



Pherona

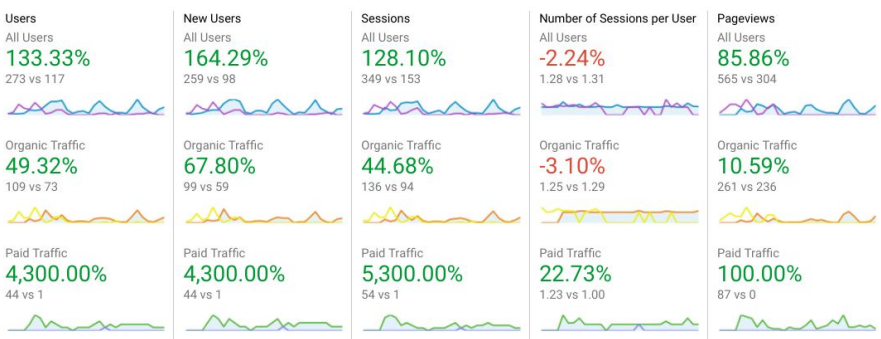
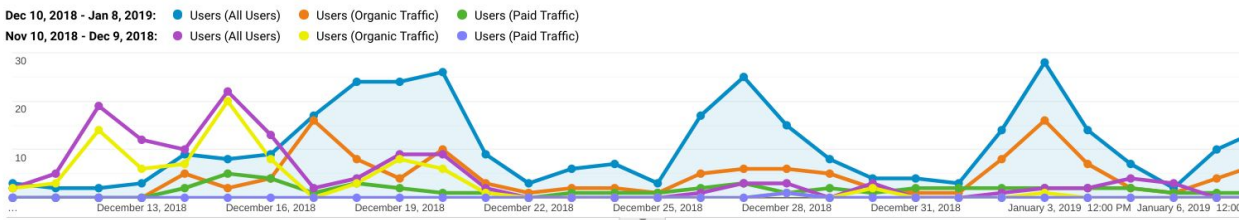
greertisingerlaw.com

Monthly Online Marketing Report - January, 2019

Highlights: Total traffic this period improved by 164% over the previous period. Organic search traffic is up 67% compared to last period. We yielded 53 unique conversions this period. Our paid campaign yielded 10 conversions. This is an 18% conversion rate.

Traffic

Total traffic is up 164% over the previous period. Organic search traffic improved 67% over last 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.

Keyword	Google +/-	Yahoo +/-	Bing +/-
cheap divorces carrollton ga	1 0	3 +98	3 +98
estate attorney carrollton ga	1 0	79 -18	79 -18
uncontested divorce carrollton ga	5 +11	6 +18	6 +18
probate attorney carrollton ga	6 +5	67 -10	67 -10
divorce lawyer carrollton ga	7 +8	19 +82	19 +82
divorce lawyers carrollton ga	7 +17	15 +86	15 +86
uncontested divorce attorneys carrollton ga	7 +11	19 +82	19 +82
carrollton ga divorce attorneys	8 +13	15 +86	15 +86
divorce attorney in carrollton ga	8 +11	19 +6	19 +6
cheap divorce lawyers in carrollton ga	9 +12	17 +84	17 +84
family law attorneys carrollton ga	10 +9	17 +33	17 +33
family lawyers carrollton ga	10 +5	41 +60	41 +60
family law attorney in carrollton ga	12 +8	42 +59	42 +59

Total Conversions

We had 70 total conversions this period. We had 61 phone calls and 9 form leads. We had 53 unique conversions this period. Our paid campaign yielded 10 conversions this period.

