

Pherona

greertisingerlaw.com

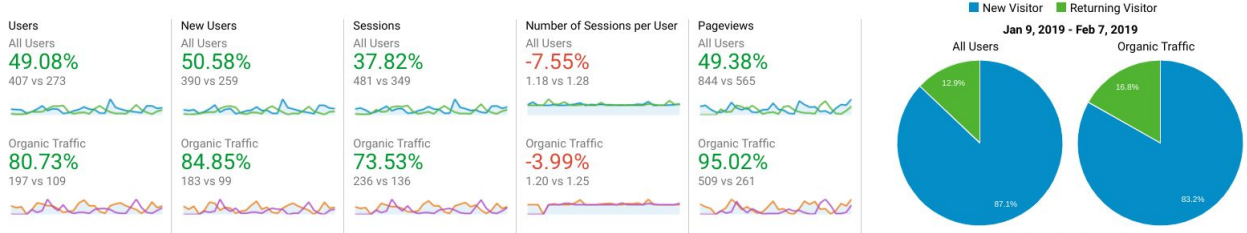
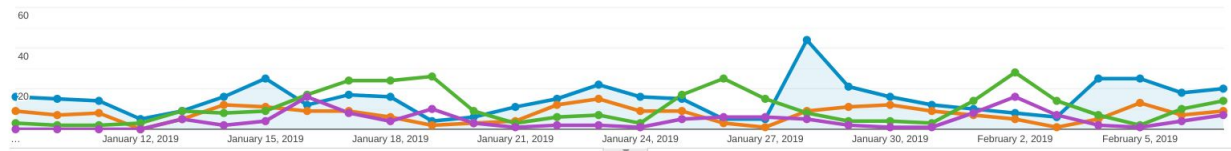
Monthly Online Marketing Report - February, 2019

Highlights: Total traffic improved by 50% over the previous period. Organic search traffic increased by 85% over last period. We now have 15 key terms on page one of Google. We had 56 unique conversions this period. Our paid campaign yielded 14 conversions.

Traffic

Total traffic is up 50% over the previous period. Organic search traffic improved 85% over last period.

Jan 9, 2019 - Feb 7, 2019: Users (All Users) Users (Organic Traffic)
 Dec 10, 2018 - Jan 8, 2019: Users (All Users) Users (Organic Traffic)









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.

greertisingerlaw.com				UNITED STATES - ENGLISH GREER TISINGER LAW FIRM CARROLLTON, GA ADDED NOVEMBER 21, 2018 BUSINESS CARROLLTON, GA ADD TAGS			CSV
Ranks Report for Feb 07, 2019		+/- Since First Added	Filter keywords		Filter tags		
Keyword	Google +/-	Yahoo +/-	Bing +/-				
cheap divorces carrollton ga	1 0	1 +100	1 +100				
estate attorney carrollton ga	1 0	85 -24	85 -24				
resisting arrest attorneys carrollton ga	1 0	6 +3	6 +1				
uncontested divorce carrollton ga	6 +10	8 +16	12 +12				
carrollton ga divorce attorneys	7 +14	17 +84	17 +84				
carrollton ga family law	7 +7	31 +34	33 +32				
divorce attorney in carrollton ga	7 +12	7 +18	7 +18				
divorce lawyer carrollton ga	7 +8	10 +91	10 +91				
divorce lawyers carrollton ga	7 +17	14 +87	14 +87				
family law attorney in carrollton ga	7 +13	- 0	- 0				
family law attorneys carrollton ga	7 +12	6 +44	6 +44				
child custody lawyers in carrollton ga	8 +13	29 +72	29 +72				
family lawyers carrollton ga	8 +7	20 +81	20 +81				
uncontested divorce attorneys carrollton ga	8 +10	20 +81	20 +81				
cheap divorce lawyers in carrollton ga	9 +12	37 +64	20 +81				
attorneys in carrollton ga	12 +89	51 +30	51 +30				
alimony attorneys carrollton ga	14 +9	6 +95	6 +95				
carrollton attorney	14 +29	- 0	- 0				
weapons attorneys carrollton ga	14 +6	- -57	- -60				
probate attorney carrollton ga	15 -4	- -44	- -44				
lawyers in carrollton ga	16 +10	80 +21	80 +21				
carrollton ga attorneys	17 +8	79 +22	79 +22				
law firms in carrollton ga	17 +12	30 +71	30 +71				
carrollton ga lawyer	19 +5	- 0	- 0				
civil attorneys in carrollton ga	19 -12	- -31	- -31				
car accident attorneys carrollton ga	25 +14	17 +84	17 +84				

