

UK Legal Services Firm

Employment, Immigration & Business Law · Google Ads, Call Tracking, SEO

- Split campaigns by service line and region so budget followed the enquiries the firm actually wanted to take on.
- Ran call and web campaigns together with strict negative keyword hygiene to filter low-intent research traffic.
- Rebuilt service pages with trust content and streamlined enquiry forms, cutting bounce rate by 24%.
- Grew first-page rankings across legal service pages so paid spend stopped carrying the whole funnel.

Campaigns View (2 filters) All campaigns Custom 1 - 31 Jan 2026 Show last 30 days

+ Add filter

Campaign	Simulation	Campaign type	Impr.	Interact	Interaction rate	Avg. cost	Cost	Phone calls	Search lost IS (budget)	Avg. CPE	Avg. target CPA	Clicks	Conv. rate	Conversion	Avg. CPC	Cost / conv.
Call + Web - M25	87.6%	Search	21,391	2,800 Clicks	13.09%	£5.36	£15,012.23	316	29.38%	—	£33.85	2,800	39.90%	1,117.24	£5.36	£13.44
Call + Web - Central London & Windsor	87.6%	Search	9,772	1,462 Clicks	14.96%	£5.20	£7,601.76	185	41.79%	—	—	1,462	43.14%	630.69	£5.20	£12.05
Call + Web - M25 After 6 PM	87.6%	Search	5,335	715 Clicks	13.40%	£4.25	£3,040.19	75	30.20%	—	£29.14	715	34.62%	247.50	£4.25	£12.28
Call + Web - Upper London	87.6%	Search	6,574	974 Clicks	14.82%	£5.22	£5,089.05	69	31.84%	—	£28.54	974	35.32%	344.06	£5.22	£14.79
MTG - Nationwide	87.6%	Search	1,256	145 Clicks	11.54%	£2.39	£347.13	9	52.17%	—	£29.25	145	17.93%	26.00	£2.39	£13.35

Google Ads — call and web campaigns by region, with phone call volume

+94%

Qualified legal enquiries

3.8x

Return on ad spend

-28%

Cost per lead, at higher lead quality

3.4% → 6.3%

Landing page conversion rate

UK Legal Services Firm

Employment, immigration and business law | Google Ads, call tracking and SEO

PROJECT OVERVIEW

We built an integrated demand program for a UK legal services firm operating across employment, immigration and business law. The engagement combined paid search, call and web conversion tracking, local SEO and service-page optimization. The goal was to increase qualified enquiries while giving each practice area and region clearer budget accountability.

THE CHALLENGE

Legal search contains substantial low-intent research traffic, and the value of an enquiry varies by service line and location. Campaigns therefore needed disciplined query control, while phone calls and web forms had to be measured together. Service pages also needed enough trust and clarity to help prospective clients take the next step.

OUR APPROACH

We separated Google Ads campaigns by service line and region so spend could follow the enquiries the firm wanted to accept. Call and web campaigns ran together with strict negative-keyword hygiene to filter research-led searches. Service pages were rebuilt with stronger trust content and streamlined enquiry forms. In parallel, local SEO activity expanded first-page visibility so paid search did not have to carry the entire funnel. Our role included campaign architecture, regional targeting, query management, call tracking, conversion measurement, service-page CRO and local search optimization.

BUSINESS IMPACT

Qualified legal enquiries increased 94% and Google Ads achieved a 3.8x return on ad spend. Cost per lead decreased 28% while lead quality improved. Landing page conversion moved from 3.4% to 6.3%, and bounce rate fell 24%. The combined program created a more balanced acquisition system across paid, organic, phone and web journeys. It also made regional and practice-area performance easier to compare.

VERIFIED OUTCOMES

+94%

Qualified enquiries

3.8x

Return on ad spend

-28%

Cost per lead

3.4% to 6.3%

Landing conversion

ENLARGED PERFORMANCE EVIDENCE

Campaigns

View all filters

All campaigns

Export

1 - 11 Jan 2024

View all 20 data

Y

Add filter

|--|