

Pherona

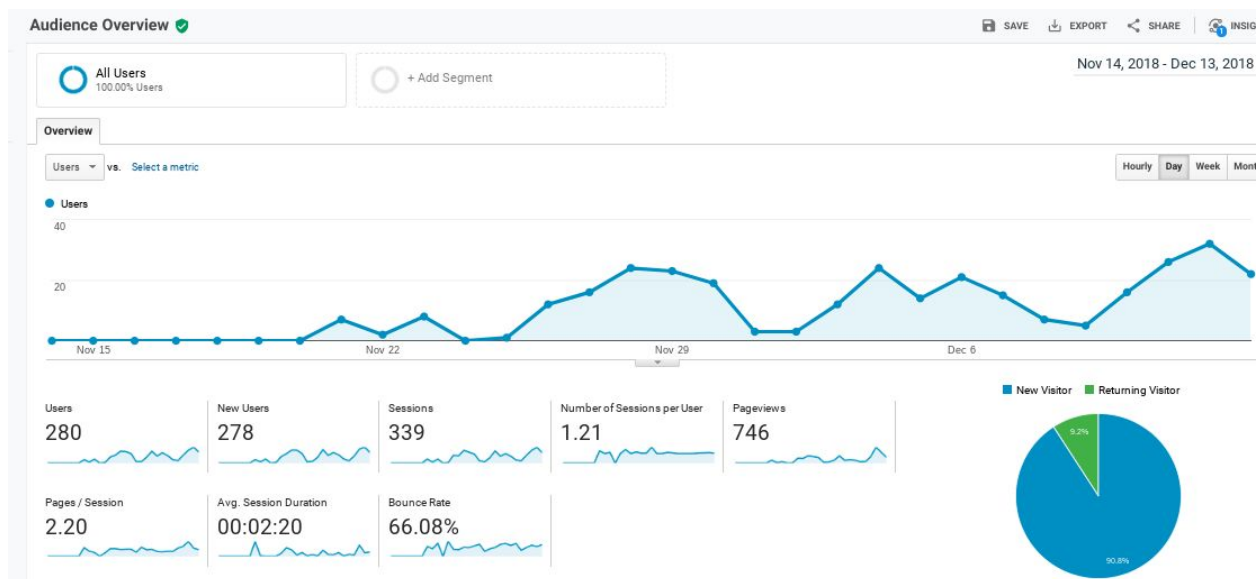
# greertisingerlaw.com

## Monthly Online Marketing Report - December, 2018

**Highlights:** We had 38 total conversions this period. We had 33 unique phone calls with 5 form leads. We now have 10 key terms on page one of Google.

## Traffic

We had 278 new users to the site this period.



# Important Keyword Ranks

We continue to make gains in ranks for important key phrases. As we build authority to **greertisingerlaw.com** we'll continue to see gains in ranks and traffic in the coming months. We now have 10 key phrases on page one of Google.

| greertisingerlaw.com  |            |                       |          |
|---|------------|-----------------------|----------|
| UNITED STATES - ENGLISH   GREER TISINGER LAW FIRM   CARROLLTON, GA   ADDED NOVEMBER 21, 2018   BUSINESS   CARROLLTON, GA   ADD TAGS |            |                       |          |
| Ranks Report for Dec 13, 2018   |            | +/- Since First Added |          |
| Keyword   | Google +/- | Yahoo +/-             | Bing +/- |
| cheap divorces carrollton ga  | 1 0        | 2 +99                 | 2 +99    |
| estate attorney carrollton ga   | 1 0        | 88 -27                | 88 -27   |
| alimony attorneys carrollton ga   | 5 +18      | 20 +81                | 20 +81   |
| probate attorney carrollton ga  | 5 +6       | 38 +19                | 38 +19   |
| uncontested divorce carrollton ga   | 5 +11      | 12 +12                | 12 +12   |
| divorce lawyers carrollton ga   | 7 +17      | 21 +80                | 21 +80   |
| divorce lawyer carrollton ga  | 8 +7       | 25 +76                | 25 +76   |
| cheap divorce lawyers in carrollton ga  | 9 +12      | 16 +85                | 16 +85   |
| family law attorneys carrollton ga  | 9 +10      | 8 +42                 | 8 +42    |
| uncontested divorce attorneys carrollton ga   | 9 +9       | 20 +81                | 20 +81   |
| divorce attorney in carrollton ga   | 10 +9      | 69 -44                | 69 -44   |
| carrollton ga divorce attorneys   | 11 +10     | 10 +91                | 10 +91   |
| carrollton ga family law  | 12 +2      | 37 +28                | 37 +28   |
| family lawyers carrollton ga  | 12 +3      | 35 +66                | 35 +66   |
| child custody lawyers in carrollton ga  | 13 +8      | 49 +52                | 49 +52   |
| family law attorney in carrollton ga  | 13 +7      | 18 +83                | 18 +83   |
| carrollton ga lawyer  | 15 +9      | 77 +24                | 77 +24   |
| attorneys in carrollton ga  | 18 +83     | 40 +41                | 40 +41   |
| carrollton ga attorneys   | 18 +7      | 50 +51                | 50 +51   |
| civil attorneys in carrollton ga  | 18 -11     | 57 +13                | 57 +13   |
| lawyers in carrollton ga  | 18 +8      | 62 +39                | 62 +39   |
| carrollton attorney   | 19 +24     | - 0                   | - 0      |

