

GOOGLE ADS (PPC) CAMPAIGN PROJECT TEMPLATE

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Google Ads (PPC) Campaign for Cariati Law

Describe and outline your campaign strategy and idea (promotion or incentive), and your campaign objectives and goals. Include the call to action (CTA) to be used in the ad copy and the conversion actions you want visitors to take once they click through your ad.

Campaign Overview and Description:

This campaign is intended to boost the number of website visitors and increase the number of sign ups for consultations for the divorce family law department.

Campaign Strategy, incentive/promotion	<p>The campaign strategy revolves around the target audience who are having family problems and looking to file for a divorce. This can involve divorce settlements and divorce custody. They are also interested in having information from expert divorce lawyers for consulting their matters.</p> <p>Promotion: free case consultation</p>
Objective and Goals	<ol style="list-style-type: none">1) Increase the number of sign ups for sessions and consultations2) Increase the number of website visitors on Cariati Law's family matters webpage
Call to Action (CTA)	<ol style="list-style-type: none">1) Book an appointment now for a free consultation.2) Visit our website to book a free session

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Conversion Action(s)	<ol style="list-style-type: none">1. sign ups for sessions/consultations booked on the website2. clicks (CTR) on the ads
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AD GROUPS

You need to create 2 ad groups each with a distinct theme/topic. Each ad group requires 7 tightly related keywords. Show your keyword research with search volume (Canada), competition and estimated CPC. Show the match types to be used and explain your reasoning. Identify negative keywords for each ad group.

Ad Group 1: Name and Description

The above ad group is for the people looking to contact a divorce lawyer initially for their case. The cases can be related to divorce settlements and agreements. This is for people looking to speak to an expert to gain expert advice on divorce family law.

AD GROUP 1: AD GROUP NAME HERE KEYWORDS with match types	SEARCH VOLUME (Canada)	COMPETITION	ESTIMATED CPC
Divorce Family law (Broad Match and Exact)	10-100	Medium	CA\$2.89 - CA\$19.21
Divorce family lawyer (Phrase Match)	10-100	Medium	CA\$2.90- CA\$19.23
Family divorce lawyer Toronto (phrase and exact)	10-100	Medium	CA\$4.62 CA\$12.35
Divorce settlement (exact match)	100-1k	Medium	CA\$0.91- CA\$2.93
Divorce settlement agreement (phrase match)	10-100	Medium	CA\$0.87- CA\$3.36
Divorce Agreement (phrase match)	100-1K	Medium	CA\$0.91 CA\$2.92
Family attorney (phrase match)	100-1k	Medium	A\$3.30 CA\$24.86
Negative Keywords: Annulment	1K – 10K	Medium	CA\$0.93 CA\$4.48

Reasons:

I will be using 4 exact match keywords to bring in the precise traffic and 2 phrase match keywords to capture users searching with similar meaning. I'll be using 1 broad keyword for intent base search terms and long tail searches.

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Ad Group 2: Name and Description

AD GROUP 2: AD GROUP NAME HERE KEYWORDS with match types	SEARCH VOLUME (Canada)	COMPETITION	ESTIMATED CPC
Divorce custody (phrase match)	10-100	Medium	CA\$0.86 CA\$5.21
divorce and custody lawyers near me(exact)	10-100	low	
Divorce and custody attorney (exact match) This will include all the searches related to case representation and proceedings.	10-100	High	CA\$1.76- CA\$9.85
custody attorney near me (exact)	10-100	Medium	CA\$1.29- CA\$2.89
divorce custody arrangements (phrase match)	10-100	Low	CA\$0.90- CA\$2.53
family custody lawyer (broad)	10-100	Medium	CA\$2.29- CA\$23.25
top custody lawyers near me(exact)	10-100	High	CA\$1.53 CA\$8.14
Negative Keywords: "dog custody" (This campaign is only designed for custody in divorce and does not include dogs. Hence our campaign funds will be wasted if some clicks on the add looking for dog custody).	10-100	Low	CA\$0.14- CA\$0.94

