



## PORTALE RANDAZZO LLP REVOLUTIONIZING LEGAL MARKETING

Portale Randazzo LLP, located in White Plains, New York, specializes in delivering robust criminal defense. The firm champions its clients' causes with a team of seasoned attorneys, employing strategic defenses to secure favorable outcomes. Their commitment to detailed legal analysis and client advocacy has established Portale Randazzo LLP as a trusted name in criminal defense.



### STRATEGIZING FOR SUCCESS

Recognizing the need to amplify its client acquisition and enhance its digital footprint, Portale Randazzo turned to 1SEO Digital Agency, a titan in digital marketing strategy. The mission was clear: to revolutionize Portale Randazzo's digital presence, magnifying its reach and solidifying its stature in the competitive legal market.



### A DOMINANT APPROACH

1SEO developed a marketing framework that leveraged Google Ads and Pay-Per-Click (PPC) campaigns. This strategy was rooted in the astute utilization of targeted keywords, specifically curated to elevate Portale Randazzo's visibility in searches about Federal and white-collar crimes.

A parallel thrust involved initiating potent PPC campaigns. These were strategically designed to target demographics and keywords resonating with individuals actively seeking legal assistance in these specialized areas, particularly those relevant to Portale Randazzo's expertise.

## FOCUS AND ADAPTABILITY

The team at 1SEO maintained rigorous oversight of the campaign's trajectory. They continuously monitored and fine-tuned various elements, ensuring the campaign's precision and efficacy. This included tracking conversion rates and cost per acquisition, ensuring the campaign's alignment with the ultimate goal of maximum impact and efficiency.

## SPECTACULAR RESULTS AND RECOGNITION

The efforts of 1SEO reaped extraordinary results for Portale Randazzo. The Federal Crime ads achieved an astonishingly low average Cost Per Conversion of \$2.78. The White Collar Crime ads were equally impressive, with an average Cost Per Conversion of \$33.06 and a high conversion rate of 19.87%. Furthermore, the Criminal Defense campaigns led to 37 conversions in a few short months through Google Ads at an average cost of just \$1.64 per conversion. These figures are not mere leads but actual cases taken on by Portale Randazzo, reflecting the tangible impact of the campaign. The investment in PPC ads significantly broadened their client base, cementing Portale Randazzo's position as a preeminent legal service provider.

FEDERAL CRIME ADS

**\$2.78**

AVERAGE COST PER  
CONVERSION

WHITE COLLAR CRIME ADS

**\$33.06 / 19.87%**

AVERAGE COST PER CONV  
/ CONVERSION RATE

CRIMINAL DEFENSE ADS

**37 / \$1.64**

CONVS FROM GOOGLE ADS  
/ AVERAGE COST PER CONV

*\*\*(Note: Figures represent actual cases, not just leads)*

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