



UPGROW

**Jurisco Google Ads
& Landing Page
Case Study**



ABOUT JURISCO

Established in 1987, Jurisco is a nationwide leader in surety bond services, assisting lawyers across nation with obtaining surety bonds.

CHALLENGE

Jurisco reached out to Upgrow to help transform their Google Ads account into a lead generation machine, as well as help design high converting landing pages to improve conversion rates.

SOLUTION

During our discovery process with Jurisco, we discovered Jurisco wanted to target specific regions in the US and through research, found out that the location relevance was an important factor to customers.

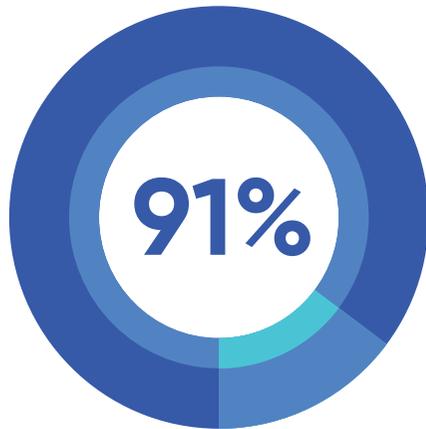
Since there are many permutations of locations and types of surety bonds (e.g. Appeal Bond in California, Supersedeas Bond in Washington), we proposed utilizing the dynamic text replacement feature on Instapage to run a single landing page, with the ability to dynamically change headlines/text to improve relevance.

This was a significant cost and time saving, as we did not have to create a landing page for each permutation.

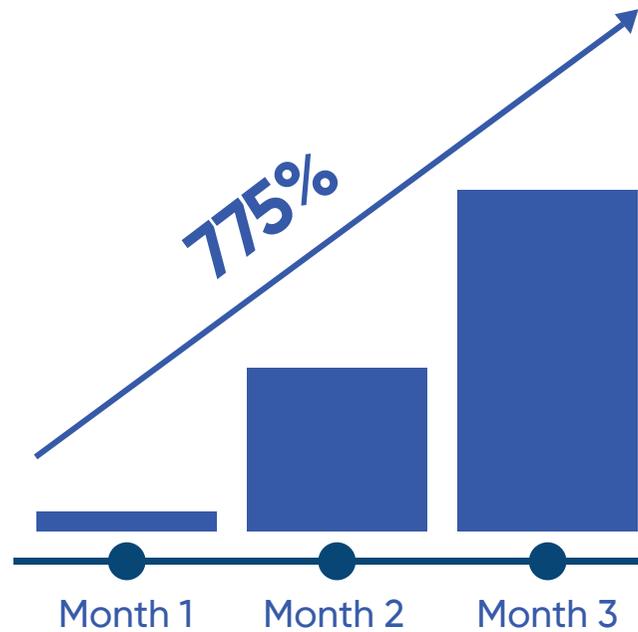
In Google Ads, we restructured the campaigns by the regions in order to create tailored ad copy relevant to the geo-target, as well as employed Single Keyword Ad Groups (SKAGs) structures to improve campaign optimization performance.

RESULTS

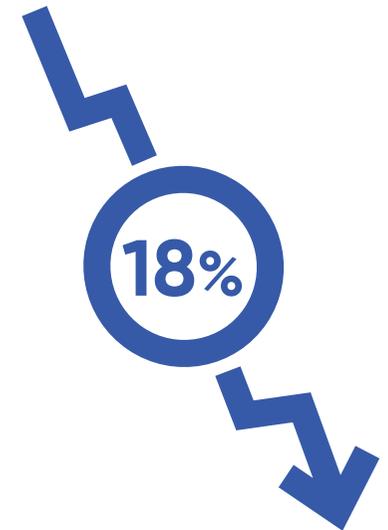
Within **3 months** (vs. previous 3 months), we were able to achieve:



Decrease Cost-Per-Lead (CPL) by **91%**



Increase lead volume by **775%**



Decrease spend by **18%**

Overall, Jurisco was able to acquire substantially more leads very efficiently while spending less.



