

# Search Engine Marketing That Delivers Leads

Patrick T. Sheehan & Associates, Attorneys at Law, represents individuals and businesses before the IRS and Illinois Department of Revenue.

## Objective

Patrick Sheehan came to Idea looking to maximize their online presence to generate additional quality leads.

## Solution

Idea created a strategic marketing plan to achieve more qualified leads for Sheehan & Associates. By focusing on their existing website's SEO and re-evaluating their existing PPC campaigns, Sheehan saw almost immediate results in qualified leads and placement in search results. Idea also created an online presence and started managing the content and distribution, thus maximizing their total web presence. Most recently, Idea rebuilt the entire Sheehan website, increasing its overall appeal and user flow.

## Highlights

- Maintained 1st page Google search placement while increasing rankings for additional key phrases in a highly competitive search
- Increased social media and directory presence on all platforms
- Delivered a fully responsive website for tablets and mobile devices



**187%**

increase in PPC  
clickthrough rate



**55%**

PPC budget decrease

*"Idea cut PPC costs while improving visibility and increasing lead generation. They provided our firm with a better web presence resulting in more leads. I strongly recommend Idea Marketing Group. We were so impressed with their marketing work, we recently had them redesign our website."*

Patrick T. Sheehan, Managing Attorney



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