



Pherona

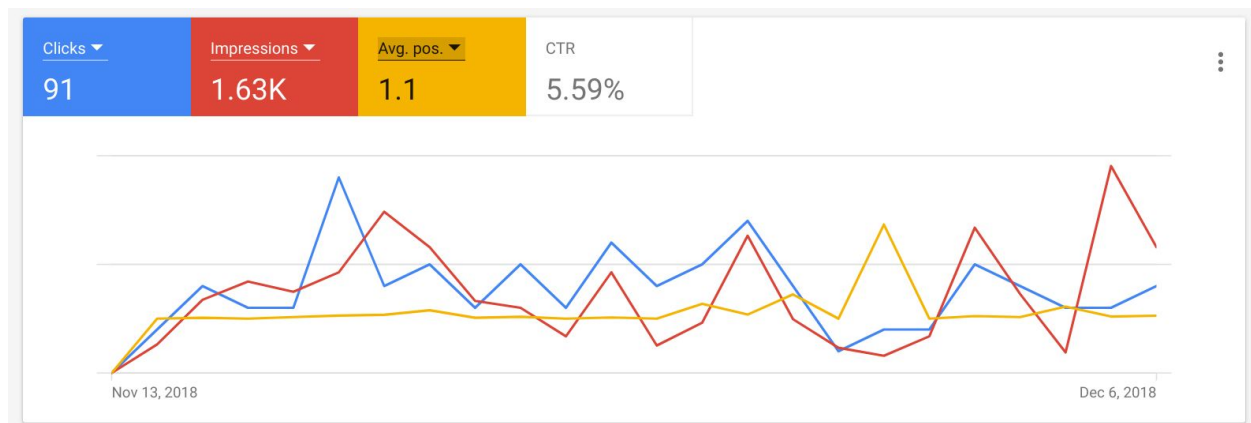
# cheapuncontesteddivorces.net

## Monthly Online Marketing Report - December, 2018

**Highlights:** We had 32 total conversions this period. We had 25 unique phone calls with 7 form leads. With 91 clicks this is a 35% conversion rate.

### Paid Search Campaign Overview

We had 91 clicks, 1,630 impressions, CTR of 5.59, and average ad position of 1.1.



# Ad Groups & Keywords

Our best performing ad group this period is our “uncontested”. We’ve yielded 1,382 impressions, 60 clicks, with a CTR of 4.34%.

Ad groups				Keywords			
	Impressio...	Clicks	CTR		Impressio...	Clicks	CTR
● Uncontested	1,382	60	4.34%	● +uncontested +divorce	685	24	3.50%
● Cheap	216	24	11.11%	Ⓜ "uncontested divorce"	560	28	5.00%
● Fast	19	3	15.79%	Ⓜ [uncontested divorce]	137	8	5.84%
● Affordable	11	4	36.36%	● +cheap +divorces	98	12	12.24%
				Ⓜ "cheap divorces"	59	6	10.17%

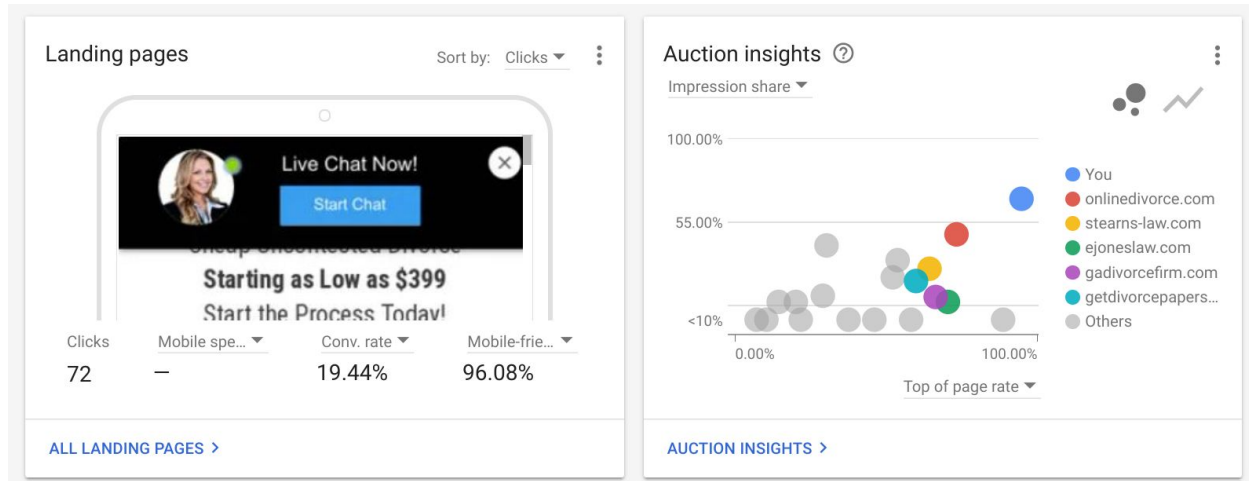
# Search Term Report & Best Performing Ad

