



More of the cases you want. Full visibility into every dollar.

Zentriq works only with criminal defense firms. We combine tightly targeted Google Ads with authority-building content, and we show you exactly what it's producing, every step of the way.

\$100

target cost per qualified lead

Weekly

updates, plus a live dashboard

30 days

money-back guarantee, no questions
asked

Why most law firm marketing disappoints

If you've been burned by an agency before, you're not alone. The same few mistakes show up again and again.

- **Paying for the most expensive clicks.** Generic searches like "criminal defense attorney near me" cost \$50 to \$180 or more per click, because every firm in town bids on them.
- **Generic, recycled content.** Boilerplate articles that could be about any state rarely rank, and they don't earn trust.
- **A black box.** A monthly PDF full of impressions and clicks, but no clear answer to the only question that matters: how many real leads, at what cost?
- **Sending paid traffic to the homepage.** Someone who was just arrested won't dig through menus. They hit back and call the next firm.

How Zentriq is different

\$100

Efficient Google Ads

We skip the bidding wars and target only the searches people make when they need a lawyer right now, aiming for about \$100 per qualified lead.

Top

Authority content

Pillar pages and blog posts built from your expertise, designed to move you toward the top of Google and the answers AI chatbots give.

100%

Total transparency

A live dashboard, at least weekly updates, and a 30-day money-back guarantee after onboarding. No black box.

Google Ads built for about \$100 a lead

The same budget goes a lot further when every dollar is aimed at people who are ready to hire a lawyer.

Typical agency

Generic searches, \$80-\$150 a click



7-12 clicks ~1 lead

Zentriq

High-intent searches, about \$15 a click



~67 clicks ~10 leads

What \$1,000 in ad spend buys. Each square is one click; green squares are leads.

How we keep costs down

- ✓ **Only the highest-intent searches.** Specific charges, counties, and courthouses, where fewer firms compete and clicks average around \$15.
- ✓ **Strict exact and phrase match,** with a full negative keyword list so you never pay for "free lawyer" or "public defender" searches.
- ✓ **Timed to arrests.** Mobile-weighted bids and scheduling around the late nights and weekends when people actually search.
- ✓ **Optimized every week.** We cut what doesn't produce calls and move budget toward what does.

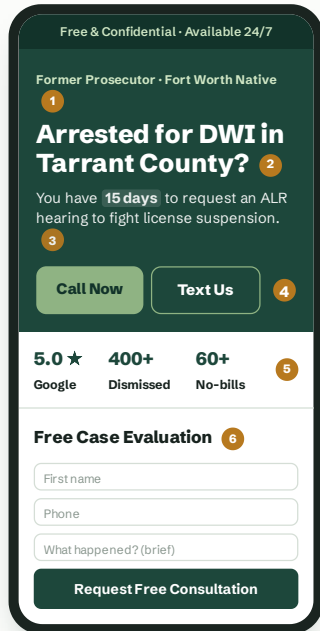
Why it converts

Every ad points to a dedicated landing page built for that exact charge, not your homepage. That's how we average about one qualified lead for every six or seven clicks.

Average cost per click	~\$15
Clicks per qualified lead	6-7
Target cost per qualified lead	\$100

What a Zentriq landing page looks like

Every element has one job: turn a worried searcher into a phone call.



Real client example: Norris Legal Group, DWI defense landing page

1 The attorney's edge, up front

A former prosecutor credential is the strongest trust signal in criminal defense, so it leads.

2 A headline that matches the search

Someone who searched for a DWI lawyer in their county sees exactly that. No second-guessing whether they're in the right place.

3 Urgency that's real

A specific legal deadline gives the visitor a reason to act now instead of shopping around.

4 Call or text in one tap

Buttons stay on screen the whole time on mobile, where most of these searches happen.

5 Proof, not promises

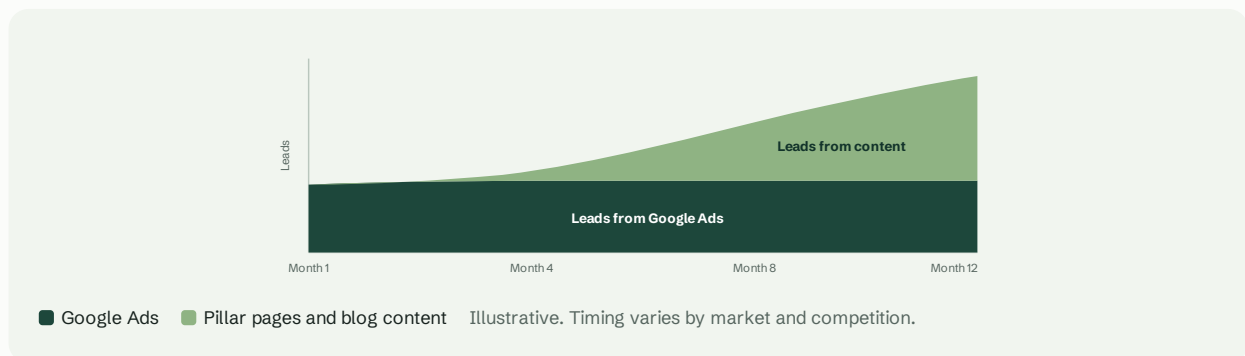
Reviews and firm results, with the past-results disclaimers bar rules require.

