Google Ads Playbook For PI Law Firms

What It Is

The **Google Ads Law Firm Campaign Playbook** is a structured approach to setting up, managing, and measuring Google Ads campaigns for law firms. The playbook covers strategies for bottom, middle, and top of the marketing funnel, enabling firms to reach clients at different stages of their journey with tailored campaigns.

Why It Matters

- Prioritizes high-intent campaigns for better ROI

- Aligns marketing efforts with client decision stages

- Provides a repeatable structure for tracking and scaling success

- Enables strategic budget allocation across campaign types

1. Campaign Types & Budget Allocation

Bottom of Funnel (High Intent)

🎯 **Objective**: Capture leads from users actively searching for your firm or services.

- **Branded Search**
  - Bid on firm name + variations
  - 📍 Target: "ABC Law Firm," etc.
  - 💰 Budget: High

- **Retargeting (YouTube & Display)**
  - Show ads to past visitors and ad engagers
  - 📍 Target: Website traffic, ad viewers
  - 💰 Budget: Moderate
  - 📊 KPIs: Impression share, lead volume via forms, calls, or chat

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Middle of Funnel (Consideration)

🎯 **Objective**: Engage prospects familiar with legal services but not your firm.

- **Local Service Ads (LSAs)**
  - 📍 Target: "lawyer," "injury attorney," etc.
  - 💰 Budget: High

- **Non-Branded Search**
  - 📍 Target: "personal injury lawyer near me" (add brand keywords as negatives)
  - 💰 Budget: Competitive allocation based on practice area

- **Dynamic Search Ads**
  - 📍 Target: Practice area pages (add brand keywords as negatives)
  - 💰 Budget: Medium

- **Performance Max**
  - Use only after above campaigns are performing well
  - 📍 Target: Segmented by lead type (calls, forms) + (add brand keywords as negatives)
  - 💰 Budget: Low
  - 📊 KPIs: Cost per lead, lead volume, conversion rate

Top of Funnel (Awareness)

🎯 **Objective**: Build brand visibility among future potential clients.

- **Non-Branded Informational Search**
  - 📍 Target: "what to do after a car accident" (add brand keywords as negatives)
  - 💰 Budget: Low

- **YouTube & Display Prospecting**
  - 📍 Target: Demographics, interest-based
  - 💰 Budget: Moderate
  - 📊 KPIs: Page views, sign-ups, engagement metrics

2. Audience Targeting

- **Demographics**: Adults 25–65, segmented by income where relevant
- **Location**: 3–5 mile radius / radii around office(s) + statewide (budget and goals permitting)
- **Device**: Monitor device performance (particularly on mobile)

3. Keyword Strategy

- **Keyword Types**:
  - Practice Area + "Lawyer" (e.g., "car accident lawyer")
  - Location-Specific (e.g., "injury attorney near me")
  - Informational (e.g., "what to do after a hit and run")

- **Negative Keywords**: Filter out irrelevant terms (e.g., "jobs," "salary," "free")

4. Ad Copy & Landing Pages

- **Ad Copy**:
  - Highlight USPs (e.g., "Free Consultation," "No Fee Unless You Win")
  - Use strong CTAs (e.g., "Call Now," "Get Help Today")

- **Landing Pages**:
  - Ensure message match (e.g. motorcyle accident keywords should be driving to a motorcycle accident landing page) and fast loading
  - Include clear contact CTAs (click-to-call, forms, chat)
  - Include trust signals (client reviews, testimonials, case results, etc.)

5. Tracking & Optimization

- **Tracking**:
  - Monitor form fills, calls, and chat engagements
- **Optimization**:
  - Run A/B tests (copy, bid strategy, audience)
  - Adjust based on cost-per-lead, CPL trends, and conversion data

Conclusion:

This playbook is a valuable guide for law firms aiming to optimize their advertising efforts across the marketing funnel. By strategically managing budget allocation, targeting, and performance tracking, this playbook enables firms to attract, engage, and convert clients at different stages of their journey.

Adapting these tactics based on data insights will help law firms enhance ROI, drive qualified leads, and support long-term growth. Access the full account structure and details in the Google Sheets link provided.

[Here is the link to the full account structure playbook in Google Sheets format.](#)

Any questions? Need help implementing recommendations from this playbook? [Book a call here.](#)