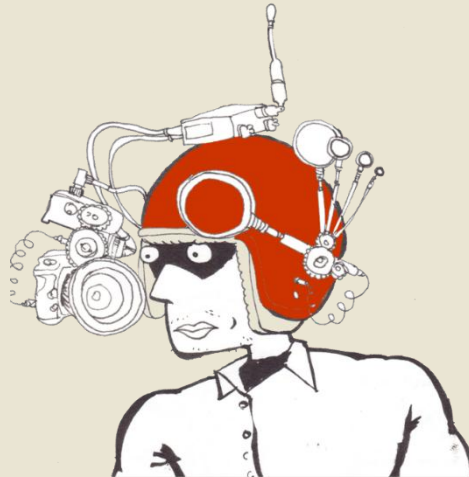


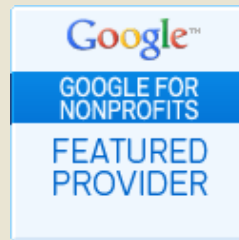
How Not To Lose Your Shirt With Online Advertising



Legalex May 2014

About Us

- Search Star Ltd was established in August 2005
- There are 15 Account Managers - all Google Advertising & Analytics Professionals
- We buy profitable traffic efficiently, effectively & accountably for ambitious legal clients
- No SEO, no affiliate, no email, no web-design...just PPC & online ad buying



Some Current Legal Clients...



Testimonials

"We've worked with Search Star for over 5 years. We were initially sceptical having been disappointed by agencies who over-promised. Search Star have delivered developing our PPC channel into a real business driver. We are delighted with them and warmly recommend them."

Mike Dempsey

Finance Director

Pattinson Brewer



Testimonials

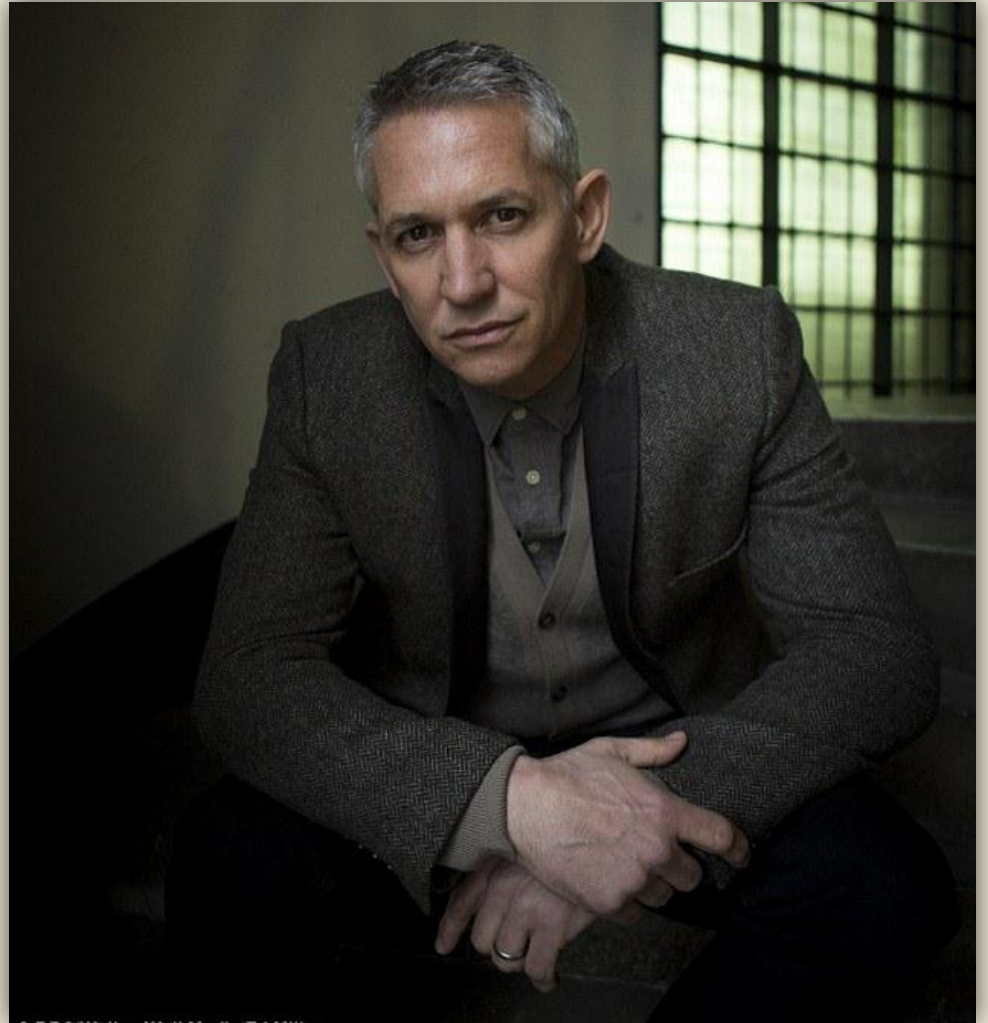
"We've worked with Search Star since 2006 and they have always delivered for Withy King. Their work has transformed Withy King's Clinical Negligence practice from a leading regional to a national practice with one of the leading UK teams."

