

# SIMPLE LEGAL WILLS

A Calgary-based wills and estates law firm.

**+25**

**MONTHLY SALES LEADS**

**+10%**

**CONVERSION RATE**

**5.75%**

**CLICK THROUGH RATE**

## GOALS

Simple Legal Wills is a solo Wills and Estates law firm in Calgary, Alberta. Mr. Keirstead approached JurisPage to support his firm with a digital marketing campaign to attract sales leads and inquiries.

## RESULTS

The results include a professionally designed landing page, an optimized Google Adwords campaign and 25+ sales leads per month. The campaign, which leverages Google Search Ads and Unbounce Landing Pages, generates sales leads at a cost of ~\$40/each. It consistently performs at a conversion rate over 10%, and an average CTR of over 5%.

[www.simplelegalwills.com](http://www.simplelegalwills.com)