|  |                                       |        |        |        |
|--|---------------------------------------|--------|--------|--------|
|  | law firms in carrollton ga            | 21 +8  | 41 +60 | 41 +60 |
|  | car accident attorneys carrollton ga  | 24 +15 | 18 +83 | 18 +83 |
|  | personal injury lawyers carrollton ga | 28 -2  | 41 +60 | 41 +60 |
|  | divorce lawyers douglasville ga       | 76 +25 | - 0    | - 0    |

# Total Conversions

We had 38 total conversions this period. We had 33 first time callers with 5 form leads. Our paid campaign yielded 4 total conversions for the period.

Nov 14, 2018 to Dec 14, 2018 Export ▾

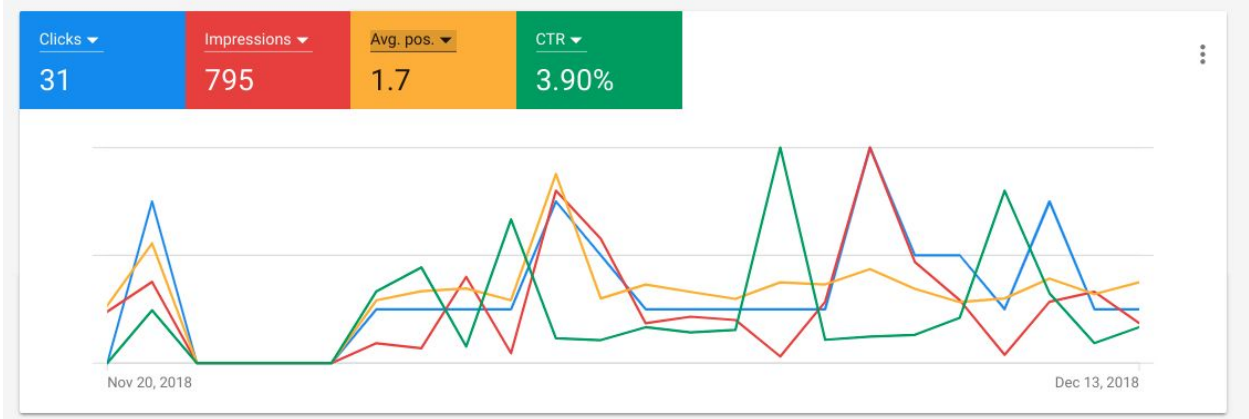
| Source (First Interaction) | Total Calls | First Time Callers | Average Duration |
|----------------------------|-------------|--------------------|------------------|
|                            | 36 (100%)   | 33 (100%)          | 2m 44s           |
| Google Organic             | 19 (52.8%)  | 18 (54.5%)         | 3m 3s            |
| Direct                     | 5 (13.9%)   | 4 (12.1%)          | 2m 34s           |
| Yahoo Organic              | 4 (11.1%)   | 3 (9.1%)           | 1m 3s            |
| Bing Organic               | 3 (8.3%)    | 3 (9.1%)           | 1m 34s           |
| Ad Extension               | 3 (8.3%)    | 3 (9.1%)           | 1m 54s           |
| www.linkedin.com           | 1 (2.8%)    | 1 (3.0%)           | 11m 16s          |
| Google Paid                | 1 (2.8%)    | 1 (3.0%)           | 1m 52s           |