Alison Woodhead
Head of Marketing
Withy King



Why PPC?

PPC =



People Don't Click On Ads

- 94% of searchers click on the organic results vs. 6% on the PPC ads
e.g. "Bin collection day", "Prince George", "Weather in London" & "Directions to Excel"
- 65% of "high commercial intent" searches click on PPC ads vs. 35% for organic results
e.g. "50L Brabantia bin bags", "George commemorative mug", "Ladies Burberry raincoat" & "Hotels near Excel"

(Source: GroupM & Econsultancy 2012 & Wordstream 2012)


Q. Top Search Phrase of 2013?

PAUL WALKER

Web Images News Videos Maps More Search tools

About 286,000,000 results (0.31 seconds)

News for PAUL WALKER

 [Paul Walker races Mustang in trailer for Brick Mansions released 3 months after death](#)
Daily Mail - 5 days ago
A new trailer for Brick Mansions has been released - the final film Paul Walker completed before his tragic death in November.

[Watch Paul Walker and David Belle in new Brick Mansions trailer](#)
The Independent - by Jess Denham - 4 days ago


[Watch clip of Fast and Furious 7 star Paul Walker's final film, Brick Mansions](#)
Mirror.co.uk - by Danny Walker - 5 days ago

[Paul Walker - Wikipedia, the free encyclopedia](#)
en.wikipedia.org/wiki/Paul_Walker
Paul William Walker IV (September 12, 1973 – November 30, 2013) was an American actor, model and philanthropist. Walker began his early career ...
Hours - Pawn Shop Chronicles - Brick Mansions - Varsity Blues

[Paul Walker - IMDb](#)
www.imdb.com/name/nm0908094/
Paul Walker, Actor: The Fast and the Furious. Paul William Walker IV was born on September 12, 1973, in Glendale California. He began acting when he was ...

[Paul Walker dead - News, views, gossip, pictures, video - Mirror Online](#)
www.mirror.co.uk/all-about/paul%20walker%20dead
6 days ago - Fast & Furious actor Paul Walker was killed in a car crash on 30 November 2013. He was travelling as a passenger in a Porsche when it hit a ...

[Paul Walker | Facebook](#)
https://en-gb.facebook.com/PaulWalker
Paul Walker. 25499079 likes · 910558 talking about this. The official Facebook fan page for actor Paul Walker, run by Team PW. Follow the Team's updates on ...

 More images


Paul Walker

Actor

Paul William Walker IV was an American actor, model and philanthropist. Walker began his early career guest-starring in several television shows such as The Young and the Restless and Touched By An Angel.
Wikipedia

Born: September 12, 1973, Glendale, California, United States
Died: November 30, 2013, Valencia, California, United States
Siblings: Caleb Walker, Ashlie Walker, Amie Walker, Cody Walker
Parents: Cheryl Walker, Paul Walker III
Children: Meadow Rain Walker

Movies



64.6% of Commercial Search goes PPC

The screenshot shows a Google search for "clinical negligence solicitors". The search bar is at the top with the Google logo on the left and a search button on the right. Below the search bar are navigation tabs for "Web", "News", "Maps", "Images", "Shopping", "More", and "Search tools". The search results are displayed below, with a note that there are "About 345,000 results (0.38 seconds)".

