

GOOGLE ADS (PPC) CAMPAIGN PROJECT

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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:

Running Search ads campaign with a goal of lead generation. The aim is to land people on the website looking for personal injury law firms. Initially, we moved with one campaign where two ad groups will be added. One ad group consists of all the exact match keywords, and the 2nd ad group consists of phrase match keywords type. With this strategy, we can analyze which keyword types give the best ROAs and which bidding type is more accurate.

Campaign Strategy, incentive/promotion	Campaign name: Cariati Law Search Ads Running ads on different keywords type where one ad group consists of an exact match and other phrase match keywords. Objective leads and goal is to increase website visits that converts in good inquiry https://prnt.sc/vrbwnuOk2aek
Objective and Goals	Objective of the campaign is lead generation where we can have the best ROAs in the budget set for this..
Call to Action (CTA)	The call-to-action (CTA) for the Cariati Law Google Ads PPC Search advertising campaign will be "Inquire Now."

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Conversion Action(s)	50% of clients who visit the website or ad are expected to be converted to leads <ol style="list-style-type: none">1. Thank you page2. PPC events for call tracking3. Lead generation extension4. Click and scroll event set to check behaviour

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

_Search_ads_with_exact_match: This ad group will use the daily budget of \$30 and run ads on seven different keywords. The aim is to check all the exact match search users who are only looking for some specific services.

Keyword planner screenshots: <https://prnt.sc/oiyowLQDnZTZ>

Keyword research with trends: <https://prnt.sc/k6E4-7H5FHpw>

Keyword research with google suggest: <https://prnt.sc/oRtff-F87K7s>

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AD GROUP 1: AD GROUP NAME HERE KEYWORDS with match types	SEARCH VOLUME (Canada)	COMPETITION	ESTIMATED CPC
Personal injury law firm	500	Low	1813.50
Personal injury lawyer	5000	higher	1480.20
Personal injury law firms near me	500	Low	658.63
Personal injury firms	50	Medium	935.74
Injury attorney	500	low	915.19
Injury lawyer	5000	medium	1548.21
accident and injury lawyers	50	Medium	1680.38
Negative Keywords: career careers employment hiring intern Interns internship internships job jobs recruiter recruiting resume resumes salaries salary	10000	medium	We can use these primary keywords. after this on daily basis we can add multiple negative keyword on basis of search terms We can add more sample keywords from the list.

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Ad Group 2: Name and Description

search_ads_law_firm: this ad group is for phrase match where we can have a chance of multiple search terms that will land on over ads and our website,

As new google ads update, phrase match almost works the same as broad match modifier

AD GROUP 2: AD GROUP NAME HERE KEYWORDS with match types	SEARCH VOLUME (Canada)	COMPETITION	ESTIMATED CPC
personal injury law firm	500	Low	1813.50
personal injury lawyer	5000	Medium	1480.20
personal injury law firms near me	500	Low	658.63
accident attorney	480	Low	1,361.43
personal injury law in canada	10 – 100	Medium	1,564.83
law firm in canada	100 – 1K	Low	101.03
car accidents lawyer	1K – 10K	Low	1,027.56
Negative Keywords:	50000	Medium	

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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:

Ad variation 1	
Landing Page URL	https://nabilahusseni12.wixsite.com/my-site-1
Display Page URL	www.bit.ly/personalinjury/lawfirm
Headline (30 character)	Personal Injury Lawyer
	Personal Injury Firms
	Personal Injury Lawyer Near Me
	Personal Injury Law Firm
	Accident and Injury Lawyers
Description (90 char)	Advice from a top Personal Injury Lawyer in Toronto Canada in 100% Free Case Evaluation.
	Experienced personal injury lawyers will fight for you free consultation at 647-560-0859.
Ad Variation 1 :	In Desktop: https://prnt.sc/YeuRmKUXsm71 In Mobile: https://prnt.sc/5fqi9_B6CHU8

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Ad variation 1	
Landing Page URL	https://nabilahusseni12.wixsite.com/my-site-1
Display Page URL	https://cariatilaw.com/injurylawfirm/cariatilawyer
Headline (30 character)	Personal injury Law in Canada
	Law Firm in Canada
	Cariati Accident Injury Law
	Accident Attorney in Canada
	Personal Injury Law Firm Near Me
Description (90 char)	Call to Cariati Lawyer for Personal injury Law, no-obligation, confidential consultation
	For accident and injury, call to Personal Injury Lawyer 24/7 – Sat & Sun appointments available
Ad Variation 1 :	In Desktop: https://prnt.sc/XJO0p2ihe-5r

2 Ad Variations for Ad Group 2:

Ad variation 2	
Landing Page URL	https://nabilahusseni12.wixsite.com/my-site-1
Display Page URL	https://cariatilaw.com/Cariati Law/Injury Law Firms

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Headline (30 character)	Cariati Personal Injury Law
	Injury Law Firms Near Me
	Personal Injury Lawyer
	Top Injury Lawyer in Canada
	Injury Attorney Near Me
Description (90 char)	Call Cariati Law to speak with an experienced personal injury Lawyer with 100% Free Case Evaluation
	Personal Injury Lawyer providing the best service with Free Consultations on all injury
Ad Variation 2 :	https://prnt.sc/u8djEEaBCXKT

Ad variation 2	
Landing Page URL	https://nabilahusseni12.wixsite.com/my-site-1
Display Page URL	https://cariatilaw.com/injurylawfirm/personalinjury
Headline (30 character)	Cariati Accident Injury Law
	Accident Attorney Near Me
	Personal Injury Law in Canada
	Auto Accident Lawyer
	Personal Injury Law Firm
Description (90 char)	Personal injury lawyers serving Mississauga, Toronto Call us right away at 647-560-0859

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	The best disability & personal injury lawyers at Cariati Law and get 100% Free Consultations
Ad Variation 2:	In Desktop: https://prnt.sc/inmTqwOIVJZA

LANDING PAGE

Your campaign report is to include a screenshot 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.

Landing Page Wix URL:

<https://nabilahusseni12.wixsite.com/my-site-1>

This landing page is made as per google ads landing page best practices.

There is also a lead form on the landing page that can help users to connect with us directly from the landing page.

Improve Quality score:

To improve the quality score, give proper weightage to the main keyword—for example, add keywords in the ad's title and description. Also added in the landing page H1 title and added in content. So, the keyword has proper integration and a good quality score.

We need to set a proper budget with these keywords and give good CPC bidding to the keywords. This will also help us to improve the quality score.

Why is the keyword's quality score important?

In simple terms, if the quality score is a good number of conversations and traffic is increased, CPC (cost-per-click) will decrease.

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BUDGET AND ROAS

Estimate a campaign budget and expected ROAS. Show your maths and define and use assumptions where needed.

- The campaign budget for the Cariati Law Google Ads PPC Search advertising campaign will be \$500 per month. The expected ROAS for the campaign will be 3:1.
- The campaign budget will be \$500 per month. Based on historical data, Cariati Law expects a 3% conversion rate from visitors to the landing page. With a \$500 monthly budget, the campaign should generate approximately 15 leads per month. If each lead is worth \$500, then the expected ROI for the campaign would be 3:1.

We can run different A/B testing to get best results out of this.