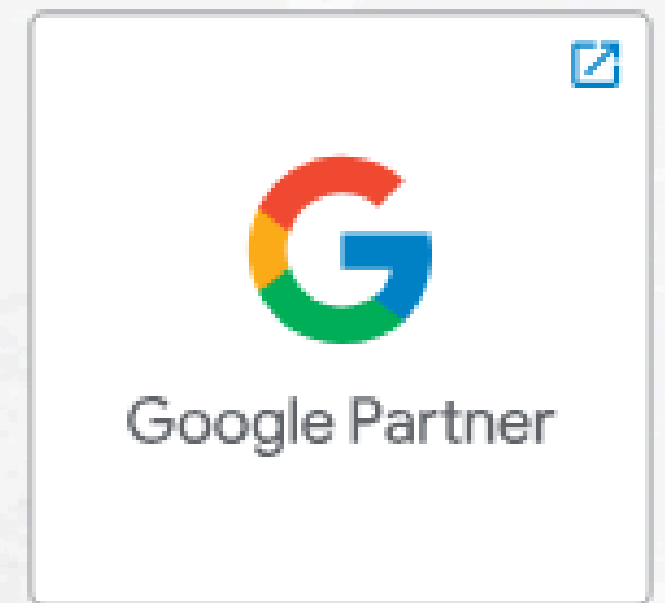


Google Ads Case Study: Regional Solicitor



Prepared By
Richard Rockett

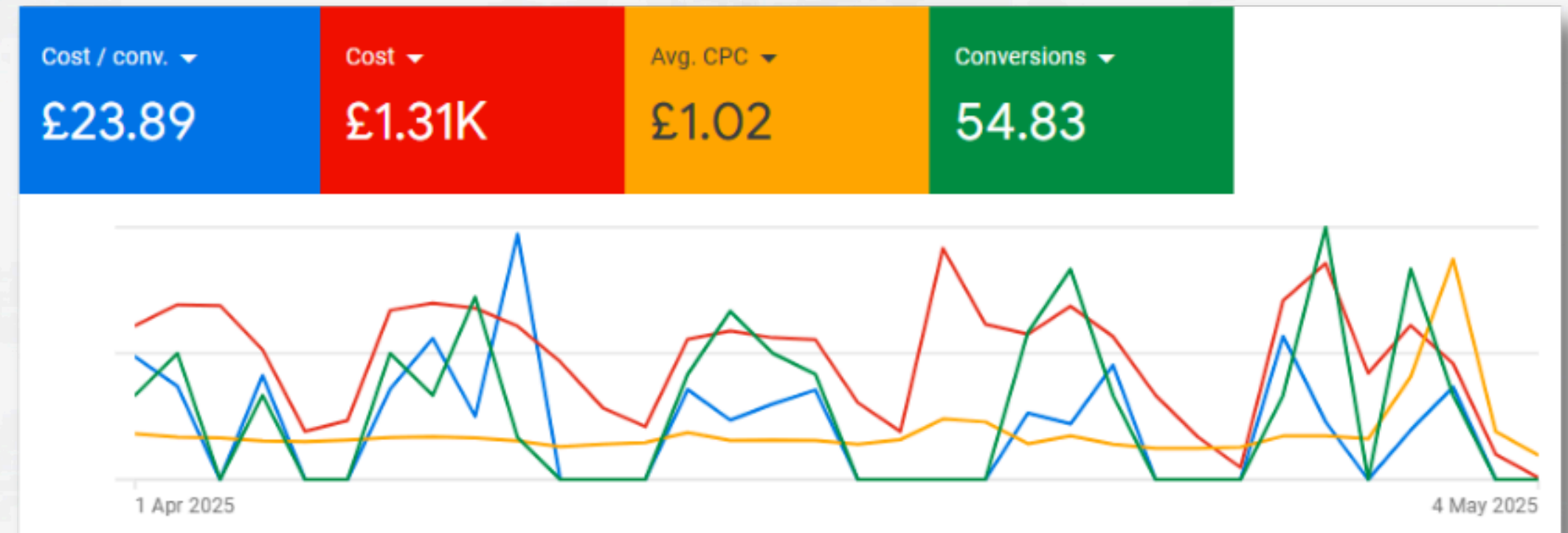
Date Prepared
May 2025



Campaign Summary

For the last 6 years I have managed the Google Ads Account for a firm of regional solicitors best in West Yorkshire, England. I'm responsible for building, maintaining and optimising the campaigns in line with company objectives.