	<input type="checkbox"/> domestic violence attorneys carrollton ga	25 -1	- 0	- 0
	<input type="checkbox"/> hit and run attorneys carrollton ga	25 -1	- 0	- 0
	<input type="checkbox"/> assault lawyers carrollton ga	27 -1	- 0	- 0
	<input type="checkbox"/> personal injury lawyers carrollton ga	27 -1	40 +61	40 +61
	<input type="checkbox"/> criminal lawyers in carrollton ga	42 -1	90 -9	90 -37
	<input type="checkbox"/> murder attorneys carrollton ga	42 -6	76 +3	73 +28
	<input type="checkbox"/> criminal defense attorney carrollton ga	47 -7	61 +40	61 +40
	<input type="checkbox"/> divorce lawyers douglasville ga	66 +35	- 0	- 0
	<input type="checkbox"/> divorce attorneys atlanta ga	100 0	- 0	- 0
	<input type="checkbox"/> accident attorneys atlanta	- 0	- 0	- 0
	<input type="checkbox"/> battery lawyers carrollton ga	- 0	78 +23	78 +13
	<input type="checkbox"/> child custody lawyers newnan ga	- 0	- 0	- 0
	<input type="checkbox"/> criminal defense attorney douglasville ga	- 0	- 0	- 0
	<input type="checkbox"/> criminal defense attorney fulton county	- 0	- 0	- 0

	<input type="checkbox"/> criminal lawyers in dekalb county georgia	- 0	- 0	- 0
	<input type="checkbox"/> criminal lawyers in douglasville ga	- 0	- 0	- 0
	<input type="checkbox"/> dui attorney carrollton ga	- 0	- 0	- 0
	<input type="checkbox"/> dui lawyer carrollton ga	- 0	- 0	- 0
	<input type="checkbox"/> family law attorneys atlanta	- 0	- 0	- 0
	<input type="checkbox"/> personal injury lawyers atlanta ga	- 0	- 0	- 0

Total Conversions

We had 56 unique conversions this period. We had 49 phone calls and 7 form leads. Our paid campaign yielded 14 conversions this period.

Jan 9, 2019 to Feb 8, 2019

Export 

Source (First Interaction)	Total Calls	First Time Callers	Average Duration
	63 (100%)	49 (100%)	3m 52s
 Google Organic	35 (55.6%)	26 (53.1%)	4m 19s
 Direct	10 (15.9%)	8 (16.3%)	4m 3s
 Ad Extension	9 (14.3%)	6 (12.2%)	1m 48s
 Google Paid	5 (7.9%)	5 (10.2%)	6m 39s
 Bing Organic	3 (4.8%)	3 (6.1%)	36s
 Yahoo Organic	1 (1.6%)	1 (2.0%)	1m 13s