The results are divided into two columns. The left column contains organic search results, and the right column contains paid search results (PPC). Two red rounded rectangles highlight specific areas: one on the left column highlighting the first three organic results, and one on the right column highlighting the first three paid results.

Organic Results (Left Column):

- Clinical Negligence Claim - IrwinMitchell.com**
Ad www.irwinmitchell.com/Medical 0333 257 0634
4.6 ★★★★★ rating for irwinmitchell.com
Claim for **Clinical Negligence** With Irwin Mitchell Solicitors. Call Now
Client Stories Lung Cancer Claims
Email Us Now How We Can Help You
- Negligence Solicitors - PatientLawyers.com**
Ad www.patientlawyers.com/Medical
Expert Lawyers - Vastly Experienced In Handling Negligence Claims.
- Clinical Negligence Solicitors**
Ad www.medicalaccidentexperts.co.uk/
Trust The Clinical Injury Experts. Get The Compensation You Deserve!
Rated by Super Lawyers - Missed Diagnosis Claims - How To Make A Claim

Paid Results (Right Column):

- Clinical Negligence Solicitors**
www.clinicalnegligenceteam.co.uk/
UK's Leading Medical Negligence Team for 30+ Years. No Win No Fee.
- Clinical Negligence Claim**
www.lees.co.uk/Solicitors
0800 387927
Do You Have a Potential Claim?
Call Now or Enquire Online Today.
- Lawyer Negligence?**
www.boltburdonkemp.co.uk/
Failings By a Legal Professional Are Frustrating. Call For Our Help.
- Negligence Solicitors**
www.yourdispute.co.uk/Prof-Negligence
Expert Negligence Solicitors - Your Dispute. Call The Specialists Today
- Victim of NHS Negligence?**
www.gadsbywicks.co.uk/Negligence
The Medical Negligence Specialists
100% No Win No Fee Guaranteed
- Clinical Negligence Claim**
www.asons.co.uk/Clinical_negligence
Suffered From Clinical Negligence?
Speak To Our Expert Solicitors Now



