

<https://docs.google.com/document/d/163ep2VLfJTq-VF-3ek7s7wm59NkvRO71kMFshry7k60/edit?usp=sharing>

Google Ads Precampaign Report

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Company: The Patel Law Group | Site: www.PatelLegal.com

Company Overview

Client Overview

The Patel Law Group operates primarily in the fields of immigration, real estate, business transactions, asset protection, estate planning and administration, bankruptcy, family law, personal injury, civil litigation, and corporate law. Patel has between 11-50 employees, making it a smaller company. The company was founded in 2010 therefore is 11 years old.

Social Media Engagement

The clients at PLG collectively use all forms of social media (Facebook, Twitter, Snapchat, etc.) considering their target market is anyone who needs assistance legally within the realm of what was previously stated: immigration, real estate, etc. In saying this, the age demographic is fluid and mostly above the age of 18, therefore the target market engagement can expand throughout most platforms. PLG is active on Instagram, Facebook, LinkedIn, etc.

URL Information

[here]

Market analysis

Customers, Industry Overview, and Market Position (PLEASE ADD INDUSTRY OVERVIEW AND MARKET POSITION)

Current and potential customers consist of individuals, corporations, and other start-ups businesses, families planning to immigrate to the United States, and property owners.

Competition

Montes Law Group

Target Markets – Residents of DFW and Albuquerque, NM (aged 16+) dealing with any of the following legal circumstances:

- Vehicle Accidents
- Insurance Claims
- Neglect / Wrongful Care
- Wrongful Death
- Injury Claims
- Premise Liability

Din Law Group

Target Markets - United States residents and immigrants (aged 18+) undergoing any sort of struggle with the law such as:

- Requests for administrative closure
- Juvenile Cases
- Bond Hearings
- ICE Release Cases

Distinguishing Benefits and Seasonality

[input]

Current marketing

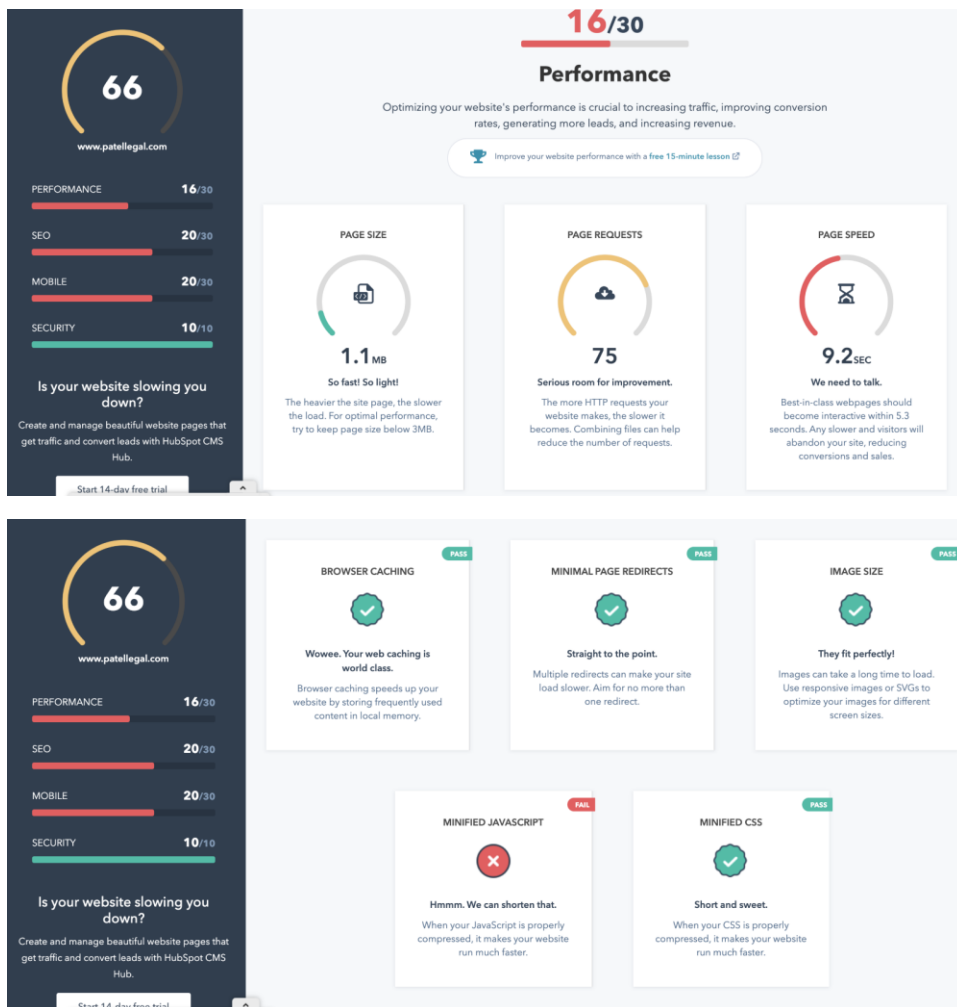
PLG utilizes its website as the main means of communication and obtaining information about themselves. Through this website you can see where they are located, contact them, make payments, read about the attorneys, etc.