I've created a comprehensive suite of campaigns targeting each of their core services within the geographical areas of our offices.



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Employing Best Practice Techniques

Throughout the Account, I use Google Best Practice to Maximise Lead Generation:

- Responsive Ads
- Maximise Conversions Bidding
- Broad Match Keywords
- Conversion Goals set to Submit Lead Forms

Campaign name	Search-JWP-Bradford	▼
Conversion goals	Campaign-specific: Submit lead forms	▼
Customer acquisition	Bid equally for new and existing customers	▼
Marketing Objective	Leads	▼
Campaign status	● Enabled	▼
Networks	Google Search Network	▼
Locations	BD6, England, United Kingdom (postcode) + 9 more	▼
Languages	English	▼
Budget	£40.00/day	▼
Bidding	Maximise conversions	▼
Automatically created assets	Off: Use only assets that I provide directly for my ads	▼
Start and end dates	Start date: 24 October 2024 End date: Not set	▼
Broad match keyword	On: Use broad match keywords for your entire campaign	▼

Maximising Ad Spend Value

I use a wide range of techniques to maximise the value of our Ad spend, including:

- Value Based Conversion Rules
- Negative Keywords
- Full Use of Ad Extensions
- Focusing on Google Search Campaigns.

Conversion value rule preview

Goal: All

If: Audience segment is Legal Jobs

Then: Multiply by 0.5

01

Value Rules

Reduced value of the 'Legal Jobs' audience to limit spend on unwanted job searches.

Add negative keyword

Negative keyword

free

Match type

Broad match ▼

Your ads will no longer show if the search contains these words in any order: **free**. [Learn more](#)

Add to:

Campaign ▼

West Yorkshire Crime 

Tip: Save this negative keyword if searches with the word(s) **free** are not related to your business.

02

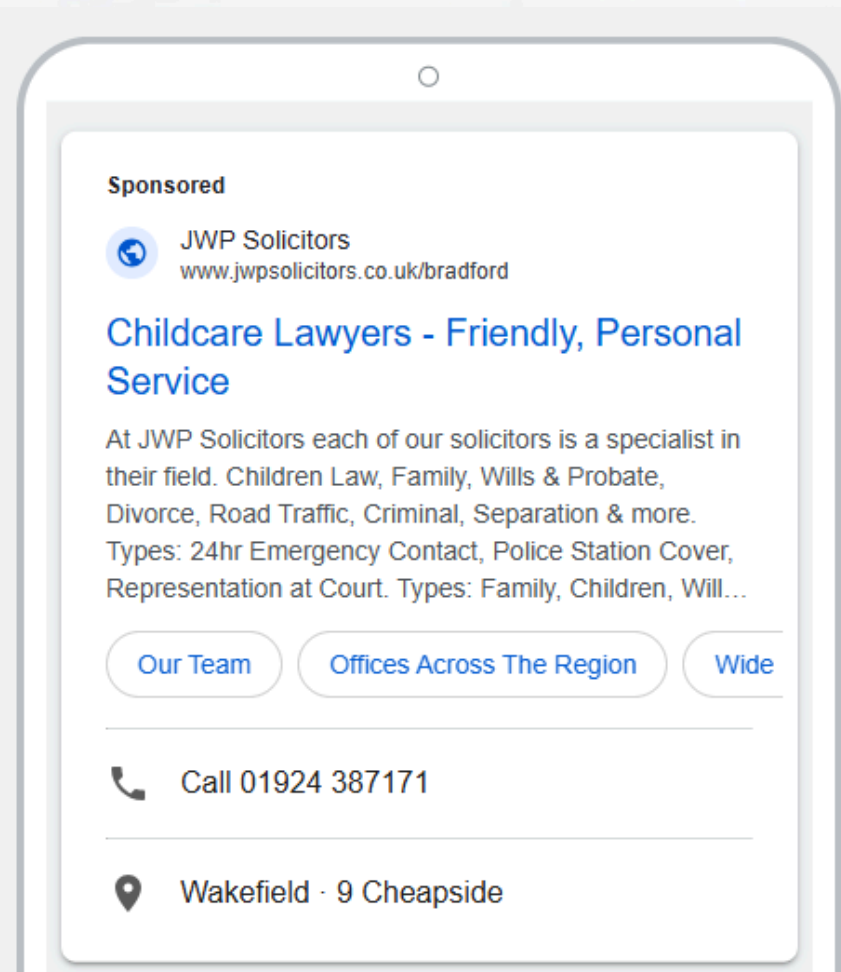
Negative Keywords

I allocate time every week to removing negative keywords to avoid spend on unwanted search terms such as 'free' and terms related to non-relevant services.