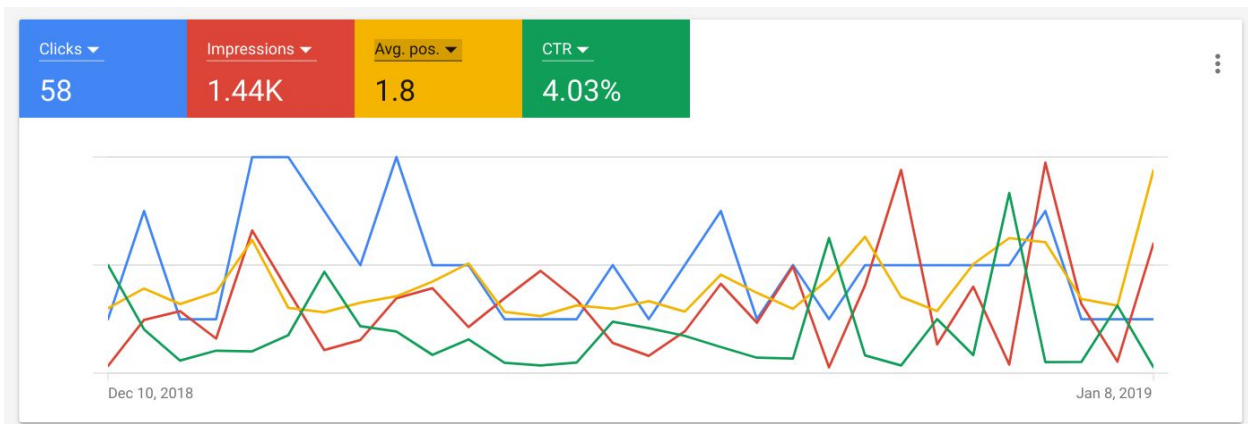
Source (First Interaction)	Total Calls	First Time Callers	Average Duration
Google Organic	61 (100%)	44 (100%)	1m 39s
Direct	40 (65.6%)	27 (61.4%)	1m 39s
Ad Extension	7 (11.5%)	5 (11.4%)	1m 58s
Bing Organic	6 (9.8%)	5 (11.4%)	27s
Bing Organic	3 (4.9%)	3 (6.8%)	1m 40s
Google Paid	2 (3.3%)	2 (4.5%)	4m 15s
Yahoo Organic	2 (3.3%)	1 (2.3%)	2m 21s
avvo	1 (1.6%)	1 (2.3%)	17s

Dec 10, 2018 to Jan 9, 2019 Export ▾

Source (First Interaction)	Total Forms	First Time Forms
	9 (100%)	9 (100%)
Google Organic	5 (55.6%)	5 (55.6%)
Google Paid	3 (33.3%)	3 (33.3%)
greentisingerlaw.com	1 (11.1%)	1 (11.1%)

Paid Search Campaign

Our paid campaign yielded 58 clicks, 1,440 impressions, with an average position of 1.8. We had an average CTR of 4.03%.



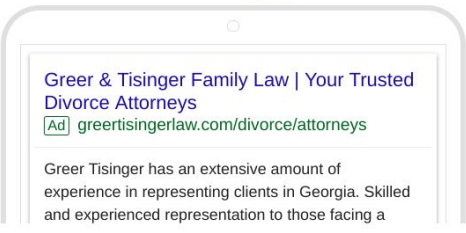
Ad Groups & Keywords

Our best performing ad group was "divorce". It yielded 921 impressions, 34 clicks, with an CTR of 3.69%.

Ad groups				Keywords			
	Impressio...	Clicks	CTR		Impressio...	Clicks	CTR
● Divorce	921	34	3.69%	● +divorce +lawyer	319	10	3.13%
● Uncontested Divorce	326	14	4.29%	● "divorce lawyer"	233	9	3.86%
● Family Law	80	4	5.00%	● +divorce +attorney	204	10	4.90%
● Child	67	5	7.46%	● +uncontested +divorce	190	11	5.79%
● Adoption	44	1	2.27%	● "divorce attorney"	165	5	3.03%

Searches & Ads

Our best performing ad this period yielded 921 impressions, 34 clicks, and a CTR of 3.69%. We'll continue to monitor our search term report to ensure our campaign continues to perform well.

Searches				Most-shown ads			
SEARCHES		WORDS		Ad group: Divorce			
divorce lawyers	divorce attorney	uncontested divorce in georgia					
\$299 uncontested divorce	divorce lawyers in atlanta			Ad	Impressions	Clicks	CTR
bartow county lawyers for child custody	divorce attorney in atlanta			● Enabled	921	34	3.69%
divorce without a lawyer	family law attorney						
top divorce attorneys in atlanta ga							
where is the best divorce lawyer in mableton							

Auction Insights [Competition Analysis]

Our impression share is at 27% this period. This means our ads are showing up 27% of the time they are eligible for. We can improve our impressions share by raising our budget. A majority of our traffic comes from mobile devices.