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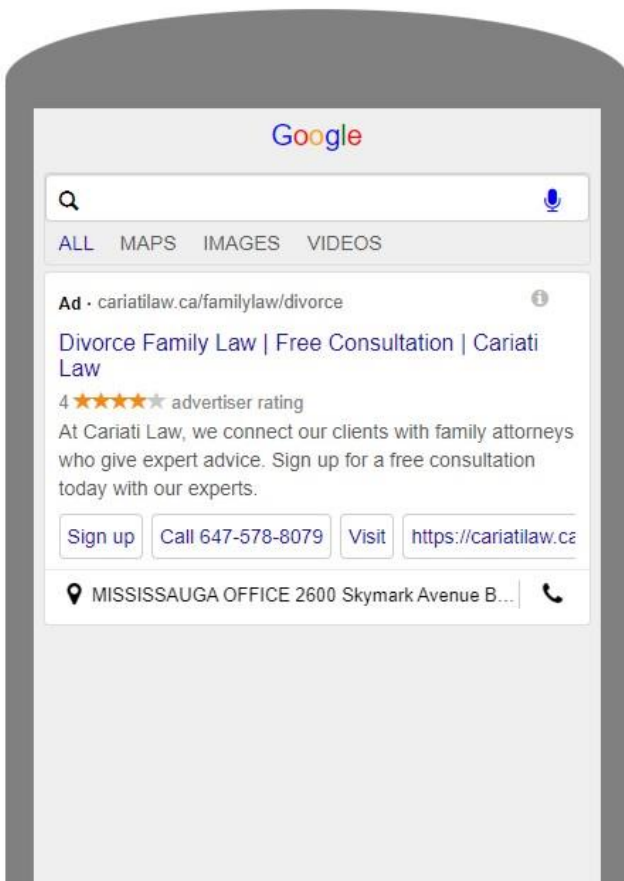
AD VARIATIONS

Write four ad variation with ad extensions – two ads for each ad group. Include screenshots from the Karooya ad preview tool. Explain your reasoning for the ad copywriting and use of ad extensions to demonstrate best practices, Google guidelines and quality score.

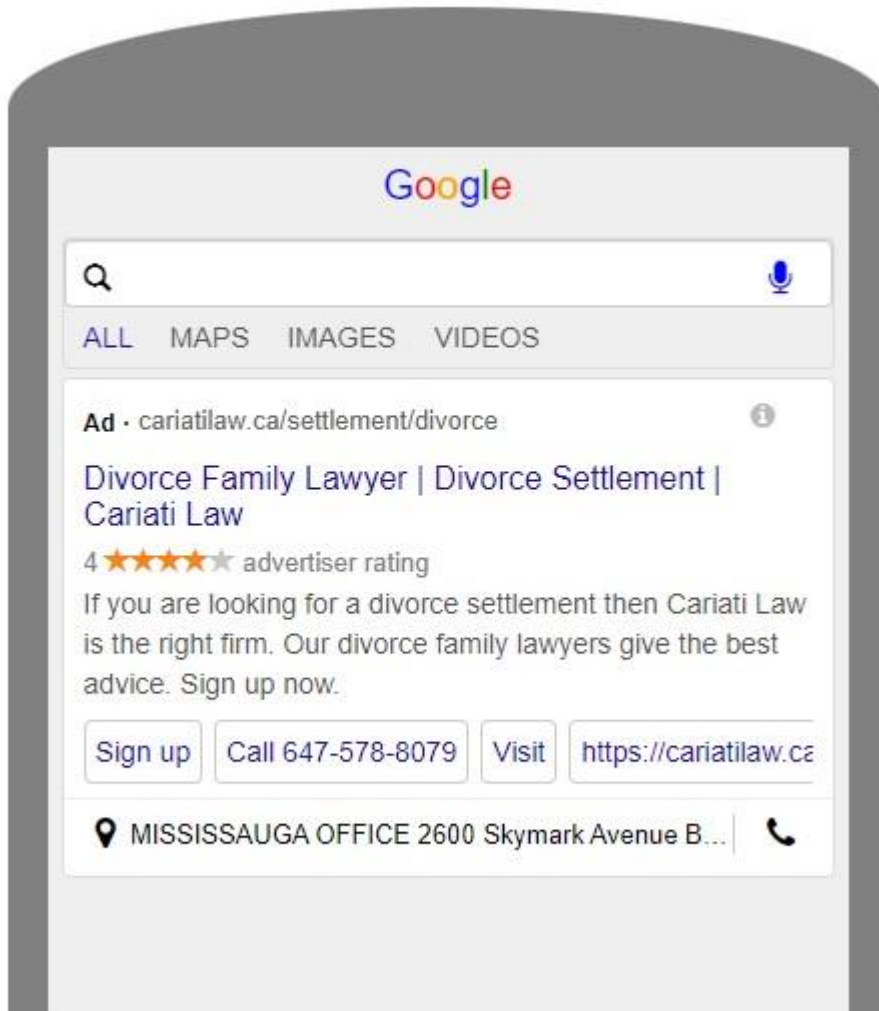
2 Ad Variations for Ad Group 1:

The keywords Divorce family law and “divorce settlement” are mentioned in the content of the ad copy. The call to actions are to call the number directly or to sign up for consultation using the extensions. The name of the law firm is prominent in the headline. The website link is attached for the visitors to visit.

In the second it is clearly mentioned that if people need advice related to divorce settlement they can easily sign up to start the process of their settlement.

