

Pherona

# cheapuncontesteddivorces.net

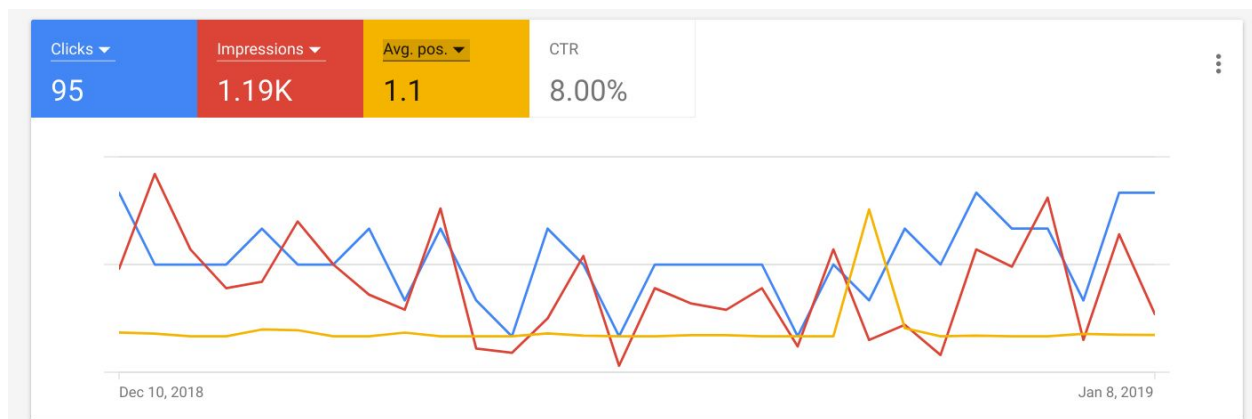
## Monthly Online Marketing Report - January, 2019

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**Highlights:** We had 38 total conversions this period. We had 29 phone calls and 9 form leads. Our paid campaign yielded 26 unique conversions this period. This is a 27% conversion rate.

### Adwords Paid Search Campaign

Our paid search campaign yielded 95 clicks, 1,190 impressions, with an average position of 1.1 and a CTR of 8%.



# Ad Groups & Keywords

Our best performing ad group this period is the “uncontested divorces”. It yielded 835 impressions, 54 clicks, and an average ctr of 6.47%.

The screenshot displays two side-by-side tables from the Google Ads interface. The left table, titled 'Ad groups', lists four groups: 'Uncontested' (835 impressions, 54 clicks, 6.47% CTR), 'Cheap' (308 impressions, 35 clicks, 11.36% CTR), 'Fast' (32 impressions, 4 clicks, 12.50% CTR), and 'Affordable' (12 impressions, 2 clicks, 16.67% CTR). The right table, titled 'Keywords', lists five keywords: '+uncontested +divorce' (835 impressions, 54 clicks, 6.47% CTR), '+cheap +divorces' (208 impressions, 25 clicks, 12.02% CTR), '+cheap +divorce +lawyer' (100 impressions, 10 clicks, 10.00% CTR), '+fast +divorce' (32 impressions, 4 clicks, 12.50% CTR), and '+affordable +divorce +lawyers' (12 impressions, 2 clicks, 16.67% CTR). Both tables include 'ALL AD GROUPS >' and 'ALL KEYWORDS >' links, along with 'Export CSV' and 'Add All Keywords' buttons.

Ad groups	Impressio...	Clicks	CTR
Uncontested	835	54	6.47%
Cheap	308	35	11.36%
Fast	32	4	12.50%
Affordable	12	2	16.67%

Keywords	Impressio...	Clicks	CTR
+uncontested +divorce	835	54	6.47%
+cheap +divorces	208	25	12.02%
+cheap +divorce +lawyer	100	10	10.00%
+fast +divorce	32	4	12.50%
+affordable +divorce +lawyers	12	2	16.67%

# Searches & Ads

We'll continue to monitor our searches that trigger our ads to ensure optimal performance. Our best performing ad yielded 614 impressions, 41 clicks, with an CTR of 6.68%.