Website Grader Overall Score 66/100

The Patel Law Group website scored about 2/3 of the possible points overall. It lost the most points in performance but had a perfect score in security. This website is acceptable but could be better.

Performance 16/30

There were a few things this website did well to minimize lag, such as browser caching and minimal page redirects, but this was the category the site did the worst in. Website Grader determined that there were too many HTTP requests, slowing down the site. They also claim that good websites should become interactive in 5.3 seconds or less, and the Patel Law Group site takes 4 more seconds than that to load. When the site takes almost 10 full seconds to load, it may frustrate potential consumers and cause them to bounce out of the site before they have seen anything. Website Grader also suggests shortening some of the JavaScript elements on the site.

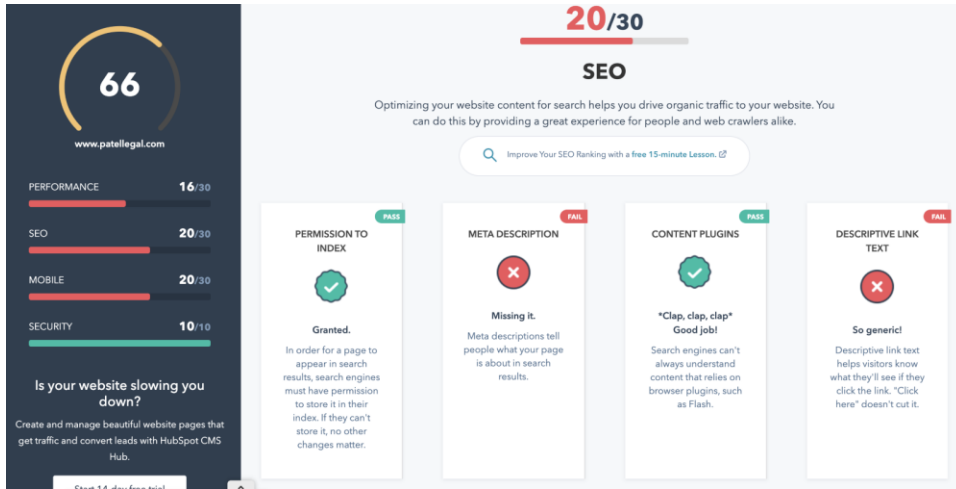


SEO 20/30

While going through the Patel Law Group website and SEO (Search Engine Optimization) results, we noticed that Patel did not have a meta description, as shown in the website grader. Instead, they had a long paragraph of what their services are. This is not SEO friendly. One suggestion was to create a brief meta description that is specific to what Patel offers for customers while keeping it interesting and creative. Besides, the description should include keywords. After reading the introduction on Patel Law Group's site, here is an example of a recommended meta description:

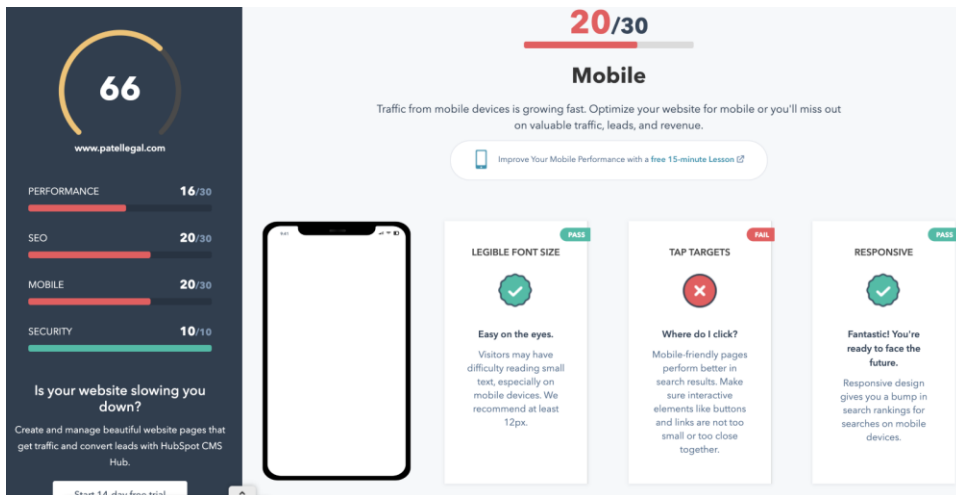
“Law Firm that specializes in Immigration, Litigations and Real Estate; we provide dallas lawyers that drive remarkable results to clients.”

Below is the descriptive link text I concluded on patellegal.com. As website grader stated, these texts are generic because there were no keywords included on the link text. Therefore, being more descriptive to link text for hyperlinks would be useful. For example, “click here” for PLG can change to “patellegal” or “PLG about” to make it descriptive. For “read here” can become “corporate law news”



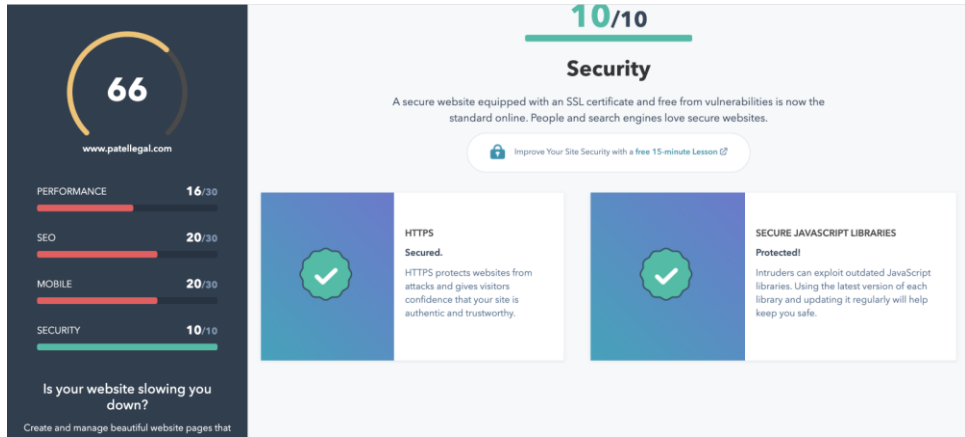
Mobile 20/30

Website Grader shows that PLG’s mobile responsive site failed to use button tap targets for links, buttons, viewports, and ads. In this case, the links or buttons are too small or too close together for a fingertip. As a result, the users may accidentally select a button they didn’t want to press, sending them to an undesired page. Creating good sized buttons is important, and PLG should pay more attention to it. To improve the tap targets score, Website Grader recommends that the space between tap targets be adjusted at least 2304 px² in size while remaining 8 px apart from one another.



Security 10/10

Website.grader.com indicates PLG’s Security has a perfect score (10/10) which is their best area so far.