Maximising Ad Spend Value

I use a wide range of techniques to maximise the value of our Ad spend, including:

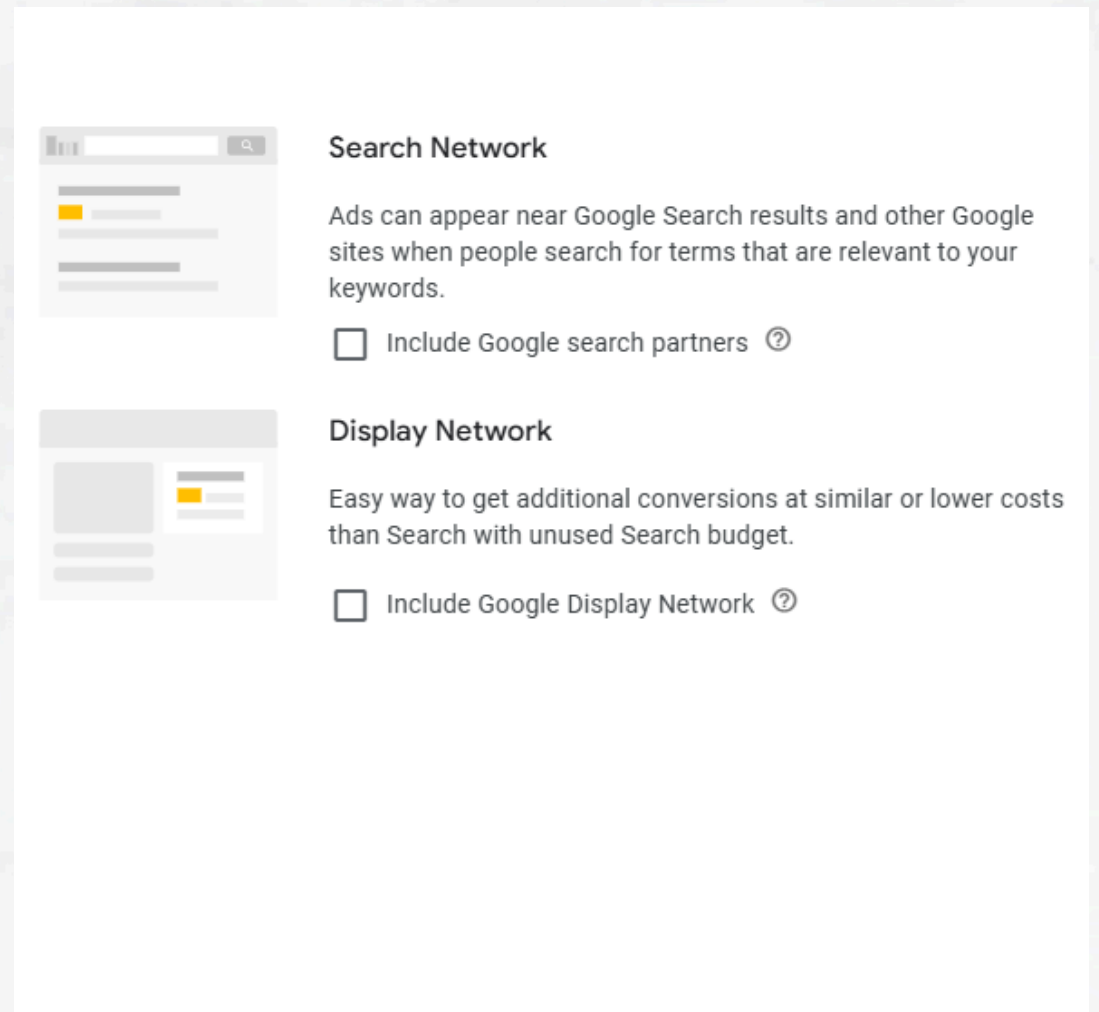
- Value Based Conversion Rules
- Negative Keywords
- Full Use of Ad Extensions
- Focusing on Google Search Campaigns.



03

Ad Extensions

I make full use of Ad Extensions such as Callouts, Site Links and Structured Snippets.



04

Focus on Search

Following substantial testing, I avoid the use of Search Partner and Display Networks, as these do not perform at the same level as Google Search for us.