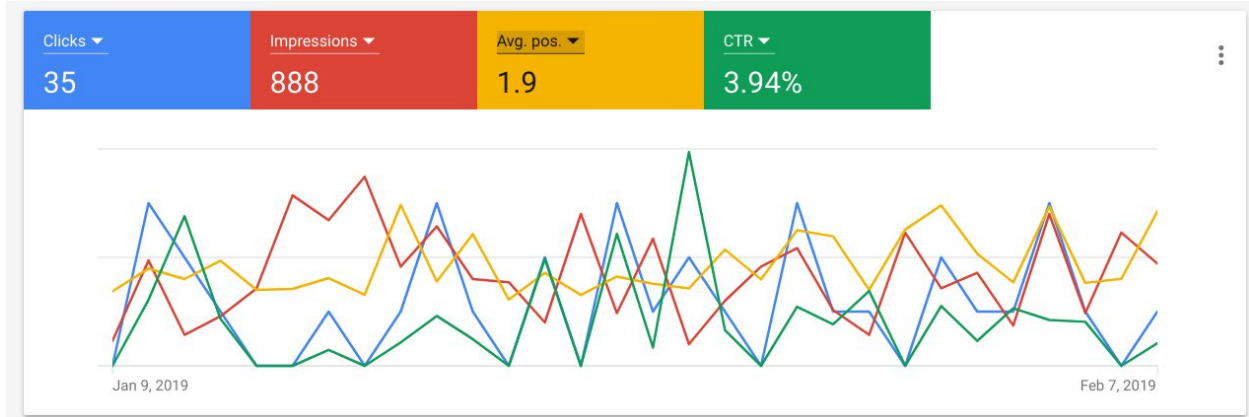
Jan 9, 2019 to Feb 8, 2019

Export 

Source (First Interaction)	Total Forms	First Time Forms
	9 (100%)	7 (100%)
 Google Organic	5 (55.6%)	4 (57.1%)
 Google Paid	4 (44.4%)	3 (42.9%)

Paid Search Campaign-Criminal

Our Criminal paid campaign yielded 35 clicks, 888 impressions, with an average position of 1.9. We had an average CTR of 3.94%.



Ad Groups & Keywords

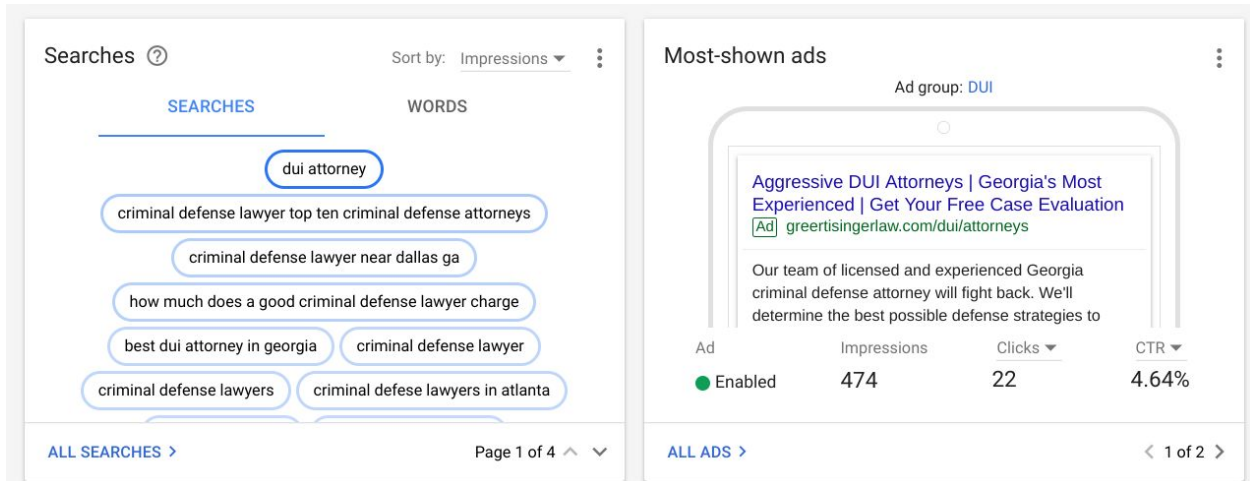
Our best performing ad group was "DUI". It yielded 474 impressions, 22 clicks, with an CTR of 4.64%.

