



Justice for All

Nolo uses Google AdWords and Book Search to drive sales of its legal information and tools.

Who they are

- o Nolo
- o www.nolo.com
- o Berkeley, California
- o 100+ employees
- o Online and offline
- o Legal information for consumers and small businesses



What they needed

- o To make their legal information available to as wide an audience as possible
- o To launch new products in a cost-effective way
- o To target specific markets and regions

What they did

- o Began with Google AdWords in 2003
- o Began with Google Book Search in 2004
- o Developed increasingly sophisticated campaigns by testing, optimizing, and tracking
- o Restructured their campaigns into specific categories
- o Leveraged Google Book Search and site content to complement AdWords

What they accomplished

- o Increased sales: 15% of online revenue is directly related to AdWords
- o Brand awareness: Clearly, cost-effectively communicated the value of their offerings to a massive audience
- o Expansion: Developed AdWords campaigns and targeted landing pages for new product launches

Laying down the law

Ralph “Jake” Warner didn’t intend to found a publishing company. As a legal aid lawyer serving low-income families, Jake witnessed firsthand the frustrations average Americans experience with the costs and complexity of the legal system. So in 1971 he began writing do-it-yourself legal guides, designed to provide



clear legal information to everyone. When the guides were turned away by several publishers, Jake moved to publish them on his own, and Nolo came into being.

“Jake championed the concept of do-it-yourself law, or ‘law for all,’” says Melissa Schwarz, Nolo’s director of online. “Nolo was based on his belief that law should be accessible. Nolo translates complex concepts into legal guides and services that are straightforward and, above all, useful.”

The changing face of publishing

Early on, Nolo used the Internet as a publishing, marketing, and sales channel. “We’ve always viewed ourselves as publishers of information and tools, not just books,” explains Melissa. “This mindset helped Nolo get online early. We were one of the first to do direct ecommerce – we’ve been selling online for over 10 years.”

By the early 00’s, Nolo began offering software in addition to books and forms. As it continued to build out its library of products and titles, the company became more sophisticated in the way it used its website to communicate with customers. While stores remained a primary sales channel for Nolo’s products, more and more customers learned about the company by searching the Internet. “The Internet allowed us to make legal information even more widely available,” says Melissa. To capitalize on this new market, the company started to commit more marketing resources towards online activities, and that led them to sign up for Google AdWords™ in 2003.

Legal framework

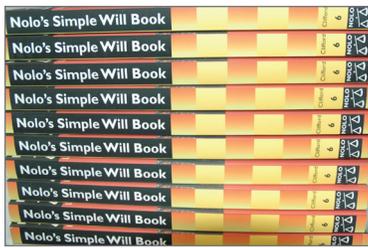
“We liked the idea of AdWords because we could start small and focus on specific regions with geo-targeting,” say Jonathan Agnew, Nolo’s SEM manager. “And because you can track the performance of each ad, you get a real sense of how much you put in and how much you get back, so you can justify your budget. Targeting is really important to us. We don’t have the resources to do mass marketing.” By using AdWords’s targeting features, Nolo could configure each campaign to reach a specific region or demographic.

As its products and campaigns diversified, Nolo optimized its AdWords account structure and focused on key categories. “We broke the keywords out into really finite ad groups, and then we developed specific ad copy for each,” says Jonathan.

About Google AdWords

Google AdWords™ is a performance-based advertising program that enables businesses large and small to advertise on Google and its network of partner web sites. Hundreds of thousands of businesses worldwide use AdWords for text, image, and video ads priced on a cost-per-click (CPC) and cost-per-impression (CPM) basis. Built on an auction-based system, AdWords is a highly quantifiable and cost-effective way to reach potential customers.

For more information, visit <http://adwords.google.com>.



About Google Book Search

Publishers use Google Book Search to promote their books on Google. Google scans the full text of participating publishers' titles so that Google users can see books that match the topics they're searching on. When users click on a book search result, they're taken to a Google-hosted web page displaying a scanned image of the relevant page from the book. Each page also contains multiple "Buy this Book" links, allowing users to purchase the book from online retailers. Users may also see contextually targeted Google AdWords ads on these pages. Publishers receive a share of the revenue generated from ads appearing on their content.

For more information, visit <http://books.google.com>.



"For instance, within the wills category, 'will form,' 'will maker,' 'California wills,' and 'wills' are each separate ad groups. We also broke out the brand terms into a separate campaign."

Nolo also began using specific landing pages for each of its ads, taking users directly to the area of its website referenced in the ad text. "For Nolo, it's important to be able to be really segmented in advertising, which is one of the big advantages of AdWords," Melissa says. "We offer products and services across a wide range

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of legal areas – someone looking to patent his invention is a very different type of customer than someone going through a divorce. We can get more specific with AdWords than with any other marketing. AdWords now accounts for 15 percent of our online revenue."

Searching far and wide

To further its mission to make legal information as accessible as possible, Nolo has made all of its titles available via Google Book Search, a program that helps publishers increase exposure to their books on Google. With Google Book Search, the full text of each Nolo book is searchable, allowing users to discover Nolo books that they may not have otherwise come across. Once users find a book relevant to the topic they're searching for, they can browse a few pages and purchase the book by clicking one of the "Buy this Book" links. Nolo also receives revenue if a user clicks on any contextually-targeted AdWords ads that appear on the page.

"We use Google Book Search to generate sales and provide easy online access to our entire collection of books, many of which are updated every year," says Doug Varn, online coordinator at Nolo. "Google has continued to make improvements to Book Search's features, and it's incredibly easy to use the web interface to upload our files."

In addition, Nolo publishes a large amount of information on its website. "We have over 1,200 articles on our site – all available for free," says Melissa. "This content helps drive traffic through natural search on Google and complements our AdWords campaigns and Book Search activity."

Final verdict

The company Jake founded continues to apply its accessibility mantra to the realm of legal process. Every product it offers is now available for download, and in 2006 the company launched a lawyer directory and new interactive online services. While it may not yet be a sprawling publishing empire, Nolo has helped millions decipher the legal code. "We all have a do-it-yourself spirit here," Jonathan asserts. "We do almost everything on our own – software development, our own bookstore, warehouse, and marketing. Google products empower us and help fuel that spirit. We really feel that the sky's the limit."