Nov 14, 2018 to Dec 14, 2018 Export ▾

| Source (First Interaction) | Total Forms | First Time Forms |
|----------------------------|-------------|------------------|
|                            | 5 (100%)    | 5 (100%)         |
| Direct                     | 2 (40.0%)   | 2 (40.0%)        |
| Google Organic             | 1 (20.0%)   | 1 (20.0%)        |
| Google Paid                | 1 (20.0%)   | 1 (20.0%)        |
| greertisingerlaw.com       | 1 (20.0%)   | 1 (20.0%)        |

# Paid Search Campaign

Our paid search campaign yielded 31 clicks with 795 impressions. Our average ad position is at 1.7 with an average CRT(Click through Rate) of 3.90.



# Search Term Report & Best Performing Ad

We'll continue to monitor our search term report to avoid irrelevant clicks and wasted spend. Our best performing ad yielded 463 impressions, 18 clicks, with a CTR of 3.89%.

The screenshot shows two panels from a Google Ads account. The left panel, titled 'Searches', is sorted by 'Impressions' and shows a list of search terms under the 'SEARCHES' tab. The right panel, titled 'Most-shown ads', shows the top-performing ad for the 'Divorce' ad group.

**Searches** (Sorted by Impressions):

- divorce lawyers
- atlanta ga family law attorney
- child custody lawyer
- child support attorney atlanta
- lawyer for divorce
- alimony attorney ga
- atlanta family law attorney free consultation
- best divorce attorney powder springs ga
- cheap child custody lawyers

**Most-shown ads** (Ad group: Divorce):

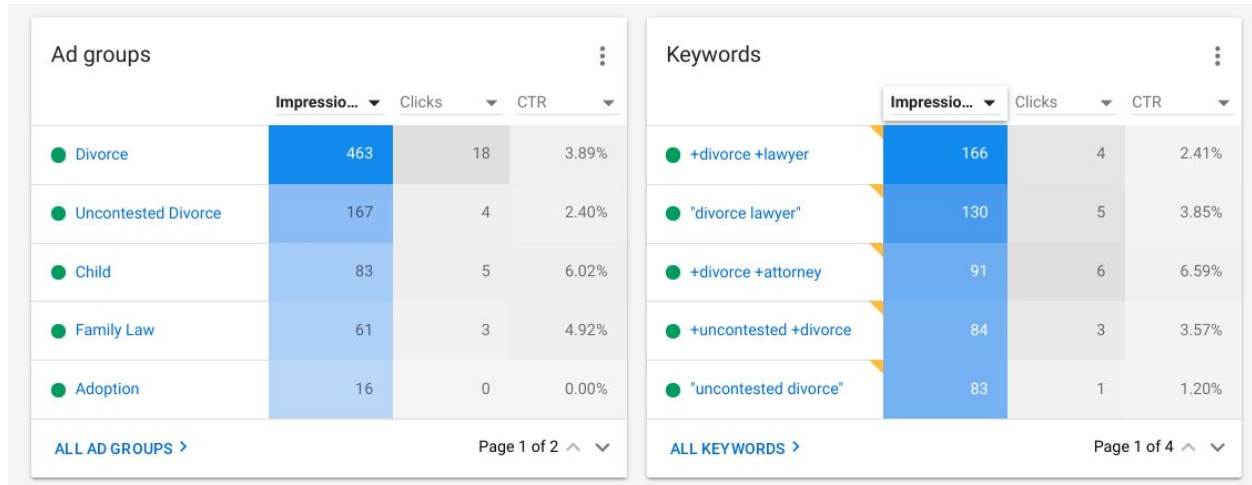
Greer & Tisinger Family Law | Your Trusted Divorce Attorneys  
[Ad] greertisingerlaw.com/divorce/attorneys

Greer Tisinger has an extensive amount of experience in representing clients in Georgia. Skilled and experienced representation to those facing a

| Ad      | Impressions | Clicks | CTR   |
|---------|-------------|--------|-------|
| Enabled | 463         | 18     | 3.89% |

# Ad Groups & Key Term Report

Our best performing ad group is "Divorce". Our campaign yielded 463 impressions, 18 clicks, and an average CTR of 3.89.



# Devices & Demographics

A majority of our traffic comes from mobile devices. We've made bid adjustments to ensure our campaign performs well from users searching on mobile.