Ad groups			
	Impressio...	Clicks	CTR
● DUI	474	22	4.64%
● Defense Lawyers	414	13	3.14%

Keywords			
	Impressio...	Clicks	CTR
● +dui +attorneys	270	14	5.19%
● +criminal +defense +lawyers	230	5	2.17%
● "dui attorneys"	204	8	3.92%
● "criminal defense lawyers"	184	8	4.35%

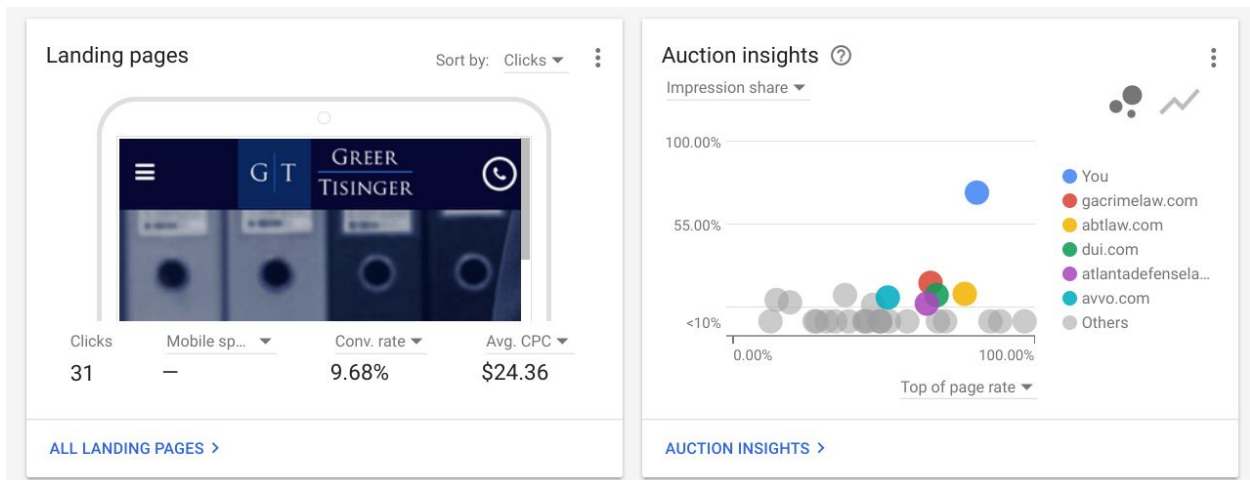
Searches & Ads

Our best performing ad this period yielded 474 impressions, 22 clicks, and a CTR of 4.64%. We'll continue to monitor our search term report to ensure our campaign continues to perform well.



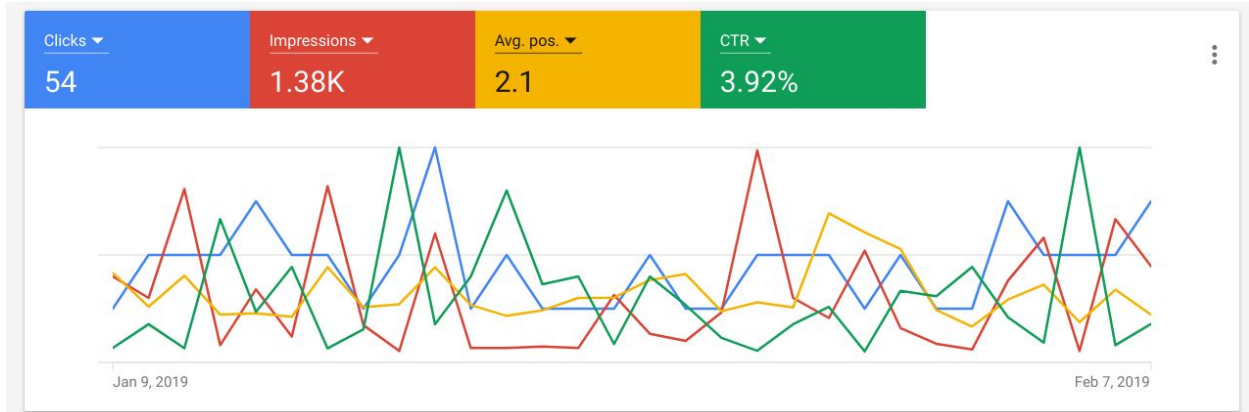
Auction Insights [Competition Analysis]

Our impression share is at 72% this period. This means our ads are showing up 72% 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.