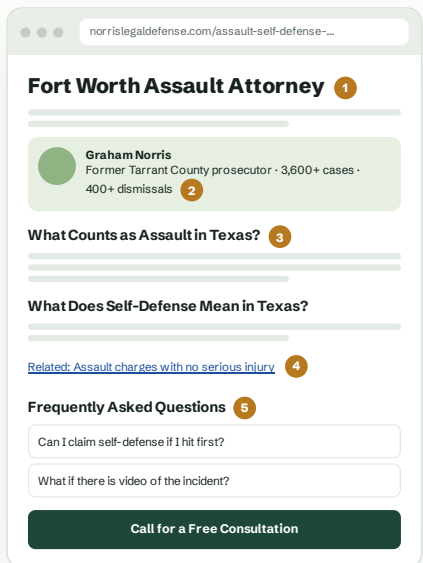
6 A short form for people who can't talk

Three fields. Enough to follow up fast, not so many that people give up.

Authority content that compounds

Ads bring in leads from day one. Content builds an asset you own: pages that rank on Google and get cited by AI chatbots, bringing in cases without a per-click cost.



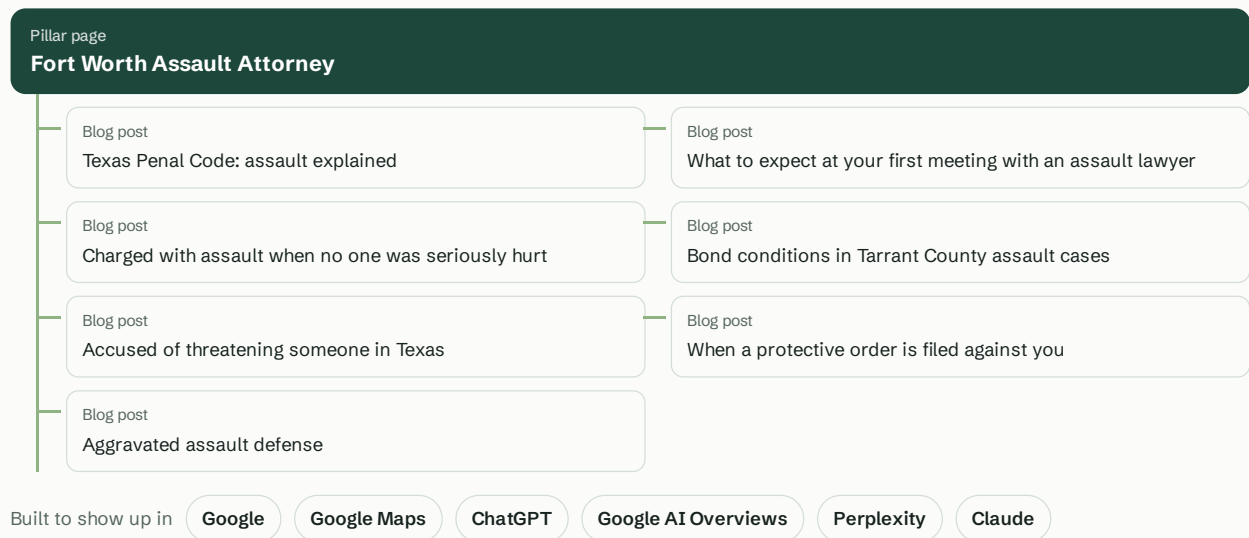


Real client example: Norris Legal Group, assault and self-defense pillar page

- 1 Built around one high-value case type**
One definitive page per practice area and city, targeting the searches that lead to retained cases.
- 2 The attorney's real credentials**
Google and AI tools look for genuine experience and expertise. We lead with yours.
- 3 Your state's actual law, in plain English**
Specific statutes, charge levels, and local procedure, written from an interview with you, not generic filler.
- 4 Linked to supporting blog posts**
Each pillar is the hub for a cluster of articles that answer narrower questions and strengthen its rankings.
- 5 FAQs written for AI answers**
Clear, direct answers to the questions people ask ChatGPT and Google's AI Overviews, so those tools can cite you.