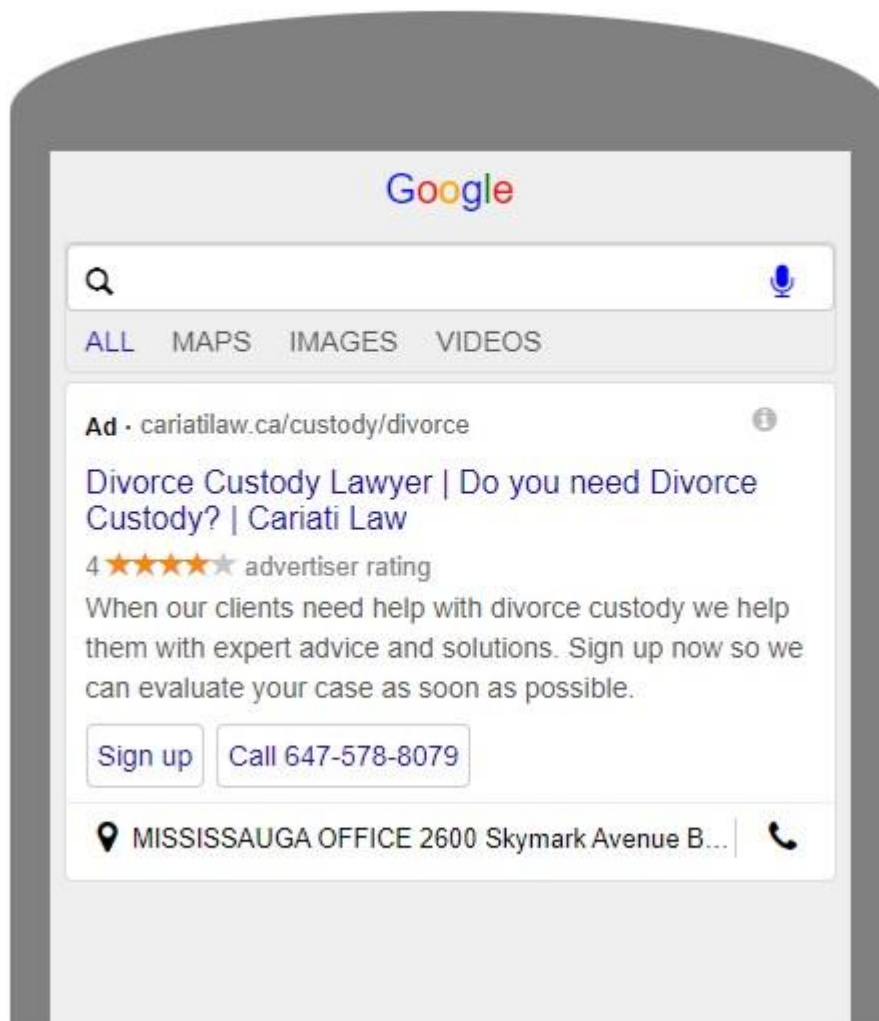


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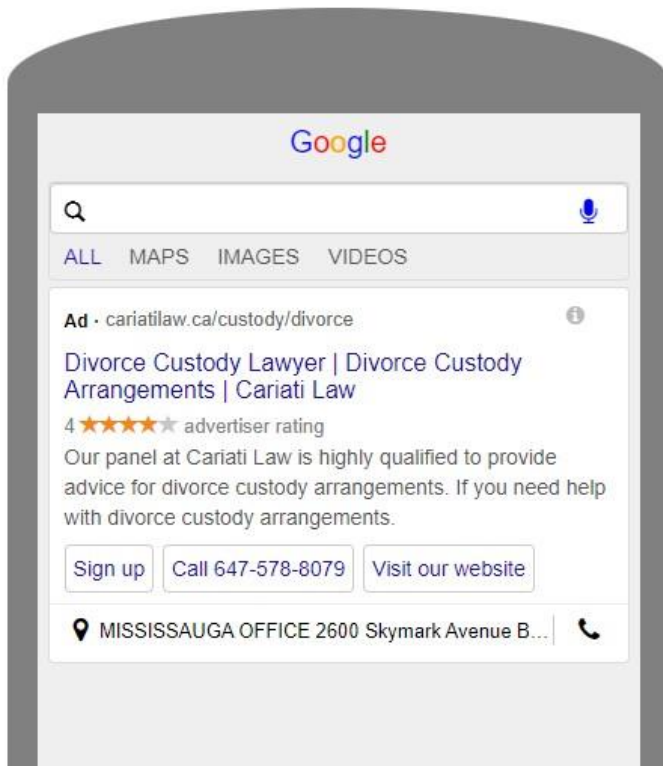


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2 Ad Variations for Ad Group 2:



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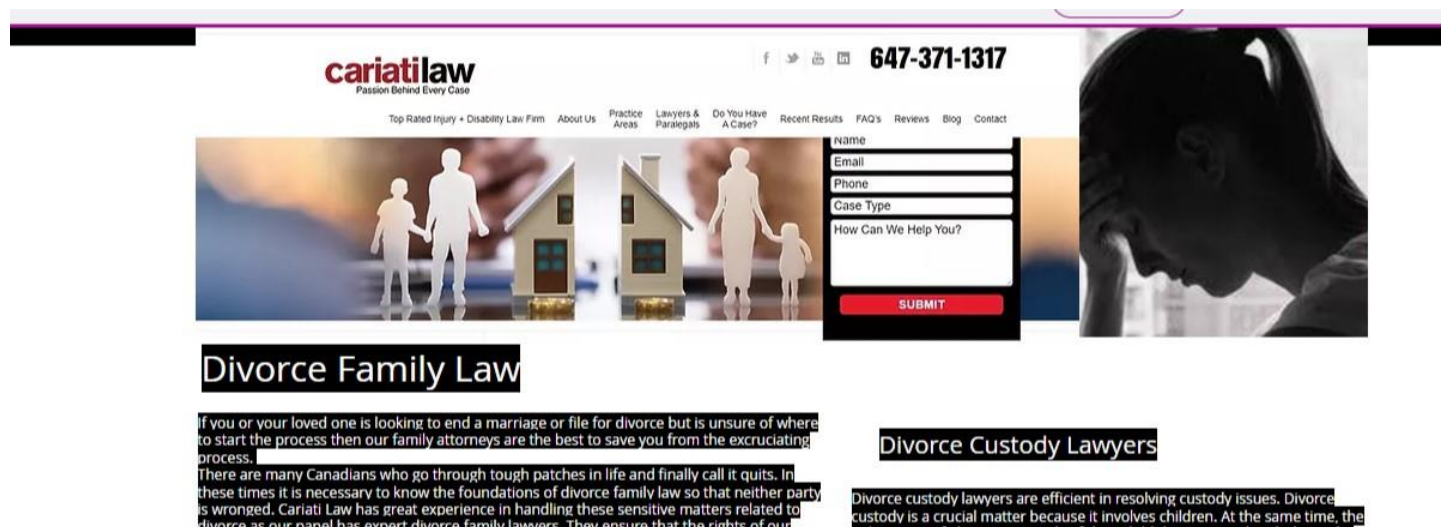
The second ad group focuses on the keywords “divorce custody” and “divorce custody arrangements”. This is specifically done to catch the attention of people who are searching custody related queries. The call to action is attached for a sign up for consultation and for direct calling as well.

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LANDING PAGE

Your campaign report is to include a screen shot and URL link for a landing page mockup. Explain your reasoning for the landing page design and copy to demonstrate conversion optimization and quality score best practices. Use Instapage, Unbounce or Wix to create the landing page mockup.

<https://ramshadurrani0205.wixsite.com/my-site-1>



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process.

There are many Canadians who go through tough patches in life and finally call it quits. In these times it is necessary to know the foundations of divorce family law so that neither party is wronged. Cariati Law has great experience in handling these sensitive matters related to divorce as our panel has expert divorce family lawyers. They ensure that the rights of our clients are protected and they go through minimal emotional and financial loss.

Sign up for a free consultation

Divorce Settlements

Divorce settlements are complicated and time-consuming. A qualified professional should handle all the complexities of divorce agreements.


Divorce Settlements

Divorce custody lawyers are efficient in resolving custody issues. Divorce custody is a crucial matter because it involves children. At the same time, the right partner fails to get custody of their child due to many loopholes in the case. To ensure you have full command of divorce custody arrangements, our experts work enthusiastically. Click on the button to connect to a lawyer now.




Do you need divorce custody?




MISSISSAUGA OFFICE
2600 Skymark Avenue
Building 12, Suite 103
Mississauga, Ontario
L4W 5B2



Call
TEL: 647-560-0859
FAX: 905-629-8041
TF: 1-888-629-8040





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The H1 tag is enabled. This has all the keywords. All the CTA's are activated.

BUDGET AND ROAS

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1. Monthly Search Volume of our keywords (get this from Google Keyword Planner) 2
2. . Estimated CTR (assume a starting CTR of 4% or from your existing data for the business or benchmark)
3. . Estimated average CPCs (\$3.25) (get this from Keyword Planner)
7. FORMULA: Monthly Search Volume X Estimated CTR X Estimated CPCs
•10,000 Monthly Searches x 4% = 400 Clicks • 450 Clicks x \$3.25 Estimated CPCs = \$13000
9. In this example, we would require a budget of approximately \$1,300 to capture 4% of monthly search volume

Monthly Search Volume * Estimated CTR * Estimated CPC * Conversion rate *
Average sale value=3000\$

- $10,000 * 4\% * 3.25 * 6\% = 3000$
- $234000 / 1300 = 180$

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Assume CTR of 4%

Assume conversion rate of 6%