Paid Search Campaign - Family Law

Our Family Law paid search campaign yielded 54 clicks, 1,380 impressions, with an average position of 2.1. Our CTR this period is at 3.92%



Ad Groups & Keywords

Our best performing ad group this period is "divorce". We had 790 impressions, 34 clicks, with an CTR of 4.30%.

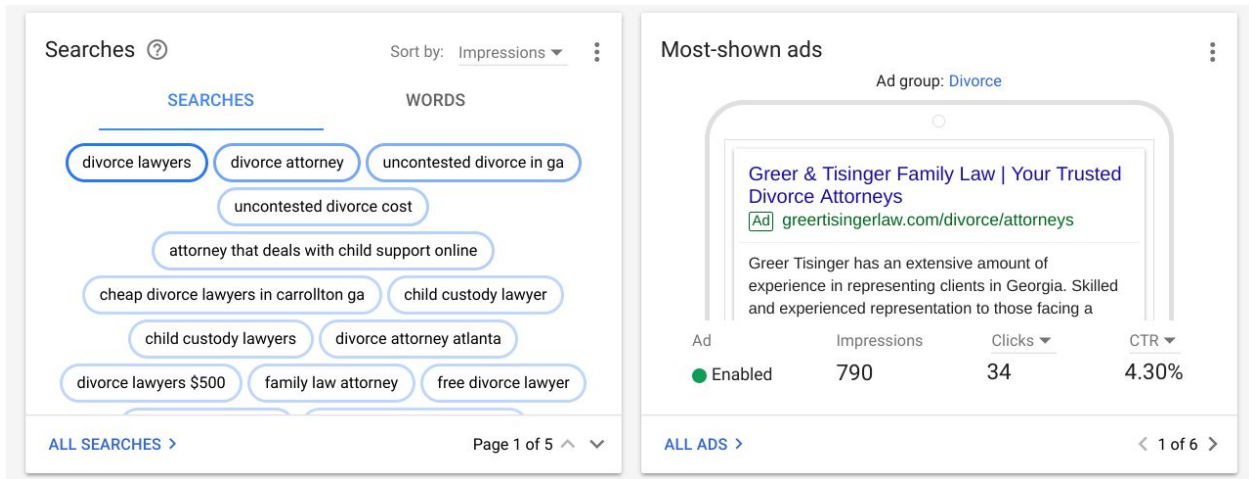
Ad groups				Keywords			
	Impressio...	Clicks	CTR		Impressio...	Clicks	CTR
● Divorce	790	34	4.30%	● +divorce +lawyer	230	9	3.91%
● Uncontested Divorce	257	7	2.72%	● "divorce lawyer"	209	13	6.22%
● Child	136	7	5.15%	● +divorce +attorney	195	7	3.59%
● Adoption	99	1	1.01%	● "divorce attorney"	156	5	3.21%
● Family Law	97	5	5.15%	● "uncontested divorce"	135	3	2.22%

ALL AD GROUPS > Page 1 of 2 ^ v

ALL KEYWORDS > Page 1 of 4 ^ v

Search Term Report & Best Performing Ad

Our best performing ad this period yielded 790 impressions, 34 clicks, with an CTR of 4.30%. We'll continue to monitor our search queries to ensure we eliminate irrelevant clicks resulting in wasted spend.



Auction Insights

Our impression share is at 17% this period. This means our ads are showing up 17% 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.

