

Pherona

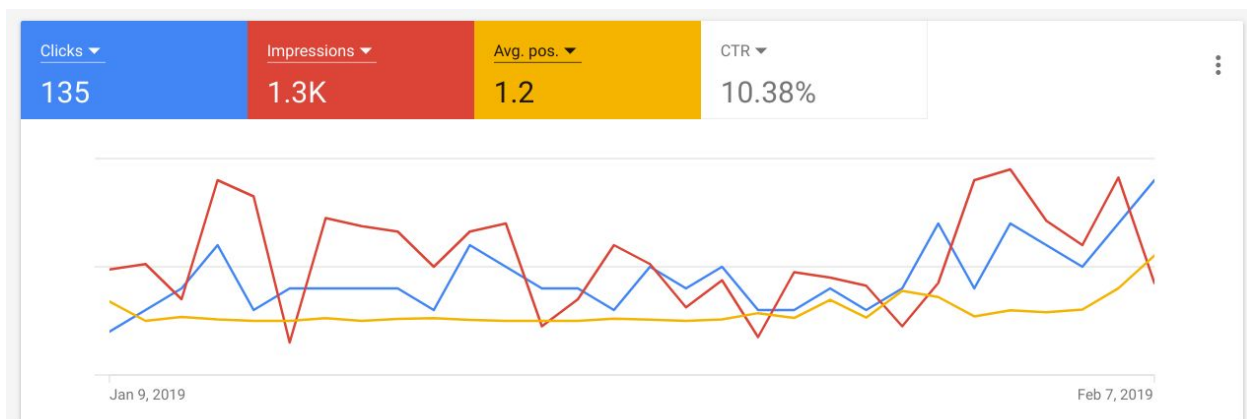
cheapuncontesteddivorces.net

Monthly Online Marketing Report - February, 2019

Highlights: We had 48 total conversions this period. We had 39 phone calls and 9 form leads. Our paid campaign yielded 35 unique conversions this period. This is a 26% conversion rate.

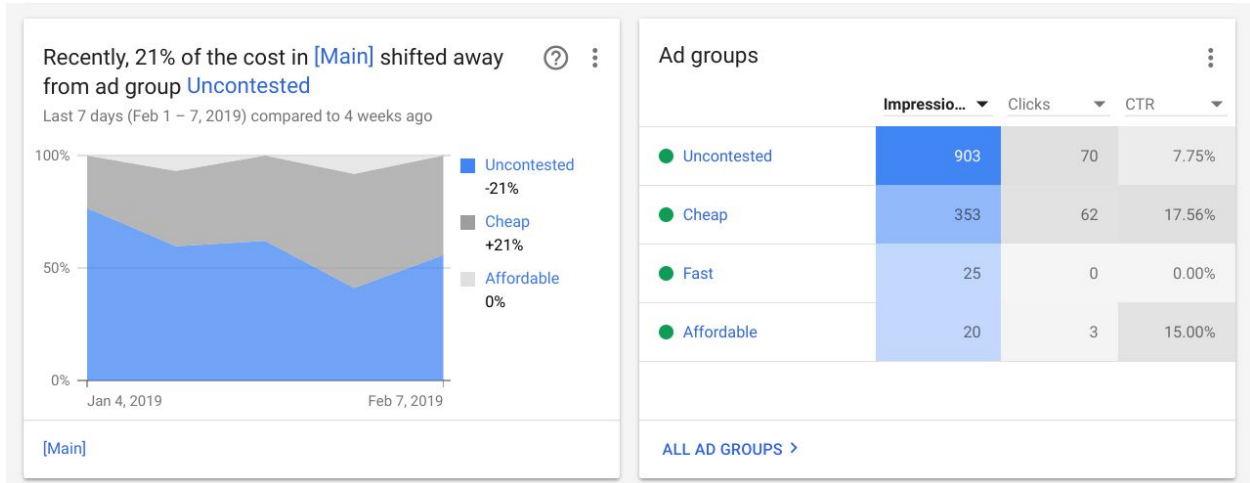
Adwords Paid Search Campaign

Our paid search campaign yielded 135 clicks, 1,300 impressions, with an average position of 1.2 and a CTR of 10.38%.



