

The Law Offices of Daniel A. Hunt lands more leads with a rejuvenated website and PPC campaign

THE CHALLENGE

The Law Offices of Daniel A. Hunt are California-based attorneys with 11 offices across the state. Focusing on estate plan creation, administration, and litigation, in addition to probate and conservatorships, the firm strives to provide valuable information and deliver quality representation.

The law firm came to 3 Media Web with an outdated website that offered a substandard user experience as a result of its unorganized content structure, too many site pages with too much text per page, broken videos, and more. The 3 Media Web team needed to update the design, streamline the delivery of content, and improve conversion.

In terms of the performance of their existing pay-per-click (PPC) program, the firm was also experiencing issues. In the legal industry working with a small budget is a challenge as other law firms will typically bid higher on keywords. They needed more conversions and to lower their cost per acquisition (CPA), and wanted to make sure tracking was working properly.

We collaborated with the Law Offices of Daniel A. Hunt to make sure we were crafting a digital experience that was effective in meeting all of their goals.

The new site offers a fresh, clean design and organizes content to showcase the law firm's areas of practice. It also offers their clients an easy-to-navigate website full of helpful resources.



Our website is performing phenomenally well. The number of users has doubled since the new design. We are also seeing a higher number of conversions.

STACY GROW

Director of Marketing &
Client Experience at DH Law



THE SOLUTION

Building off our conversations during the discovery phase and beyond, our team worked to create a brand new website for our client, which served as a great foundation for the new PPC campaign. We delivered a site that allows visitors to easily find the information they seek. Aesthetically, the new design more accurately reflects the expertise of the firm—while also providing a vastly improved site architecture and user experience.

All of the pages on the new site were re-written by the client. We applied our new site design parameters to this refreshed content to ensure ease of reading and scanning. We also imported the existing blog posts and updated them to match the new styling. The future-proofed design makes it easy for the law firm to update and add information as the firm grows and evolves.

Since the firm is dedicated to helping people, an important aspect of the site was creating an easy-to-use resource section for the multitude of assets the firm shares with its audience. The new resource area makes it simple for people to locate the information they want among the library of educational videos, an informative FAQ section, events, referrals, and more. Drag-and-drop functionality makes it straightforward for the firm to manage asset admin.

Soon after the site launched, we began working with the law firm on a PPC strategy. As with any account and budget, the goal was to determine the foundation of keywords that will perform every month. Even with a limited budget and competing against other firms for keyword traction, we quickly saw results, generating more conversions for less money. We pride ourselves in being able to achieve more with a smaller budget than other agencies can with more resources. That combined with the speed with which we got positive results has made the PPC campaign a win for the law firm.

The processes and systems are well-thought-out and work effectively. As a result, projects run very smoothly, creating a superior level of client service. Everyone with whom we've worked has been helpful and knowledgeable.

STACY GROW

Director of Marketing &
Client Experience at DH Law

THE RESULTS

- **Vastly improved user experience.** The Law Offices of Daniel A. Hunt immediately realized the benefits of having a more organized website that makes it easier to provide their clients with information.
- **Impactful resource section creates engagement.** The newly redesigned resources area of the website serves site visitors the information they seek. Tabbed categories, color-coding, and key FAQs help provide folks with the valuable insight they are looking for.
- **More engagement and conversions.** The new PPC campaign has delivered better conversions and lowered cost per acquisition, both of which were the law firm's goals for the program.



January to March (before working with 3MW)

Click-Through Rate (CTR): 2.84%

Conversions: 20

CPA: \$305

June to August

Click-Through Rate (CTR): 5.97%

Conversions: 47

CPA: \$91