CASE STUDY

Legal Services · Australia

Rebuilding a Fragmented Google Ads Account for a Conveyancing & Family Law Firm

How a structural audit and a focused 4-month clean-up turned a scattered, leakage-prone account into a tighter, more accountable one — and what the numbers actually show.

+106%	−12%	4
CONVERSION GROWTH	COST PER CONVERSION	MONTHS ENGAGED

THE CLIENT

A multi-service law firm with an unstructured ad account

Conveyancing, family law, and criminal law services — running paid search and display in one shared account

Access Law Group came in running Google Ads across several distinct legal service lines — conveyancing, family law, criminal law — inside a single account that had grown without a structural review. The brief was straightforward: find out why performance felt inconsistent, and fix what was fixable.

THE STARTING POINT

What the audit found

Before touching a single setting, I ran a full structural audit of the account. The headline numbers — 46 conversions, ~A$3,400 spend — looked reasonable on the surface. Digging into the data told a different story.

1

Conversion tracking overstated lead quality

Roughly 80% of recorded conversions were phone calls, many short and low-intent — not genuine qualified leads.

2

Broad match was leaking budget

Keywords matched irrelevant queries — US legal terminology, free legal-aid searches — despite active negative lists.

3

Budget spread across too many fronts

Spend was split thin across multiple service lines at once, leaving no single campaign with enough data for Smart Bidding to learn well.

4

Display spend was structurally mismatched

Display and Discovery campaigns served ads to cold, low-relevance placements — a poor fit for legal lead generation.

> The full structural audit — including campaign-level screenshots and keyword data — is available on request and is summarised in the appendix of the related client report.

THE STRATEGY

Structure first, scale second

A four-month engagement focused on fixing the foundation before chasing volume

Rather than starting with bigger budgets or more campaigns, the priority was tightening what already existed. The thinking: an inefficient structure absorbs additional spend just as easily as it absorbs the existing budget — so fix the leaks first.

- → **Rebuilt Search campaigns around genuine commercial intent**, narrowing keyword targeting so spend concentrated on searches with real conversion potential.
- → **Reduced Display/Discovery exposure**, redirecting that budget toward the channel that was actually producing leads.
- → **Ran an ongoing negative keyword process** rather than a one-off list, catching irrelevant query patterns as they emerged.
- → **Consolidated campaign focus** onto a smaller number of core service lines so Smart Bidding had cleaner signal to optimise against.
- → **Standardised geo-targeting** across all campaigns to match the firm's actual service footprint.
- → **Reviewed performance weekly**, treating the account as a living system rather than a set-and-forget setup.

Account Audits · **Search Campaign Structuring** · **Keyword Strategy** · **Negative Keyword Management** · **Budget Reallocation** · **Smart Bidding Optimisation** · **Geo-Targeting**

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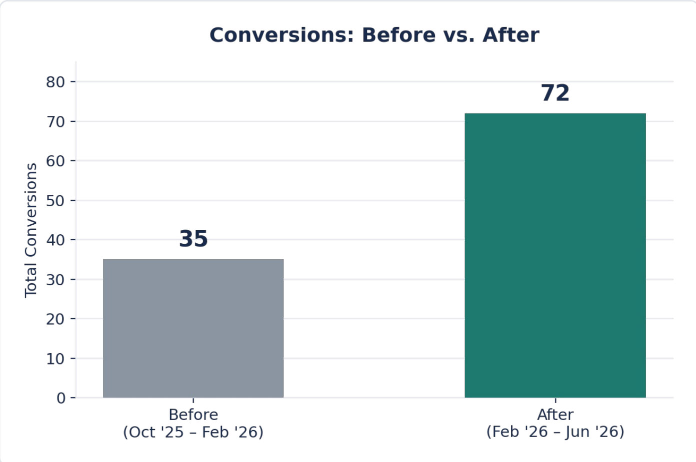
> The account wasn't failing because Google Ads doesn't work for legal services — it was underperforming because too many things were running at once with too little structure behind them. Fixing that had to come before anything else.

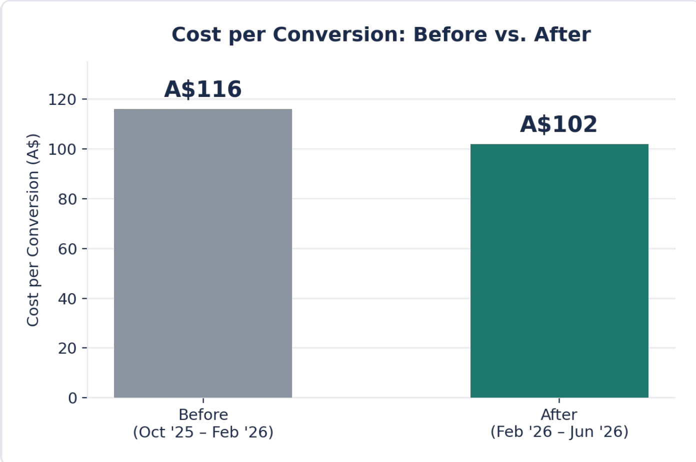
THE OUTCOME

4 months in: real gains, honestly reported

Comparing the engagement period (24 Feb – 23 Jun 2026) to the prior 4 months

72	A$102	917
CONVERSIONS	COST / CONVERSION	TOTAL CLICKS
↑ 106% vs. prior period (35)	↓ 12% vs. prior period (A$116)	↓ vs. prior period (1,020)





The honest read: conversions more than doubled and cost-per-conversion improved, but this came alongside a higher overall budget (A$4,060 → A$7,350), and total clicks were actually slightly lower than the prior period. That combination — fewer clicks, more conversions, lower cost-per-conversion, higher spend — is consistent with the core thesis: cutting low-intent broad-match traffic and concentrating budget on higher-intent search activity, even though it doesn't isolate structure as the only variable at play.

What this case study demonstrates isn't a dramatic before/after transformation — it's a disciplined, evidence-based approach to account cleanup: identify real structural problems, fix them methodically, and report results without inflating them.

WHAT THIS PROJECT DEMONSTRATES

Key skills applied

AREA	WHAT WAS DONE
Diagnostic auditing	Identified conversion tracking distortion, broad-match leakage, and budget fragmentation before making any changes
Campaign restructuring	Rebuilt Search campaigns around genuine commercial intent rather than broad coverage
Budget discipline	Reduced reliance on underperforming Display/Discovery placements, concentrating spend on Search
Ongoing account management	Weekly monitoring and iterative negative keyword refinement across a 4-month engagement
Transparent reporting	Reported results with full context — including where spend increased and where clicks declined — rather than presenting numbers in isolation

REFLECTION

What I'd build on next

The clearest next step for this account is tightening conversion tracking itself — defining a qualified call threshold so that future optimisation (whether by me or another manager) is based on real lead signal rather than a blended metric that includes short, low-intent calls. That's the kind of foundational fix that compounds: every dollar spent after it is working with better information than every dollar spent before it.

> This case study is presented as an honest account of a real, modest-scale engagement — not a headline growth story. I think that's a more useful thing to show a prospective client than a number that looks impressive without the context behind it.