



Pherona

martinlawfirm.com

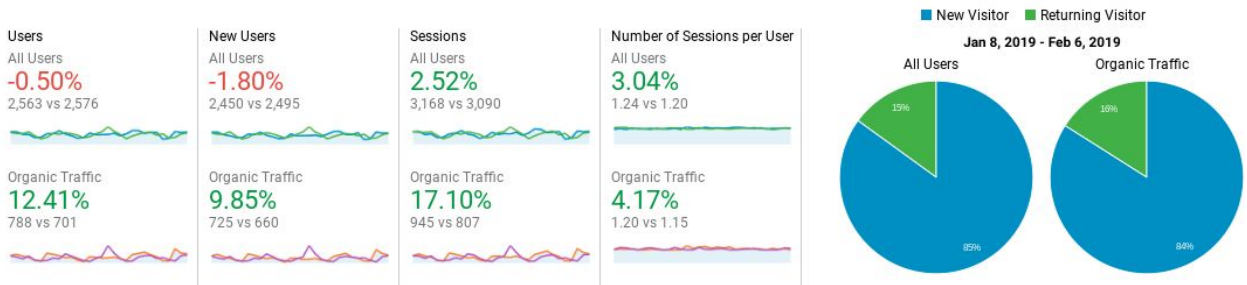
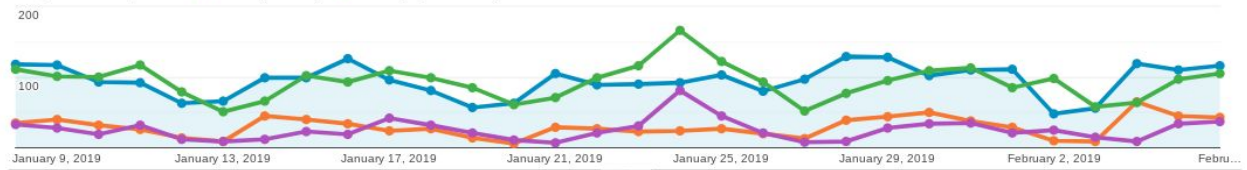
Monthly Online Marketing Report - February, 2019

Highlights: We had 134 unique conversions this period. Our paid campaign yielded 79 total conversions. Organic search traffic is up 10% over this same time last year. We now have 8 key terms on page one of Google. We are #1 on Google for "Hurricane Irma Lawyer".

Traffic

Total traffic remained steady over this same period last year. Organic search traffic improved by nearly 10% over this same time last year.