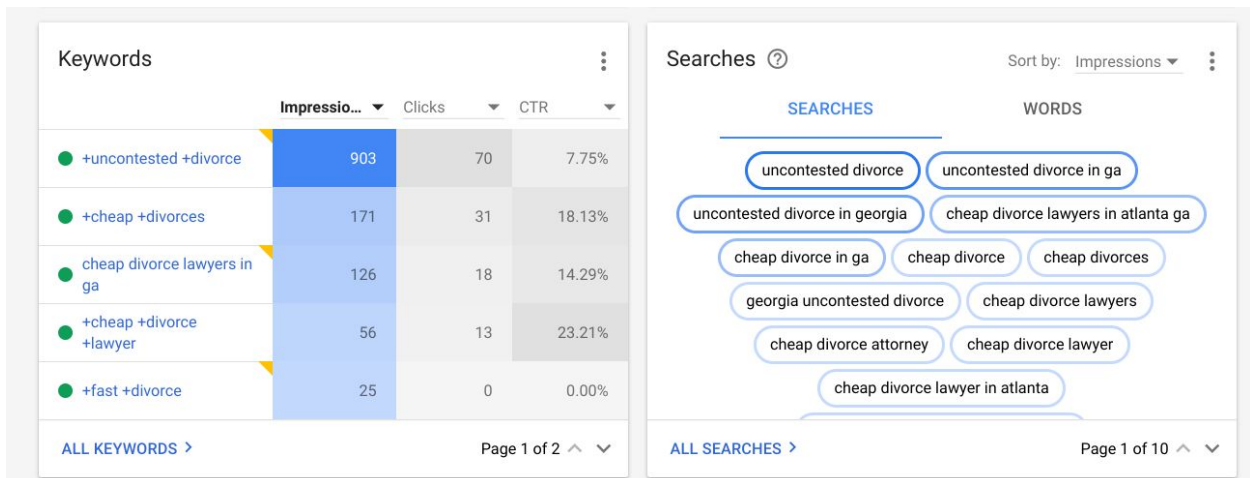
Ad Groups

Our best performing ad group this period is the “uncontested divorces”. It yielded 903 impressions, 70 clicks, and an average ctr of 7.75%.



Searches & Keywords

We'll continue to monitor our searches that trigger our ads to ensure optimal performance.



Best Performing Ads

Our best performing ad this period yielded 682 impressions, 67 clicks, with an CTR of 9.82%.

The screenshot displays two panels from a Google Ads account. The left panel, titled 'Most-shown ads', shows an ad for 'Fast, Uncontested Divorces | Affordable Divorce Lawyers | Starting as low as \$399.' with 682 impressions, 67 clicks, and a 9.82% CTR. The right panel, titled 'Landing pages', shows a landing page for 'CHEAP UNCONTESTED DIVORCE' with 119 clicks, a 36.13% conversion rate, and 100% mobile-friendliness.

Ad	Impressions	Clicks	CTR
Enabled	682	67	9.82%

Clicks	Mobile sp...	Conv. rate	Mobile-frie...
119	—	36.13%	100.00%

Auction Insights & Devices

Our search impression share is near 55% this period. We can improve our impression share by increasing our budget. Most all of our traffic comes from mobile devices.

The screenshot displays two panels from a Google Ads account. The left panel, titled 'Auction insights', shows a scatter plot of impression share vs. top of page rate for various competitors. The right panel, titled 'Devices', shows a bar chart of traffic by device type: Mobile phones, Tablets, and Computers.

Device	Cost	Impressions	Clicks
Mobile phones	High	High	High
Tablets	Low	Low	Low
Computers	Low	Low	Low

Total Conversions

We had 48 total conversions this period. We had 39 phone calls and 9 form leads. Our paid campaign yielded 35 unique conversions this period.

Jan 9, 2019 to Feb 8, 2019

Export 

Source (First Interaction)	Total Calls	First Time Callers	Average Duration
 Google Paid	39 (100%)	29 (100%)	5m 0s
 Ad Extension	20 (51.3%)	15 (51.7%)	7m 36s
 Google Organic	18 (46.2%)	13 (44.8%)	2m 20s
	1 (2.6%)	1 (3.4%)	1m 31s

Form Leads

Jan 9, 2019 to Feb 8, 2019

Export 

Source (First Interaction)	Total Forms	First Time Forms
 Google Paid	9 (100%)	8 (100%)
 www.10bestseo.com	8 (88.9%)	7 (87.5%)
	1 (11.1%)	1 (12.5%)