like TV and Billboards).

Fortunately you have a powerful tool which takes advantage of beautifully executed timing when delivering ads to people who are already searching for your type of business, delivering you transparent lead generation results while you can track exactly what your return on investment is. It's called Google AdWords and it's the greatest thing that ever happened to the advertising world (especially for Attorneys).

There are many entrepreneurial Attorneys that have built multimillion dollar businesses using Google AdWords as their primary means of client generation. There really is nothing else like it in the world today. If there was, believe me, I would be using it and suggesting that you do too.

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## **Generating Leads Online With Google AdWords**

What people need to realize right up front is that Google makes its money through AdWords (its advertising platform). They do not make their money through organic search engine results. So Google WANTS you to advertise and they want you to get good results so that you keep spending more and more money on advertising year after year after year.

A lot of law practices and individual lawyers I have worked with over the years have this misconception that no one clicks on the ads that appear at the top of search results. This couldn't be further from the truth. It's true that a lot of people click on the first or second organically generated result. However many people don't even know those first three to five results that appear at the top of the page are ads!

Furthermore, you only need a small percentage of people to click on your ad to have more leads than you can handle. If you believe that no one clicks on ads and are unwilling to make the investment in a strong AdWords campaign, you're cutting yourself off from a huge source of solid lead generation.

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Search engine optimization, or SEO, is a longer-term advertising strategy. It takes a lot of time, money, and effort to organically rank high in search results on Google for any valuable keyword. Say you're a lawyer who is fresh out of law school. You move to a city or town and are looking to get established. I've got news for you, you're probably not going to rank high on search results through SEO.

Why is that? Because every other lawyer in your town or city that is practicing in the same area of law as you is doing the *exact same thing*. Chances are those other lawyers or law practices that are already established have been running a strong SEO campaign for **years**. You're simply not going to out rank that very quickly. There are numerous examples of Attorneys who spent thousands of dollars per month on SEO for over a year and still did not rank in the top five results on page 1 of Google for their desired keyword (And if you are not in the top five results on page 1 then you are not getting many organic leads at all).

If these attorneys would have taken that same money and invested it into Google AdWords, they would have received new leads and new clients from the start (which means they would barely have come out of pocket because they could have turned a profit in the first month and then just reinvested those profits).

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Think about it... Would you rather pay \$1,000 per month for a year just to “possibly” get on page one for your desired keyword... And then if Google changes their SEO algorithm again you could lose it all overnight without any warning...

Or, would you prefer to instantly be at the top of the search results for hundreds of different keyword variations (Not just a couple of keywords like with SEO)... And have new leads and new clients coming in your door right away?

This is also where I love working on Google AdWords more than any other form of advertising media. When you think back to what I said about TV, radio, newspapers or billboards, the point I want you to remember is how expensive those formats are. You can spend thousands of dollars and still not know how well your ad is working for a very long time.

With AdWords, you can run a simple test campaign for about a week, spend only a few hundred dollars, and see instant results. When that one week test is done, you'll have a ton of data telling you what keywords worked, how many clicks you got, how many leads came in, and how many new signed clients you have retained for the money spent.

From there you can refine your AdWords campaign even further by continuing to split-test ads and deciding how much you want to expand your campaign.

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For example if you spend \$1,000 and you make back \$5,000... Well then the next month you may very well want to spend \$5,000 and make back \$25,000. It's simple math really.

If you want to see serious results that are reliable and measurable, you have got to be on AdWords. In the next section, I'll go over how you can implement an effective AdWords campaign, or if you already are running one, how you can make it perform even better.

## **Why AdWords Dominates Local Advertising**

Google LOVES local businesses like Attorneys and they give you a huge advantage when advertising on their platform. First, Google lets you integrate your Google Plus Local account with your AdWords account. This means when people from your local area are searching, your ad will be much *bigger* than other ads with your phone number and address right there in the ad!

It may be an old adage but in the world of internet marketing, size does matter. If the ad is bigger, people are going to see it first, if the ad is well formatted they're going to read the details, and you know what they're going to probably do next? They're going to click on it!

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Because you're local, your location information is going to appear in the ad (when you integrate your Google plus local account). You're going to see a much bigger increase in leads contacting you and making appointments for your services. So just by taking the time to properly integrate your Google Plus Local account, you're going to see an increase in business!

Another very important factor to the success of your campaign is split testing multiple ads to find the ones that get you the highest click through rate (CTR). Most Attorneys that try to do Google Adwords on their own fail because they don't have a good high converting landing page (more on that soon) and/or they have not split tested multiple ads to increase their click through rate.

Google will actually reward you for having a rock solid AdWords campaign that is getting lots of go clicks! If your ad is generating a lot of clicks that are going to your practice and generating leads, they are going to give you a cheaper cost-per-click... *rewarding* you for having great ads that are getting lots of clicks (which tells Google that you are relevant).

The more clicks your ad gets, the cheaper you get each click for. So with Google actually making it easier for people to click on your ad, they're actually helping you generate more business, and saving you money on your clicks

*In this next section* we're going to cover some tips to utilize and common mistakes to avoid ensuring you have a successful AdWords campaign.

## **Strategies to Improve Your AdWords Conversions**

If you're on board and are ready to give your AdWords campaign the attention and care it deserves, there are still some things I feel you should be trying and some bad habits I want you to avoid.

First thing's first: when someone clicks on your ad, what page/website are you going to drop them on?

You might be thinking that you've spent a ton of money on a slick looking, informative website that's the perfect place to send your traffic and draw in clients. It seems like a reasonable idea, but it's actually wrong. Believe it or not, you're far more likely to **lose** clients if you're routing all of your ad traffic to your main website!

You **must** send AdWords traffic to a landing page. Yes, you need to have one of those single page, simple, easy to read landing pages that invites the prospect to take action *now*.

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These landing pages get the person that clicked on your ad involved right away and contacting you before they get distracted. If your traffic is being routed to your main website, you run a constant risk of that visitor getting distracted by all the different sections on your site and never taking action. They did not pick up the phone. They did not fill out a contact form. You just lost a potential client.

High-converting landing pages are specifically designed using a proven template to get your prospects to do one thing... Pick up the phone and call you!

Three important mistakes to avoid making in your marketing are as follows:

1. Not Split Testing your ads. Sure, you might be getting some clicks, you might be seeing some incoming business, but that doesn't mean you couldn't be doing better!
2. Not Utilizing a High-Converting Landing Page. Your slick, expensive looking main website is not enough to draw in new clients to your practice. A landing page is essential for getting those people looking to retain your services to pick up the phone and actually schedule an appointment.
3. Not Setting Up Your AdWords Campaign Correctly. This one I mention in passing as a mistake only because it can impact your results.

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Proper campaign setup is essential to the success of your campaign. The previous 3 you just read are only a *few examples* of missed opportunity found as a result of a client asking for an audit of their campaign. We find a *minimum* of 10% errors even on professionally managed campaigns.

As you may have noticed by now, I love Google. I love their AdWords platform and the infinite amount of potential it provides. Google, for very good reason, has become the largest internet search engine in the world. It offers access to an unprecedented amount of information, but it also has evolved into the number one way for Attorneys to market themselves. All you need to do is see the growth chart for the last four years to see this. You might have been able to ignore the possibilities that Google brought in 2011, and maybe in 2012, but when you see their rate of growth double and triple in the last two years alone, you have to realize that Google is not going anywhere anytime soon. They are only going to get bigger and better at what they do by implementing new advancements to AdWords. In this day and age, if you're not succeeding on Google, you're being left behind.

Here's to your future success!

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*Call: (866) 322-8712 for a free 15 minute consultation.*

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