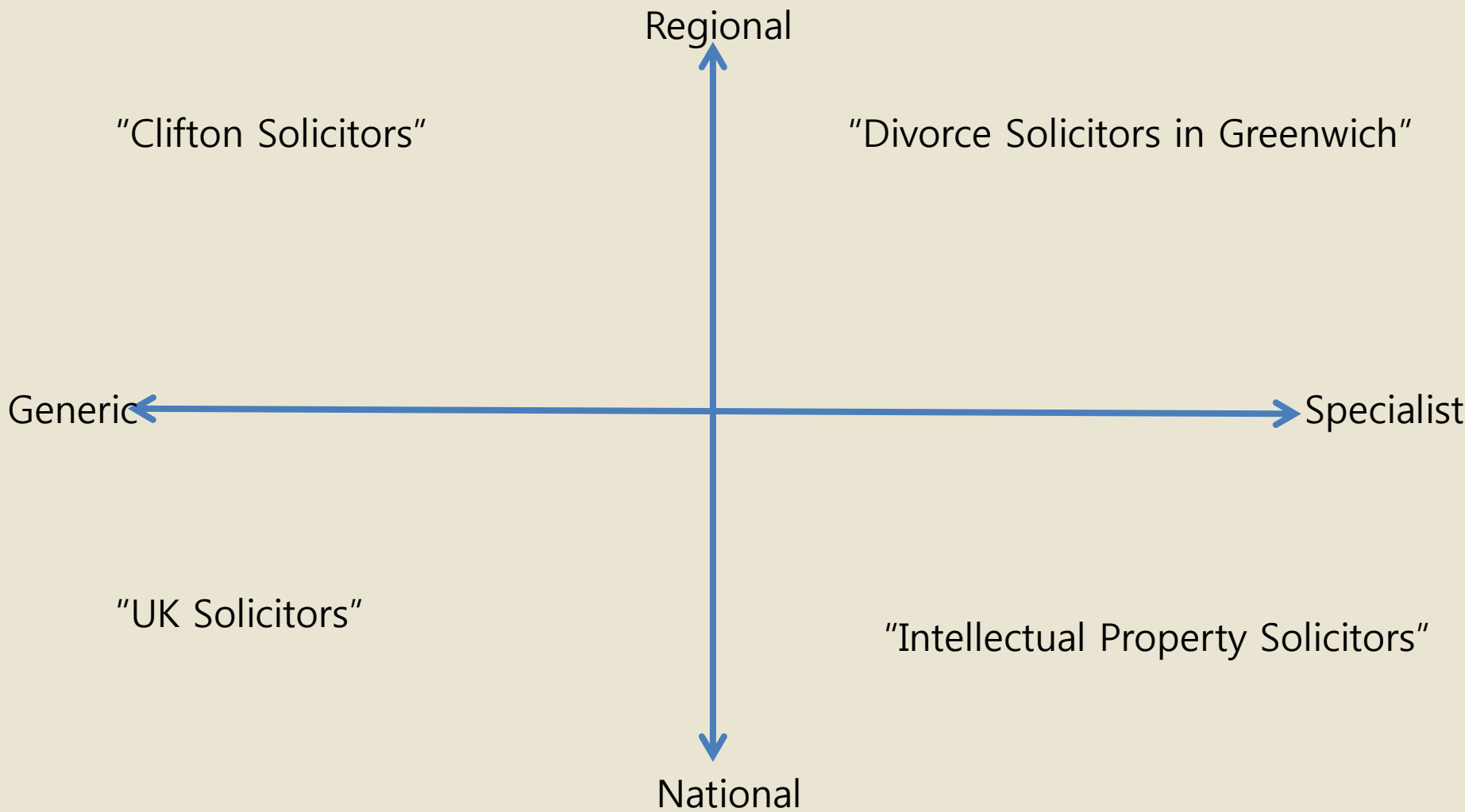
10 Top Tips for Legal ROI



1. Get a great website

The screenshot shows the homepage of the Clinical Negligence Team website. At the top, the logo 'cn CLINICAL NEGLIGENCE TEAM' is on the left, and the phone number '0800 923 20 79' is in the center. Two search boxes are on the right: 'SEARCH THE SITE' and 'SEARCH OUR BLOG'. A navigation menu below the header includes 'HOME', 'ABOUT US', 'MAKING A CLAIM', 'RECENT CASES', 'CHANGING LIVES', 'USEFUL INFO', 'CONTACT US', and 'BLOG'. The main content area features a large yellow circle with a quote: 'This team is experienced, and excellent at what it does.' attributed to Chambers Legal Directory. To the left of this circle, the text reads 'CLINICAL NEGLIGENCE ISSUE? MEDICAL OPINION YOU CAN TRUST'. Below this, there are links to 'DOWNLOAD our free guide on making a claim' and 'FUNDING A CLAIM - click to find out how'. On the right side, there is a 'CALLBACK ENQUIRY' form with fields for 'Your Name', 'Your email', 'Best time to call?' (a dropdown menu), and 'Telephone number', followed by a 'Send request' button. Below the main content, there are four case highlights, each with a quote and a compensation amount: 1. 'The Team gave us peace of mind throughout the case' (no amount shown). 2. '£300,000 Erb's Palsy Compensation awarded to child who suffered Erb's Palsy due to negligence at the time of his birth'. 3. '£100,000 Injury to mother during childbirth Compensation for mother for injuries due to undiagnosed Ogilvie's Syndrome'. 4. '£295,000 Fatal claims and Inquests Compensation paid to wife of patient who died due to delayed diagnosis of pulmonary embolism'. At the bottom, there are two sections: 'TRUSTED AND ACCREDITED' featuring the Specialist Clinical Negligence Panel logo, and 'OUR CASE BOOK BY CLAIM TYPE' with a list of claim types: Meningitis, Missed Diagnosis of Strep B, Injury to mothers during childbirth, and Claims for children. There are also small images of a doctor and a person in a wheelchair.

