

TITLETAP HELPS FLORIDA LAW FIRM OUTRANK COMPETITORS AND CUT COST PER LEAD BY 69%



Florida-based Goodwin Law, P.A. (Goodwin Law) found themselves in stiff competition with outside firms that threatened to dilute their market share. In a bid to grow their practice, win back market share, and get ahead of the competition, Goodwin Law launched two websites with TitleTap and recently added managed PPC ad services to their plan.

The approach is working, and the results have motivated Goodwin Law to remain a loyal TitleTap client for over six years. With steady increases in phone calls and form submissions, website traffic, and site search rankings for improved visibility online, TitleTap has been able to help Goodwin Law acquire a larger number of qualified leads and increase local market share while reducing their cost per lead (CPL).

Launched 60% of Site Keywords to Google Top 10 Results

With strong content and technical SEO foundations from their TitleTap website, Goodwin Law now **ranks in the top 10 Google results for 60% of their tracked keywords**. Specific keywords have risen up to 11 ranking positions in a single week.

Ranking in the top 10 search results for high-value local keywords is overhauling the firm's SEO and lead generation capabilities. Appearing in the top results for targeted search terms in their location, Goodwin Law's website is getting attention when their ideal prospects search for legal help on Google.

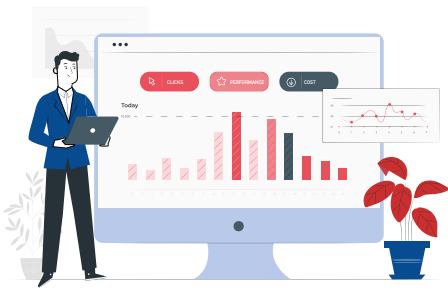
"Right now, we ask people, 'Where did you hear about us?' and we get 'I did a search for a lawyer, and this is what I found.'"

Matthew Goodwin, Esq., President

Referral sources tell the story of how prospects are finding Goodwin Law. Currently, **48.7% of the firm's visitors find the site through Google** and Bing search results, indicating that website SEO is a powerful driving force to help potential clients find Goodwin Law.

Once potential clients come to the website, they're sticking around with boosted odds of converting. The average seconds users spend engaged on the website, number of new and returning users, and number of total sessions have all increased for Goodwin Law since partnering with TitleTap—and all are predictors of future conversions.

TitleTap's mobile-friendly website features are also serving the firm well, with 29% of their website visitors using mobile devices to access the site. Mobile-friendly site development ensures these users encounter easily-navigable website pages that auto-adapt to mobile device screens.



Reduced Cost Per Lead by 68.8% With PPC Ads

Along with managing two websites for the firm, TitleTap's management of PPC ads for Goodwin Law has driven an influx of qualified leads and conversions for the firm with significantly **reduced costs per lead (CPL) nearly 88% below the industry average**. It's making a measurable impact on the firm's ability to connect with qualified leads.

"I had never done PPC before pulling the trigger with TitleTap. The big money was paid on being at the top in a directory, but I'm seeing more and more sponsored ads go before those...I knew [PPC] was something we needed for years. The experts say it's the minimum that new firms, small firms, or any firm should be doing. I have gotten more excited about it because our phone has been ringing."

During the first month, TitleTap-managed PPC ads for the firm resulted in 14 calls from targeted leads, leading to a **40% increase in successful phone calls** during the second month. The firm saw 10 conversions from their website form during the last campaign, and with the TitleTap PPC team's ad optimization and strategic keyword bidding, **the firm's average CPL dropped 68.8%**, from \$45 to \$14—87.4% below the legal industry average (\$111.05).



Provided a Tailored, White-Glove Approach

Tailored, responsive service set TitleTap apart for Goodwin Law when reviewing potential solutions. Matthew Goodwin, President of Goodwin Law, first discovered TitleTap when he was looking for an out-of-the-box solution for one of his two domains, FloridaTitleCo.com. Poor webmaster experiences and responsiveness issues led him to look for a better solution.

"I would end up doing things myself, and I said, all right, I need a solution. That's when TitleTap came around. The title company didn't have a good website when I started, so it was a no-brainer for me to have an out-of-the-box solution."

After a positive experience with TitleTap launching the title company website in 2018, Goodwin decided to migrate the Goodwin Law website he originally built and managed himself to the platform the following year. He needed tailored solutions and strategic website management from professionals he could trust.

"I am a huge fan of TitleTap. From the very beginning, they made common-sense decisions when it came to pricing services for me. It took away the need for me to wait for changes to be made through a one-man show webmaster. I think that's what helped set TitleTap apart from the beginning."

The firm is also pleased to partner with a company that understands the intricacies of **managing websites, SEO, and PPC ads in the legal and title industries**.

"TitleTap is catering to law firms and title companies. They understand the regulatory restrictions that go along [with these industries]—they speak the language. They already understand a lot of the concerns that come with servicing these types of accounts."

Enhanced Support and Responsiveness

A high level of **support and fast response times** were important to Goodwin Law, and the firm reports that the TitleTap team reliably delivers.

"The response time was one of the most exciting things for me. There's always a willingness to help."

Goodwin Law also appreciates that working with TitleTap makes it easy to maintain a great website with **minimal time commitments for the busy law firm**:

"It's one of those essential services that a lawyer and any company in the professional services industry needs to have a solid presence online. I just keep the status quo, maybe add something here and there—set it and forget it. Lawyers that don't have my [web design] background owe it to themselves even more to choose TitleTap over a competitor. I can vouch for that."

Flexibility, high-caliber support, and tailored solutions have encouraged Goodwin Law to remain a **loyal TitleTap client for over six years**. Goodwin shared some of the strongest influences on his choice to stay with the platform since 2018:

"It's the responsiveness, the price, the flexibility, and the common sense approach to thinking a little outside of the box when coming up with a solution that works for me."



About Goodwin Law, P.A.

Florida-based Goodwin Law, P.A. owned and operated by Matthew Goodwin, Esq. has served clients in Collier and Lee counties with trustworthy real estate transactions, estate administration, and estate planning legal services since 2015. Florida Fidelity Title & Escrow LLC, Goodwin's full-service title company, provides residential and commercial real estate settlement services for clients across the state of Florida.

<https://glpa.law/>

<https://floridatitleco.com/>



About TitleTap

TitleTap offers turnkey website and digital marketing solutions for law firms and title companies. With industry expertise serving the legal and title markets, TitleTap launches and manages websites, SEO services, PPC ad campaigns, and more to foster growth through qualified lead generation and enhanced online visibility.



Discover how TitleTap can help you achieve your marketing goals!

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