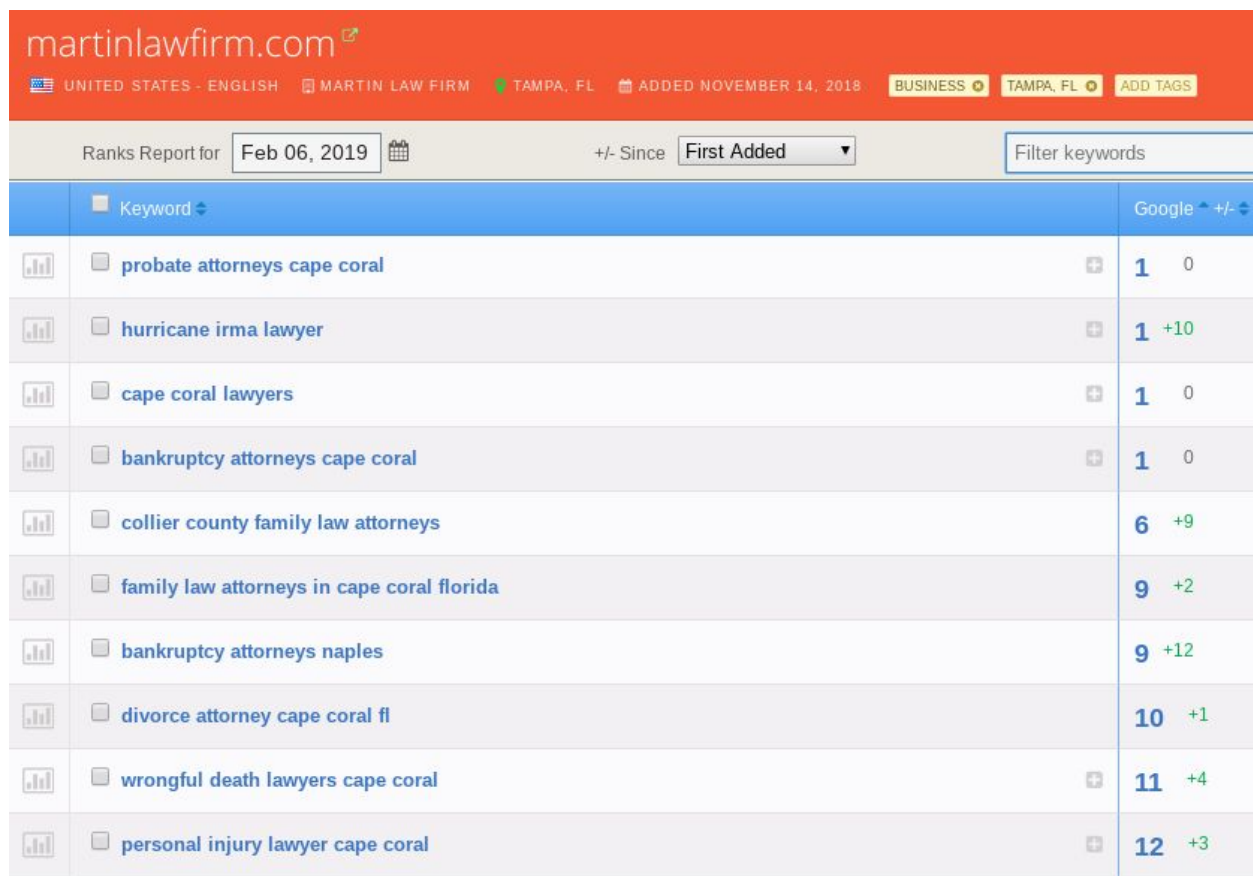
Jan 8, 2019 - Feb 6, 2019: Users (All Users) Users (Organic Traffic)
Jan 8, 2018 - Feb 6, 2018: Users (All Users) Users (Organic Traffic)



Important Keyword Ranks

We continue to make gains in ranks for important key phrases. As we build authority to **martinlawfirm.com** we'll continue to see gains in ranks and traffic in the coming months. We now have 8 key terms on page one of Google. We are now #1 in Google for "**Hurricane Irma Lawyer**". We are on page one off Google for "**Bankruptcy Attorneys Naples**"










We've moved up 5 pages of Google for "**Probate Attorneys Tampa**".





Keyword	Google	+/-
probate attorneys cape coral	1	0
hurricane irma lawyer	1	+10
cape coral lawyers	1	0
bankruptcy attorneys cape coral	1	0
collier county family law attorneys	6	+9
family law attorneys in cape coral florida	9	+2
bankruptcy attorneys naples	9	+12
divorce attorney cape coral fl	10	+1
wrongful death lawyers cape coral	11	+4
personal injury lawyer cape coral	12	+3

	<input type="checkbox"/> family law attorneys cape coral		12 +1
	<input type="checkbox"/> fort myers bankruptcy lawyer		13 +4
	<input type="checkbox"/> personal injury attorney cape coral fl		14 +1
	<input type="checkbox"/> family law attorneys fort myers		14 +3
	<input type="checkbox"/> chapter 11 bankruptcy attorneys tampa, fl		15 +8
	<input type="checkbox"/> fort myers law firms		16 -3
	<input type="checkbox"/> bankruptcy attorneys fort myers		18 +3
	<input type="checkbox"/> real estate attorney cape coral fl		20 -1
	<input type="checkbox"/> hurricane lawyer florida		21 0
	<input type="checkbox"/> family law naples		21 +18
	<input type="checkbox"/> best lawyers in fort myers		21 -7