2. Be Fussy - Play to Your Firm's Strengths



2. Be Fussy – Target Action Orientated Search

Solicitor X spent £29,277 on 51 leads - March 2013 to April 2014

Lead Generation Phrases

claim against the nhs
cauda equina solicitors bristol
solicitors dealing in misdiagnosis bradford
medical negligence solicitors
solicitors for medical negligence fareham
medical negligence against the nhs
medical negligence solicitors in burnley
cheap solicitor for medical negligence
medical negligence claims
solicitor to sue hospital

Top 10 Cost Phrases

cauda equina syndrome
third degree tear
misdiagnosis of cancer
necrotising fasciitis
3rd degree tear
cancer misdiagnosis
4th degree tear
birth injury signs
mrsa infection
claiming from nhs

3. Get Granular: Campaigns, Ad groups & Keywords

Client X has campaigns to cover:

- Generic search phrases
- Regional targeting
- Specialist service areas

Campaigns

- Each campaign contains 30+ ad groups
- All relevant search areas covered

Ad groups

- Tight keyword clusters in ad groups
- Exact match wherever possible
- Use Broad Match Modified if necessary but with monitor for negative keywords
- Test 2+ relevant ads per ad group



Ad group
• Birth Injury Advice
• Birth Injury Claims
• Birth Injury Compensation
• Birth Injury Lawyers
• Birth Injury Negligence
• Birth Injury NWNF
• Birth Injury Solicitors
• Birth Injury Sue
• Brachial Plexus CC
• Brachial Plexus LS
Brain Damage CC
Brain Damage LS
• Cerebral Palsy CC
• Cerebral Palsy Lawyers
• Cerebral Palsy Solicitors
• Cerebral Palsy Sue
• Erbs Palsy Claims
• Erbs Palsy Compensation
• Erbs Palsy Core
• Erbs Palsy Lawyers
• Erbs Palsy Solicitors
• Erbs Palsy Sue
• Horners Syndrome CC
• Horners Syndrome LS
• Obstetric CC
• Obstetric LS
Shoulder Dystocia CC
• Shoulder Dystocia LS
• Spastic Cerebral Palsy CC
• Spastic Cerebral Palsy LS

4. Make Ad Copy Cut Through

Locations

[Personal Injury Solicitor](#)

www.jcp-injury-law.co.uk/Solicitors

Wales' Leading **Personal Injury** Firm

100% Compensation - No Win No Fee.

Client
Quotes

[Medical Negligence Solicitors](#)

www.clinicalnegligenceteam.co.uk/

"Excellent in All Respects. A First

Class Service & Highly Recommended"

Sitelinks &
Reviews

Ads related to **medical accident experts** ⓘ

[Medical Accident Claims | National-Accident-Helpline.co.uk](#)

www.national-accident-helpline.co.uk/

★★★★★ 766 reviews for national-accident-helpline.co.uk

Medical Negligence Claims Experts. 20 Years Experience - No Win No Fee

Medical Negligence Solicitors
Medical Negligence

Dental Negligence
Compensation Calculator

5. Google is going Social

John Lewis Home Insurance - johnlewis-insurance.com

Ad www.johnlewis-insurance.com/Home ▼

Save 20% when you Buy Online. Minimum Premiums apply.

Which? Recommended Home Insurance Provider 2013 – Which?

Choose Premier Home Cover - Get A Home Cover Quote

PPC Agency | search-star.co.uk

www.search-star.co.uk/

★★★★★ 49 reviews for search-star.co.uk

Top Notch Campaigns & Exceptional Results for Happy Clients!

PPC for Ecommerce - PPC for Lead Generation - Free PPC Review - Get in Touch

Bath's Leading Solicitors - Solicitors in Bath Offering Expert

www.withyking.co.uk/Bath

★★★★★ 49 reviews for withyking.co.uk

Personal & Commercial Legal Advice

Top Ranked By Chambers 2012

Commercial Legal Advice

Personal Legal Advice

Contact a Solicitor in Your Area

uSwitch® - Official Site - Save Up To £420 With uSwitch.

www.uswitch.com/

★★★★★ 99 reviews for uswitch.com

Start Comparing & Saving In Minutes

115 people +1'd or follow uSwitch

Home Energy Deals - Save £450+

Save £150+ On Gas Only Tariffs

Mobile Phone Deals - From £15

Save £400+ On Electricity Rates

Broadband Deals - From £2.99

Free Solar Panels For Your Home

6. Don't forget Yahoo & Bing

The screenshot shows a Bing search results page for the query "medical negligence solicitors". The search bar at the top shows the query and a magnifying glass icon. Below the search bar, it indicates "5,320,000 RESULTS" and provides options to "Narrow by language" and "Narrow by region". The results are categorized into "Ads" and "Organic".