Other Online and Offline Marketing

Conclusion (how does the Google Ads strategy fit in with the business)

- Proposed Google Ads Strategy (50 points): Campaign structure, sampling of keywords, text ad samples for at least 2 keywords in each ad group, budget, keyword bidding strategy. In this section you will also need to:

Campaigns	Ad Group	Keywords	Ads
Business	Real Estate Transactions	<ul style="list-style-type: none"> Real Estate lawyers Property lawyers Dallas 	<ul style="list-style-type: none"> Real Estate Lawyers – Get A Consultation Now <p>We Advance Real Estate Projects of All Types. First Consultation Free! https://www.patellegal.com/practice-areas/real-estate-transactions/</p> <ul style="list-style-type: none"> Best Property Law Firm in Dallas <p>70 years of property law experience. Now offering free consultations!</p>

			https://www.patellegal.com/practice-areas/real-estate-transactions/
	Business Transactions	<ul style="list-style-type: none"> • B2B law firm • Best business law firm Dallas 	<ul style="list-style-type: none"> • Dallas Business Law Firm– Start-Up Help PLG Provides Advice from Business Formation to Contract Negotiation. Call Now! https://www.patellegal.com/practice-areas/business-transactions/ • Experienced B2B Lawyers – Attorneys You Can Rely On Patel Law Group Supports Business Owners. Get A Consultation Now! https://www.patellegal.com/practice-areas/business-transactions/
	Estate Planning & Administration	<ul style="list-style-type: none"> • Estate administration • Estate planning lawyers near me 	<ul style="list-style-type: none"> • Estate Administration - Start Planning Now Feel confident in your estate with our experienced estate lawyers, call today! https://www.patellegal.com/practice-areas/estate-planning-administration/ • Dallas Estate Planning – Lawyers You Can Trust Feel Secure with Experienced Attorneys. Get Started Now. https://www.patellegal.com/practice-areas/estate-planning-administration/
Residential	Immigration	<ul style="list-style-type: none"> • H1B lawyer near me • Visa attorneys 	<ul style="list-style-type: none"> • Dallas H1B Lawyer – Get Assistance Now! Specialized Employment Immigration Lawyers Ready to Represent You. Learn More! https://www.patellegal.com/practice-areas/immigration/ • Visa Hunting? Look No Further. Patel Law Group has helped over 12K+ people get visas. Get yours today! https://www.patellegal.com/practice-areas/immigration/

	Family Law	<ul style="list-style-type: none"> • Divorce lawyers Dallas • Irving divorce lawyers 	<ul style="list-style-type: none"> • Dallas Divorce Lawyers – Attorneys You Can Trust Patel Law Group Resolves Disputes in The Most Expedient Way Possible. Learn More! https://www.patellegal.com/practice-areas/family-law/ • Irving Divorce Lawyers - Trustworthy Family Lawyers Minimize stress during your divorce with professional attorneys. Get represented now! https://www.patellegal.com/practice-areas/family-law/
	Civil Litigation	<ul style="list-style-type: none"> • Dallas litigation lawyers • Tax disputes attorneys Irving 	<ul style="list-style-type: none"> • Irving Tax Disputes Attorneys – Get Represented Now Experienced Lawyers Will Advocate for You. Get A Consultation Now! https://www.patellegal.com/practice-areas/civil-litigation/ • Litigation Lawyers In Dallas - Get A Consultation Now Experienced Attorneys Will Help You Resolve Disputes. Free Consultations! https://www.patellegal.com/practice-areas/civil-litigation/

Keyword bidding strategies:

Goals for Impressions/CTR:

Location targeting: **Dallas-Fort Worth Metroplex**

CPC: Drive traffic to Patel site.