	<input type="checkbox"/> best divorce attorney fort myers		21 -9
	<input type="checkbox"/> fort myers fl attorneys		23 -8
	<input type="checkbox"/> divorce lawyers fort myers		23 -4
	<input type="checkbox"/> family law attorneys ft myers fl		24 +1
	<input type="checkbox"/> child custody lawyers in lee county florida		24 0
	<input type="checkbox"/> family law naples fl		25 +9
	<input type="checkbox"/> divorce attorney fort myers fl free consultation		28 -3
	<input type="checkbox"/> divorce attorney naples fl		29 +1
	<input type="checkbox"/> wrongful death attorneys fort myers		32 +2
	<input type="checkbox"/> child support lawyers in ft myers fl		33 -9
	<input type="checkbox"/> personal injury lawyer fort meyers		35 -4

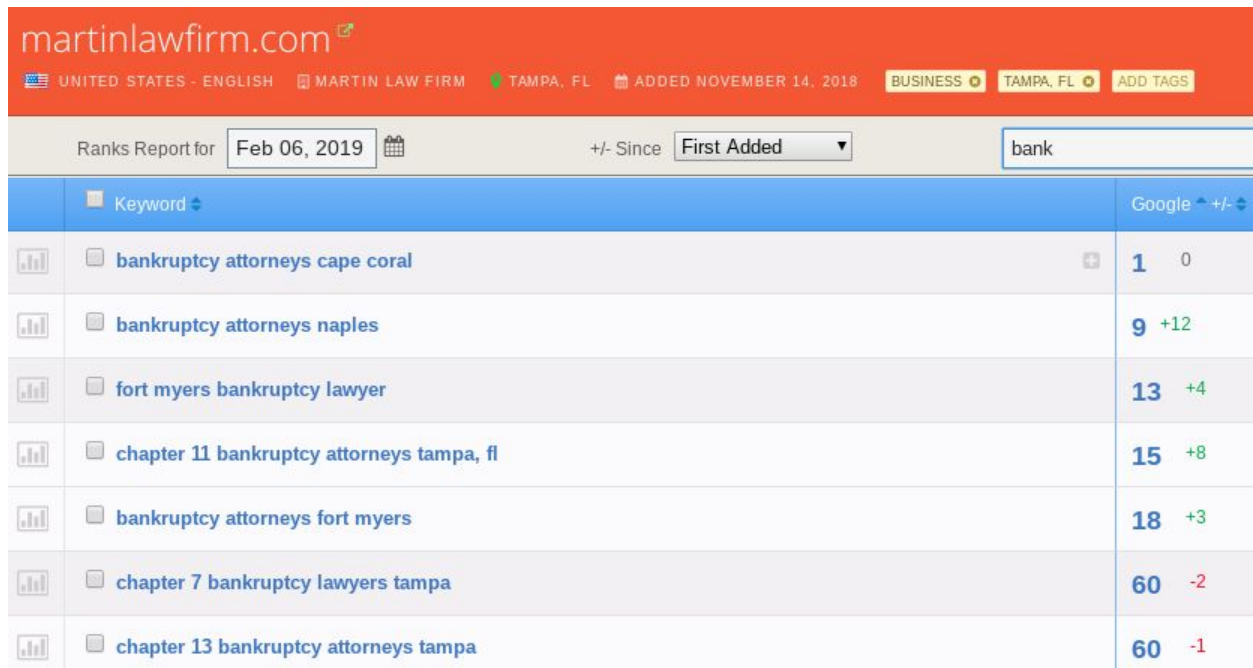
	<input type="checkbox"/> personal injury attorney fort myers	37 -1
	<input type="checkbox"/> personal injury lawyers fort myers	39 -9
	<input type="checkbox"/> personal injury lawyer naples fl	40 -2
	<input type="checkbox"/> auto accident attorney fort myers	40 +13
	<input type="checkbox"/> slip & fall accident lawyers cape coral, fl	42 -1
	<input type="checkbox"/> fort myers car accident lawyer	50 -7
	<input type="checkbox"/> probate attorneys tampa	53 +48
	<input type="checkbox"/> tampa child custody attorney	56 +45
	<input type="checkbox"/> estate planning attorney tampa fl	60 +10
	<input type="checkbox"/> chapter 7 bankruptcy lawyers tampa	60 -2
	<input type="checkbox"/> chapter 13 bankruptcy attorneys tampa	60 -1