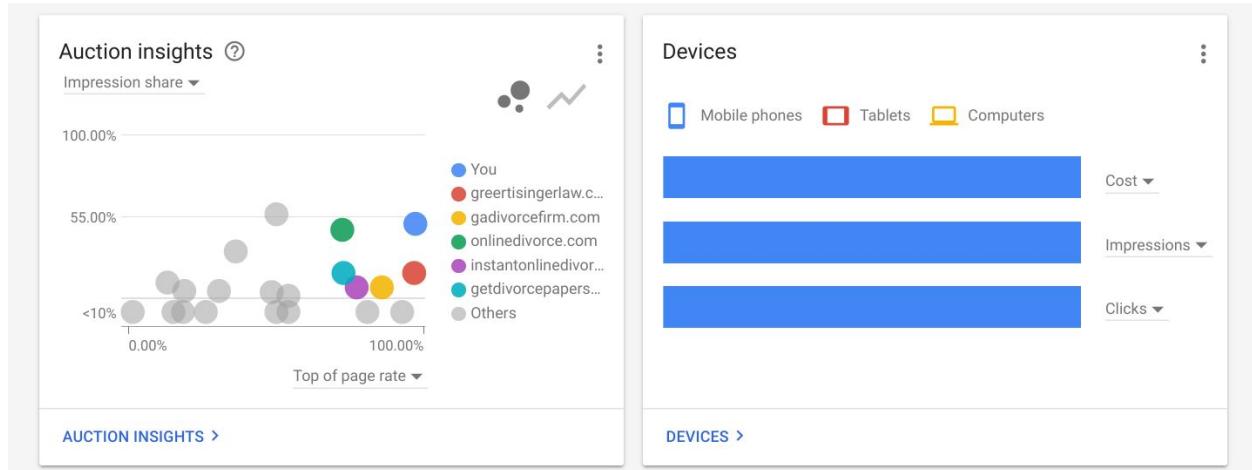
The screenshot displays two side-by-side panels from the Google Ads interface. The left panel, titled 'Searches', shows a list of search terms under 'SEARCHES' and 'WORDS' tabs. The right panel, titled 'Most-shown ads', shows a preview of an ad for the 'Uncontested' ad group. The ad text reads: 'Fast, Uncontested Divorces | Affordable Divorce Lawyers | Starting as low as \$399. [Ad] cheapuncontesteddivorces.net/start-the/pro...'. Below the ad preview is a table with columns for Ad, Impressions, Clicks, and CTR. The ad is 'Enabled' and has 614 impressions, 41 clicks, and a 6.68% CTR. Both panels include 'ALL SEARCHES >' and 'ALL ADS >' links, along with 'Export CSV' and 'Add All Keywords' buttons.

SEARCHES	WORDS
uncontested divorce in georgia	uncontested divorce
uncontested divorce in ga	cheap divorce lawyers in atlanta ga
uncontested divorce ga	cheap divorce
uncontested divorce georgia	cheap divorce in ga
cheap uncontested divorce in georgia	\$299 uncontested divorce
affordable divorce lawyers	uncontested divorce cost
cheap divorce lawyers in georgia	

Ad	Impressions	Clicks	CTR
Enabled	614	41	6.68%

# Auction Insights & Devices

Our search impression share is near 55% this period. Most all of our traffic comes from mobile devices.



# Total Conversions

We had 38 total conversions this period. We had 29 phone calls and 9 form leads. Our paid campaign yielded 26 unique conversions this period.

Dec 10, 2018 to Jan 9, 2019 Export

Source (First Interaction)	Total Calls	First Time Callers	Average Duration
	29 (100%)	19 (100%)	5m 0s
Google Paid	19 (65.5%)	10 (52.6%)	6m 1s
Aid Extension	7 (24.1%)	7 (36.8%)	4m 11s
Google Organic	1 (3.4%)	1 (5.3%)	36s
Direct	1 (3.4%)	1 (5.3%)	30s
Bing Organic	1 (3.4%)	0	42s

Dec 10, 2018 to Jan 9, 2019 Export

Source (First Interaction)	Total Forms	First Time Forms
	9 (100%)	9 (100%)
Google Paid	9 (100.0%)	9 (100.0%)