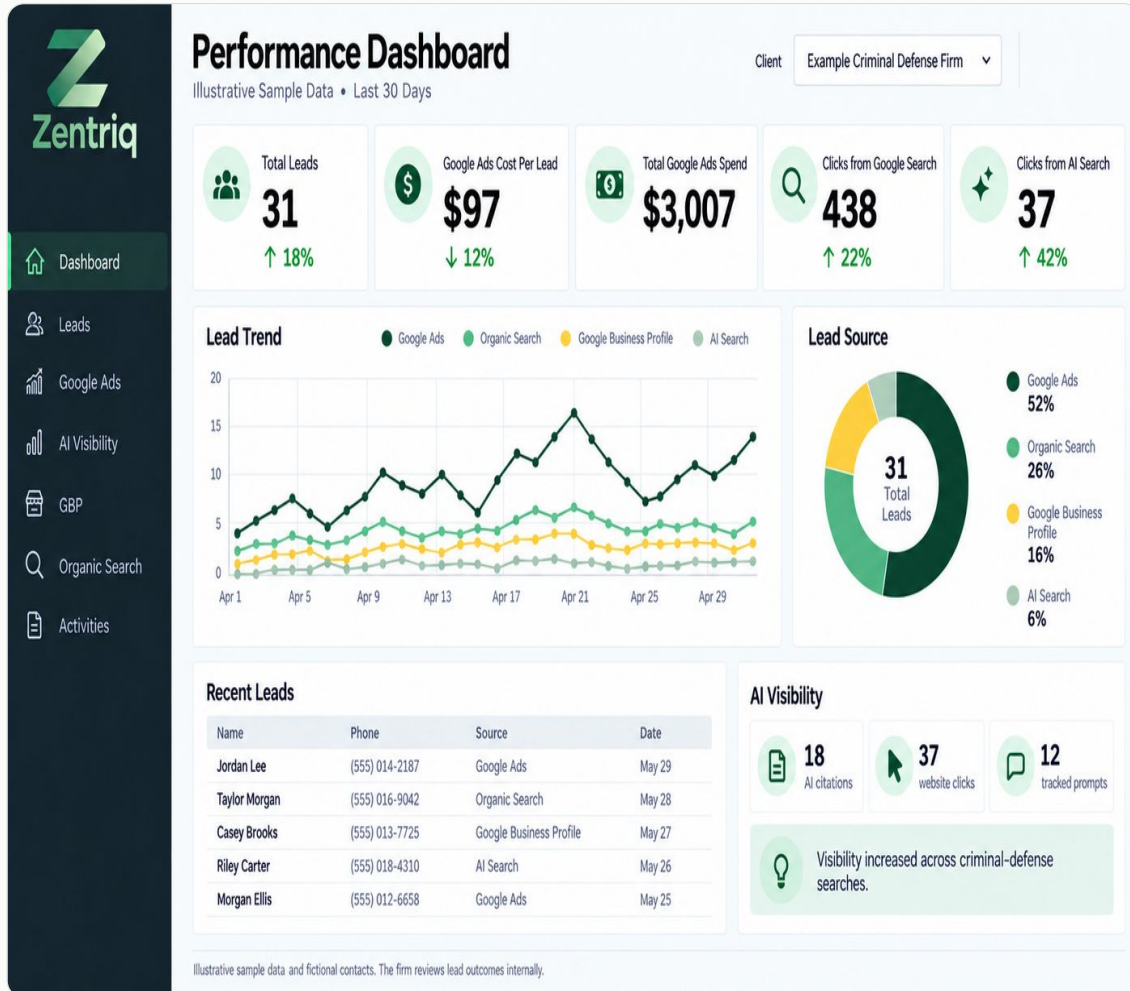
One pillar, many supporting posts

A real content cluster around the assault pillar page above.



Total transparency, start to finish

You should never have to wonder what your marketing is doing. A live dashboard, weekly updates, and a money-back guarantee make sure you don't.



Your live dashboard. Shown with illustrative sample data.

A live dashboard, 24/7

Spend, clicks, leads, and cost per lead by source, including Google Ads, organic search, your Google Business Profile, and AI search. Check it whenever you want.

At least weekly updates

A real person tells you what happened, what we changed, and what's next. You'll never go a week without hearing from us.

Wk 1

Wk 2

Wk 3

Wk 4

What you get

Month 1

Build

Expertise interview

An hour with you. Your knowledge of local courts and prosecutors becomes the foundation for every page.

Google Ads campaign setup

Keyword research, negative keywords, ads, targeting, scheduling, and conversion tracking.

Your dashboard

Set up, connected, and shared with you.

Google Ads landing pages

Dedicated pages for your highest-value case types, designed, written, and launched.

Pillar pages

In-depth pages on your core practice areas, published on your site.

Every month

Grow

Google Ads management

Ongoing optimization for the best leads at the lowest possible cost.

Weekly updates

What's working, what we changed, and what's next.

Blog posts and FAQs

New content that supports your pillar pages and builds AI visibility.

Scale when you're ready

Once the dashboard shows your cost per case, you decide when to grow the budget.



Our 30-day money-back guarantee

If you're not satisfied within 30 days after onboarding, we'll give you your money back. No questions asked. We'd rather earn your business every month than lock you into something that isn't working.

Let's talk about your firm

A free strategy call. We'll look at your market, your current marketing, and what it would take to reach your goals.



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Zentriq. Cost-per-click and cost-per-lead figures are targets based on Zentriq's criminal defense campaigns and are not a guarantee of results; performance varies by market. Client examples shown with permission. Keyword cost ranges from published 2026 legal advertising benchmarks.