We’ll continue to monitor our search term report to avoid irrelevant clicks and wasted spend. Our best performing ad yielded 1,011 impressions, 51 clicks, with a CTR of 5.04%.

Searches		Most-shown ads	
SEARCHES	WORDS	Ad	Impressions
uncontested divorce	uncontested divorce ga	Fast, Uncontested Divorces   Affordable Divorce Lawyers   Starting as low as \$399.	1,011
uncontested divorce in ga	uncontested divorce in georgia	Our divorce law firm is dedicated to providing no-nonsense uncontested divorce solutions. Fast, Affordable, Minimal Hassle Uncontested Divorce	51
cobb county uncontested divorce	cheap divorce lawyers		5.04%
cheap divorce in ga	uncontested divorce cost		
uncontested divorce georgia	cheap divorce		
cheap divorce lawyers in atlanta ga	cheap divorce lawyers in georgia		

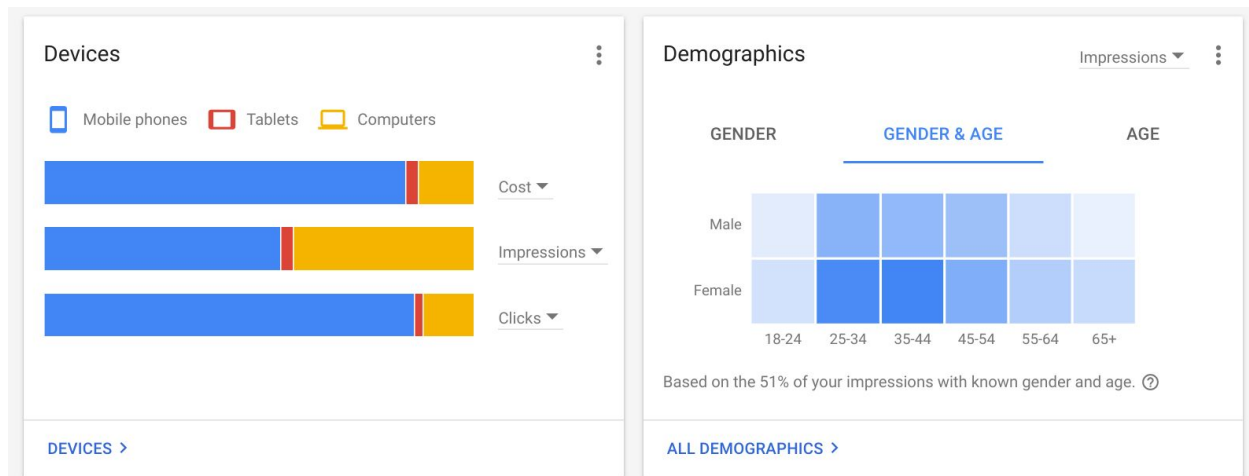
# Landing Page & Auction Insights

Our current impressions share is at 67%. Impression share is the percentage of impressions that your ads receive compared to the total number of impressions that your ads are eligible. We improve our impression share by increasing our budget.



# Devices & Demographics

Most of our clicks are coming from mobile devices. We've made bid adjustments to help increase clicks and conversions from mobile devices.



# Total Conversions

We've had 25 first time callers and 7 form leads this period from our paid campaign. Our average call durations is 4 minutes and 9 seconds.

Nov 7, 2018 to Dec 7, 2018 Export

Source (First Interaction)	Total Calls	First Time Callers	Average Duration
	27 (100%)	25 (100%)	4m 9s
Ad Extension	20 (74.1%)	18 (72.0%)	3m 19s
Google Paid	6 (22.2%)	6 (24.0%)	7m 34s
Bing Organic	1 (3.7%)	1 (4.0%)	30s

Nov 7, 2018 to Dec 7, 2018 Export

Source (First Interaction)	Total Forms	First Time Forms
	7 (100%)	7 (100%)
Google Paid	7 (100.0%)	7 (100.0%)