

Case Study The DewBerry Firm

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Project Overview

TheDewBerry Firm is a law firm dedicated to Commercial Debt Collection & Judgement Recovery. Having 30 Years of Experience in Business Debt Collection, they handle debts with a minimum debt of \$10,000 and judgements with a minimum of \$25,000.

Project Challenges:

- It handles minimum debts of \$10,000 & \$25,000 for Judgments
- Keywords like debt, judgments, attorney, and lawyers are highly paid keywords in Adwords

Solution Developed

A business debt below \$10,000 & \$25,000 for Judgments was not handled by the lawyers which became the ultimate challenge of this project as the major queries were related to business debts below \$10,000 as well.

- We created highly relevant keyword list and created separate ad groups taking into account its major categories.
- Our major focus was to create highly relevant ad copies clearly depicting debt limit so that only relevant traffic meeting the limit criteria clicks the ad and reaches our landing page.
- Second, those having debt limit below \$10,000 if by any chance lands the website; then for that landing page was optimized in such a way that it becomes clearly visible to the visitor to avoid unwanted calls on the contact number we provided.
- The main features on website were highlighted in heading tags so that there should not be any confusion before taking any action.
- Similarly, In Display Network, we created clear banner ads along with text ads in to avoid irrelevant clicks.

Thus, by creating highly focused & relevant ad copies and optimization of landing page, we were able to achieve relevant traffic at low CPC.

Sample Top Performing ad Copies:

Collection Judgment
You Don't Pay Until You Get Paid!
30yrs Experience. Get Justice Now.
BusinessCollectionLawyer.com

Debt Collection Agency
30 Years of Proven Record in Debt
Recovery. No Money, No Fee. Hurry!
BusinessCollectionLawyer.com

{Keyword: Debt Collection Agency}
If No Debt Recovery, Then No Fee.
For Free Consultation, Call us Now!
BusinessCollectionLawyer.com

Platforms:

Google AdWords

Tools Utilized:

AdWords Keyword tool
Ad Preview Tool
AdWords Performance Tools
Placement Tool
Contextual Targeting Tool

About SoftProdigy

Founded in 2006, SoftProdigy is an award-winning organization with expertise in the areas of Web & Mobile Technologies and Consulting services. Over the last few years, the organization has made a reputation for building quality solutions for its clients that helped them get more out of their business. SoftProdigy's customers range from start-ups to Fortune 500 companies such as Intel, Hyundai and Sony Ericsson. The company has worked with entrepreneurs as well as established corporate houses across the globe to put their ideas into inception and take it to the market. It employs over 150 technology and management professionals who work closely with each other. With a consistent growth track record that has surpassed the industry trends year on year since the company's inception, what sets it apart is the philosophy of pursuing, quoted as "measured success".



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