Ads:

- Medical Negligence Claims** (National-Accident-Helpline.co.uk): Claim No Win No Fee Compensation. Specialist Negligence Solicitors.
- Medical Negligence Claims** (Claimhelpline.co.uk/MedicalExperts): Suffered from Medical Negligence? Let Us Help - 19 Years Experience
- Medical Negligence Claims** (www.MedicalAccidentExperts.co.uk): Trust The Medical Accident Experts. 100% Compensation - No Win No Fee.
- Medical Negligence Advice** (Clinical-Negligence-Helpline.co.uk): Top Medical Negligence Solicitors Help You Get 100% Compensation!

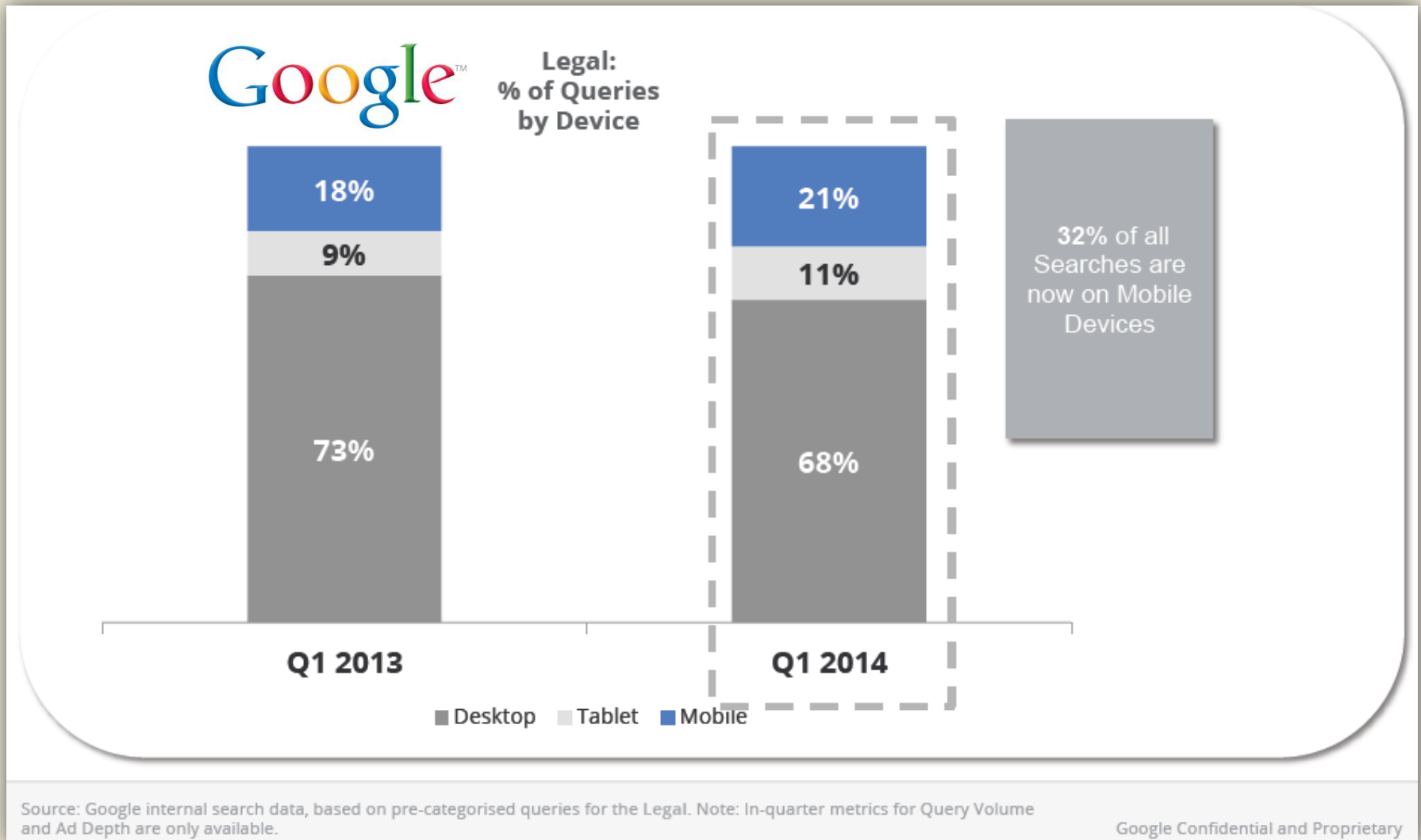
Organic:

- Medical Negligence Claim** (www.clinicalnegligenceteam.co.uk): Suffered from Clinical Negligence? Claim 100% Compensation - Call Now.
- Negligence Solicitors** (Clinical-Medical-Negligence.co.uk): Injured? We're Here To Help. Call Our Experienced Claims Team.
- Medical Negligence Claim** (Solicitor.injuryclaim.uk.com): Whats Your Medical Negligence Claim Worth? Find Out in 30 Secs Online

Source	Clicks	CTR %	Avg. CPC	Client Cost	Avg. Pos.	Leads	Cost/Lead
Google	7,185	1.40%	£5.96	£42,820.55	3	363	£117.96
MSN	1,371	1.98%	£4.09	£5,605.91	1.9	71	£78.96
Total	8,556	1.47%	£5.66	£48,426.46	2.1	434	£111.58

Source: Legal Client X,Y & Z Jan-Sep 2013

7. Don't miss out on Mobile



8. Remarketing

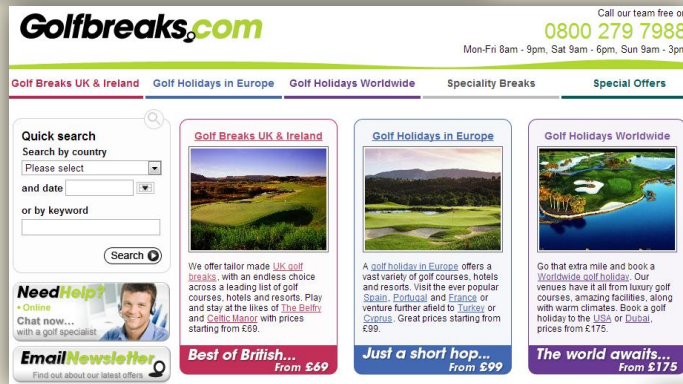
www.Golfbreaks.com - Great Choice and Expert Service.

www.golfbreaks.com/

Golf Breaks from £69. Enquire Now!

Save up to £400 on Your 2013 Break
European Golf Holidays from £99
Celtic Manor - Save £40


Sunday Saver Golf Breaks
All Inclusive Golf Breaks from £305
UK Golf Breaks from £69



Golfbreaks.com Call our team free on 0800 279 7988
Mon-Fri 8am - 9pm, Sat 9am - 6pm, Sun 9am - 3pm


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Search by country
Please select
and date
or by keyword

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• Online
Chat now...
with a golf specialist 

Email Newsletter
Find out about our latest offers


Golf Breaks UK & Ireland



We offer tailor made UK golf breaks, with an endless choice across a leading list of golf courses, hotels and resorts. Play and stay at the likes of **The Belfry** and **Celtic Manor** with prices starting from £69.

Best of British... From £69


Golf Holidays in Europe



A golf holiday in Europe offers a vast variety of golf courses, hotels and resorts. Visit the ever popular Spain, Portugal and France or venture further afield to Turkey or Cyprus. Great prices starting from £99.

Just a short hop... From £99

Golf Holidays Worldwide



Go that extra mile and book a Worldwide golf holiday. Our venues have it all from luxury golf courses, amazing facilities, along with warm climates. Book a golf holiday to the USA or Dubai. prices from £175.

