



# MCLIN BURNSED

## Case Study

## ABOUT THE CLIENT

McLin Burnsed is a Central Florida-based law firm specializing in practice areas including business and personal litigation, corporate law, estate planning, elder law, real estate law, and tax law. The firm has served as general counsel for the City of Leesburg for over 35 years and the Lake County School Board for over 30 years. The firm also represents The Villages®, the nation's largest single-site real estate development.

## GOALS

The client sought to increase general interest in their estate planning services for residents of the Central Florida area.

## SOLUTIONS

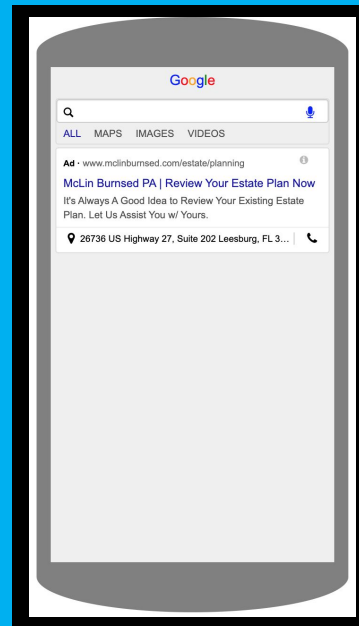
A search engine marketing campaign utilizing text-based ads and keywords aimed at users actively searching for estate planning and will-related topics and services.

## ESTATE PLANNING SEM CAMPAIGN

- Ads driving website traffic to the client's estate planning legal services generated a CTR of **4.15%**, **34%** higher than the industry average.
- The campaign generated a CPC of **\$2.77**, **78%** lower than the industry average.
- A total of **141** calls were generated for the client's business, some as long as **45** minutes.



## SEM AD SAMPLE



4.15% Click  
Through Rate



\$2.77 Cost Per  
Click



141 Calls  
Generated