"Upgrow has been an instrumental partner to Jurisco in driving growth through Google Ads. Their landing page optimization approach has yielded a tremendous uplift in volume of leads at an efficient rate. Highly responsive and very knowledgeable - I couldn't be happier working with them!"

- William Hanley, Vice President

LANDING PAGE

JURIS/CO COURT SURETY

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California Surety Bond

Appeal Bond-California
California Guardianship Bond

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- Court Bond Spotlight: Maine Supersedeas Bond
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California Surety Bond

Juris/CO is licensed to provide surety bonds in California to satisfy probate, plaintiff, defendant and fidelity bond requirements. While Juris/CO has a nationwide reach, our experts are knowledgeable about restrictions and provisions for all 50 states individually. Our seasoned professionals ensure a client's surety bond California will meet all state and agency mandates for Personal Representative, Replevin, Transfer of Lien, et al.

Learning more about your surety bond California requirements is easy by contacting a member of the Juris/CO team. We take the time to learn the specifics to provide accurate surety bonds in every jurisdiction in California including Los Angeles, San Diego, San Jose, San Francisco, Oakland, Bakersfield, Irvine, Anaheim and Fresno.

California Surety Bonds & Rates

Personal Representative	1%-2% of Bond Amount. Contact us for rates.
Administrator	1%-2% of Bond Amount. Contact us for rates.
Guardian	Contact us for rates.
Conservator	Contact us for rates.
Curator	Contact us for rates.
Trustee	Contact us for rates.

Plaintiff Bonds & Rates

Writ of Possession	1% of Bond Amount
Garnishment	1% of Bond Amount
Attachment	1% of Bond Amount
Sheriff indemnity	1% of Bond Amount
Corporate Undertaking	1% of Bond Amount
Receiver	0.5%
Assignee	
Injunction	2% of Bond Amount
Lis Pendens	2% of Bond Amount
Bid Protest	2% of Bond Amount
Distress for Rent	2% of Bond Amount
Financial Guarantee	2% of Bond Amount

Defendant Bonds & Rates

Must be fully collateralized by either cash or irrevocable letter of credit

Supersedeas (Appeal)	1% of Bond Amount
Lis Pendens	1% of Bond Amount
Transfer of Lien	1% of Bond Amount

Fidelity Bond & Rates

JURIS/CO COURT SURETY

Call Us: 1 (800) 274-2663

Looking for Surety Bond Services in CA? Let our Team of Experts Assist you!

Contact us now, our lawyer-trained staff is ready to assist you

Full Name *

Email *

Phone Number *

Comment

GET YOUR FREE QUOTE

We'll guide you through the application process. In most cases we can offer next day delivery service.

Why Juris/CO?

Juris/CO has been a nationwide leader in Surety Bond Services since 1967. Our team of experts specialize in Civil Court and Probate Surety Bonds.

- Dedicated Lawyer-Trained Staff
- Helped over 1000+ Clients
- Experts in Solutions

What can Juris/CO do?

Juris/CO is licensed to provide surety bonds in CA to satisfy probate, plaintiff, defendant and fidelity bond requirements. Not only do we offer the lowest rates in the industry, but in most cases we can deliver next day services.

- Probate Bonds Rates starting from 1% of Bond Amount
- Plaintiff Bonds Rates starting from 1% of Bond Amount
- Defendant Bonds Rates starting from 1% of Bond Amount
- License & Permit Bonds Contact us for Rates

Personal Representative, Administrator, Guardian, Conservator, Curator or Trustee

Writ of Possession, Garnishment, Attachment, Sheriff indemnity, Corporate Undertaking & more

Supersedeas (Appeal), Lis Pendens, Transfer of Lien

Personal Representative, Administrator, Guardian, Conservator, Curator or Trustee

About the Juris/CO team

Juris/CO specializes in lawyer's surety bond services to clients across the nation. Founded in 1967, Juris/CO was created by lawyers who were frustrated over the void of fast, professional delivery and service. Insurance agents can lack the urgency to detail required when dealing with surety court bonds. Our team of experts specializes only in civil court surety bonds and our lawyer-trained staff is ready to assist you now.

Let our Lawyer-Trained Staff Assist You with Your Surety Bond Needs

CONTACT US TODAY





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