

MAHAFFEY & ASSOCIATES, LLC  
SYLVANIA, OH

## CASE STUDY



**FIRM:**  
Mahaffey & Associates, LLC  
**YEAR FOUNDED:** 2008  
**SIZE:** 5 attorneys

**SCOPE AND SERVICES:** Family Law, Bankruptcy, Elder Law, Estate Planning, Criminal Defense

**MARKETING SOLUTIONS:** Mobile-focused website, directory advertising, pay-per-click advertising, conversion solutions

Like so many firms, Mahaffey & Associates practices in a competitive market and is challenged to stand apart from other practices. To do this, they partnered with FindLaw to create an integrated marketing solution that includes everything to get in front of today's legal consumers and help make sure they're found.

A key component of their strategy includes a pay-per-click advertising (PPC) program with FindLaw, which has improved Mahaffey & Associates' standing as one of the top full-service firms in their area.

"THE RESULTS I SAW AFTER SWITCHING TO FINDLAW WERE EXACTLY WHAT I EXPECTED. AFTER JUST A SHORT TIME, WE SAW AN INCREASE IN REVENUE."

- ATTORNEY TY MAHAFFEY



### THE SITUATION

While Mahaffey & Associates had already put their trust in FindLaw for most of their marketing strategy, they were working with another provider for their PPC needs. However, the firm found that the PPC ads were delivering mostly low-quality contacts and calls from areas they could not serve, such as Canada. After giving the campaign a fair attempt to succeed, they decided it was time for a change.

Even though they were somewhat hesitant to put even more of their marketing dollars into one partner relationship, they were confident that the lawyer marketing experts at FindLaw would provide them the results they were looking for. In addition, FindLaw's status as a Google Certified Partner further solidified their decision.

To position Mahaffey & Associates for a full turnaround, FindLaw worked to gather all campaign details and make sure they had a complete understanding of what went wrong, and more importantly, figure out what goals they wanted to achieve for the firm in their new PPC campaign. Through the discovery process, implementation of the campaign and ongoing optimization of keywords, Mahaffey & Associates quickly learned that they made the right decision to place their PPC campaign in the hands of FindLaw.



## FINDLAW SOLUTION

By taking the time to learn about the challenges Mahaffey & Associates faced with their previous PPC vendor, FindLaw was able to bypass any additional trial and error and go straight to driving quality traffic. The necessary improvements included:

- **Practice Area-Specific Campaigns:** Every different practice area requires an extremely unique set of keyword phrases. FindLaw made sure each target audience was shown an ad relevant to what they were searching for, ultimately bringing in more qualified leads.
- **Network Distribution:** FindLaw PPC Strategists combined a presence on the Google Search Network and the Google Display Network. By doing so, Mahaffey was able to gain a higher than normal visibility level in front of a targeted audience, all while keeping costs at a minimum.
- **Bid Management:** By leveraging a bid management system, the bidding strategy for Mahaffey & Associates was optimized to achieve the highest possible ad position at the lowest possible cost.

This valuable technical expertise, in conjunction with vast knowledge of legal consumers, reaffirmed to Mahaffey & Associates that FindLaw was the perfect partner to bring their PPC program to a high-performing level and give them the results they deserved.

“IT APPEARED THAT THE PEOPLE I WAS LOOKING FOR WERE THERE ALL THE TIME. IT WAS JUST GETTING THE RIGHT COMPANY TO DELIVER THEM.”

- ATTORNEY TY MAHAFFEY

## RESULTS

After starting their program with FindLaw, Mahaffey & Associates saw an almost immediate increase in website traffic and qualified phone contacts.

Their campaign increased the amount of cases coming into the firm and ultimately their revenue. It targeted a variety of their desired audiences and resulted in a significant increase in cases for several different practice areas.

**1.1** Average ad position on Google. Maintaining this top ad position for more than one year demonstrates complete control of the paid search market in this client's location.



A bankruptcy client gained from the PPC campaign turned into one of Mahaffey's biggest retainers.

## ABOUT FINDLAW

At FindLaw, we partner with you to provide legal marketing solutions that effectively attract, engage and connect you with potential clients. Simply put, we find clients with a legal need and put you in front of them.

To learn more about how FindLaw can help your firm, please call **866.44.FINDLAW** or visit **LawyerMarketing.com**.