The world awaits... From £175



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UK     

Search trends: Obama v Romney | 4G | Facebook

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competitions dating eBay horoscopes jobs lottery mobile money deals property #socialvoices special promotions

4 October 2012 Last updated at 4:27 PM Bath, England | 15°/10° °F °C 10 day Edit



Hodgson apologies to Rio over Tube chat

England manager says sorry to Rio Ferdinand after telling a stranger on a London Underground train the player was out of the squad

Live Europa League:
• 6pm KO - Panathinaikos vs Spurs



GOLF BREAKS IN EUROPE

EARLY BIRDIE

Golfbreaks.com

9. Content & Display - Beware

www.guardian.co.uk/law/series/guardian-legal-network

Sign In Microsoft adCenter HSBC Bank UK Google AdWords: A... Search Star > Log In RoomWizard (TM) My Client Centre Internet Marketing S... Pearfinders N

comment from barristers and solicitors practising in the field of welfare, housing, landlord and tenant and public law

UK from European court leaves publicly funded authorities threatened with litigation from all sides

12 comments

1 2 3 4 5 Next

1-15 of 146 for Guardian Legal Network

Open Society blog

Experts from the Open Society blog on human rights, justice and accountability

OPEN SOCIETY FOUNDATIONS

Legal Search

Project Manager Greater London | C £45,500 - £65,000 + benefits LEGAL SERVICES BOARD

www.expertlaw.com/forums/forum.php?c=c90d32bbc8e5a63d6429d6fd0f05cc13

Sponsored Search L... Microsoft adCenter + clipboard Cheap Laptops, Co... Facebook still for... In The Plex searche... Main Page - GigaPa... Products Feed Speci...

our first visit, be sure to check out the FAQ by clicking the link above. You may have to register before you can post: click the register link above to proceed. To start viewing messages, select the forum that you want to visit selection below.

the ExpertLaw forums.

Threads / Posts	Last Post
Accidents and Injuries Information about personal injury claims, including car accidents, professional negligence, premises liability and animal attacks.	Threads: 2,076 Posts: 10,124 Traffic Accidents: Sued Over an Accident by jk Yesterday, 04:37 PM
Civil Rights Violations Violation of personal rights guaranteed and protected by the Constitution.	
Defamation, Slander And Libel The law of defamation, libel and slander.	Threads: 1,741 Posts: 8,259 Defamation: South Carolina-Lawsuit... by Brandzzz Today, 07:40 AM
Employment Discrimination Legal and practical issues involved in discrimination and harassment claims.	
Malpractice Law Legal issues relating to professional negligence, including medical malpractice, legal malpractice, nursing home neglect and negligence of other professionals.	Threads: 1,140 Posts: 6,070 Medical Malpractice: Denied Access to Medical... by Mr. Knowitall Today, 07:52 AM
Worker's Compensation Law Workplace injuries and worker's compensation claims are discussed in the Worker's Compensation Forums.	
Business Law Legal issues relating to starting, owning, and operating a business.	Threads: 1,732 Posts: 6,040 Starting a Business: Using the Same Business Name... by Steve6770 Yesterday, 02:14 AM

Ask a Solicitor Online
Law.JustAnswer.com/UK
A Lawyer Will Answer in Minutes
Questions Answered Every 9 Seconds.

After The Event Insurance
www.benchmarkinsurance.co.uk
Benchmark - better for your client...better for you! For PI insurance

RECOMMENDED HOTELS

CHELTENHAM Cotswold Grange From £67 BOOK	CHELTENHAM The Greenway ... ★★★★ From £99 BOOK	CHELTENHAM Cowley Manor ★★★★ From £130 BOOK
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LateRooms.com

Ads by Google

Family barrister
Direct and reasonably priced access to experienced family lawyer
direct-family-barrister.co.uk/

Ask: Citizen's Advice
A Solicitor Will Answer You Now! A Question is Answered Every 9 Sec.
Law.JustAnswer.com/Bureau

Looking for Solicitors?
Dependable, Experienced Solicitors. For Professionalism & Value.
jackmccannsonballymena.co.uk

10. Achievable Cost Per Lead?

Personal

- "Solicitor in xxx": £25-£100 per lead
- "Divorce Solicitors in xxx": £50-£200 per lead
- "Will dispute solicitor": £70-£230 per lead

Negligence

- Medical: £60-£200 per lead
- Birth Injury: £150-£600 per lead
- Professional: £80-£300 per lead

Commercial

- £60-£200 per lead

Source: Search Star clients 2014

Summary & Next Steps

Summary

- Legal PPC is increasingly complex
- Are you getting value & outperforming the PPC “herd”?

Next Steps

- Work With Us? Our Fees? Typically greater of £495 per month or 15% of spend