Proposed success metrics:

	Google Ads campaign (40%)	Facebook Ads	Instagram Ads	LinkedIn campaign (20%)	Weekly Spend
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		campaign (20%)	campaign (20%)		
Week 1 (30%)	\$24 \$3.43 per day	\$12 \$1.71 per day	\$12 \$1.71 per day	\$12 \$1.71 per day	\$60.00
Week 2 (30%)	\$24 \$3.43 per day	\$12 \$1.71 per day	\$12 \$1.71 per day	\$12 \$1.71 per day	\$60.00
Week 3 (40%)	\$32 \$4.57 per day	\$16 \$2.28 per day	\$16 \$2.28 per day	\$16 \$2.28 per day	\$80.00
Total by Campaign	\$80.00	\$40.00	\$40.00	\$40.00	\$200.00

Other relevant information:

For Patel Law Group, we planned to run campaigns both on Google Search Network and social media **Owned Channels** (Facebook, Instagram, LinkedIn), using both **Organic and Paid Search** to maximize reach and increase awareness. **Facebook Creative Hub** and ads manager will be used for visual ads mockups along with suggested copies. Keywords bidding and consistent monthly reports are required to scale channels performance and monitor audience’s preferred contents. Insights and recommendations are presented on a monthly basis for bid adjustments for content refreshments.

As CPCs change monthly, we will utilize budgeting from low-high as end-of-month reaches. Example is shown below for ad budgeting. Besides, we include flex spend in case Patel Law Group has an expansion on their owned channels. Our goal is to receive low CPC with high engagements rate (4%), scaling with 25,000 impressions. Dallas-Metroplex is the focused target area. For campaigns, we set higher bids for two Ad Groups: **Real Estate Transactions** and **Immigrations** as these are Patel’s strongest field of practice. The rest of the Ad Groups will receive lower bids accordingly to the daily budget. Ad spending will have daily update to protect loss of spend and overspending of ads.

Average CPC for keyword is \$14.00 with a measured of 230 clicks on high desktop volume. Therefore, we set a goal of receiving 1.5% (CTR) of 375 clicks per 25,000 impressions. Awareness and Reach are the KPI for Patel Law Group in their marketing campaign. For paid search (Google), we set conversion rate as an additional metrics when scaling weekly success for campaigns beside spend, impressions, clicks, CPC, CTR and leads.

DAY OF MONTH	TOTAL BUDGET	FLEX SPEND	FACEBOOK/IG ACTUAL	LINKEDIN ACTUAL	TOTAL ACTUAL SPEND	PERCENT OF FLIGHT	PERCENT OF SPEND
1	\$5				\$0.00	3%	0.00%
2	\$5				\$0.00	6%	0.00%
3	\$5				\$0.00	10%	0.00%
4	\$5				\$0.00	13%	0.00%
5	\$5				\$0.00	16%	0.00%
6	\$5				\$0.00	19%	0.00%
7	\$5				\$0.00	23%	0.00%
8	\$5				\$0.00	26%	0.00%
9	\$5				\$0.00	29%	0.00%
10	\$5				\$0.00	32%	0.00%
11	\$5				\$0.00	35%	0.00%
12	\$5				\$0.00	39%	0.00%
13	\$5				\$0.00	42%	0.00%
14	\$5				\$0.00	45%	0.00%
15	\$5				\$0.00	48%	0.00%
16	\$5				\$0.00	52%	0.00%
17	\$5				\$0.00	55%	0.00%
18	\$5				\$0.00	58%	0.00%
19	\$5				\$0.00	61%	0.00%
20	\$5				\$0.00	65%	0.00%
21	\$5				\$0.00	68%	0.00%
22	\$5				\$0.00	71%	0.00%
23	\$5				\$0.00	74%	0.00%
24	\$5				\$0.00	77%	0.00%
25	\$5				\$0.00	81%	0.00%
26	\$5				\$0.00	84%	0.00%
27	\$5				\$0.00	87%	0.00%
28	\$5				\$0.00	90%	0.00%
29	\$5				\$0.00	94%	0.00%
30	\$5				\$0.00	97%	0.00%
31	\$5				\$0.00	100%	0.00%
TOTAL	\$155		\$0		\$0.00		0.00%

Figure 2.1: Monthly Budget and Reporting