	<input type="checkbox"/> wrongful death lawyers naples	66 -1
	<input type="checkbox"/> slip & fall accident attorneys fort myers	68 -1
	<input type="checkbox"/> trust attorney tampa	75 +26
	<input type="checkbox"/> estate planning attorney naples fl	76 +25
	<input type="checkbox"/> family law attorneys tampa	79 +22
	<input type="checkbox"/> best child custody lawyer in tampa florida	86 +15
	<input type="checkbox"/> best family law attorney in tampa	97 +4
	<input type="checkbox"/> law firms in naples florida	101 -7
	<input type="checkbox"/> wrongful death attorneys tampa	- 0
	<input type="checkbox"/> truck accident lawyers tampa	- 0
	<input type="checkbox"/> tampa personal injury law firms	- 0

	<input type="checkbox"/> slip & fall accident lawyers naples, fl	- 0
	<input type="checkbox"/> slip & fall accident attorneys tampa	- 0
	<input type="checkbox"/> real estate attorneys naples fl	- 0
	<input type="checkbox"/> probate lawyers in hillsborough county florida	- 0
	<input type="checkbox"/> personal injury lawyer tampa florida	- 0
	<input type="checkbox"/> personal injury lawyer tampa	- 0
	<input type="checkbox"/> personal injury law firms tampa fl	- 0
	<input type="checkbox"/> personal injury attorney tampa fl	- 0
	<input type="checkbox"/> naples attorneys	- 0
	<input type="checkbox"/> motorcycle accident attorneys tampa	- 0
	<input type="checkbox"/> lawyers in naples fl	- 0
	<input type="checkbox"/> family law attorney tampa fl free consultation	- 0
	<input type="checkbox"/> car accident lawyer tampa	- 0
	<input type="checkbox"/> best personal injury lawyers tampa florida	- 0
	<input type="checkbox"/> best personal injury attorney tampa	- 0
	<input type="checkbox"/> auto accident attorney tampa	- 0

Bankruptcy Key Terms


We are now on page one of Google for “**bankruptcy attorneys naples**”.















martinlawfirm.com	
UNITED STATES - ENGLISH MARTIN LAW FIRM TAMPA, FL ADDED NOVEMBER 14, 2018 BUSINESS TAMPA, FL ADD TAGS	
Ranks Report for	Feb 06, 2019
+/- Since	First Added
bank	
Keyword	Google +/-
bankruptcy attorneys cape coral	1 0
bankruptcy attorneys naples	9 +12
fort myers bankruptcy lawyer	13 +4
chapter 11 bankruptcy attorneys tampa, fl	15 +8
bankruptcy attorneys fort myers	18 +3
chapter 7 bankruptcy lawyers tampa	60 -2
chapter 13 bankruptcy attorneys tampa	60 -1

Total Conversions

We had 134 unique conversions this period. We had 106 unique phone calls and 28 unique form leads. We had 37 Calls from our ads. **Our paid campaign yielded 79 conversions this period.**

Jan 8, 2019 to Feb 7, 2019 Export 

Source (First Interaction)	Total Calls	First Time Callers	Average Duration
	89 (100%)	69 (100%)	4m 46s
 Google Paid	41 (46.1%)	28 (40.6%)	4m 9s
 Google Organic	26 (29.2%)	21 (30.4%)	6m 12s
 Direct	7 (7.9%)	5 (7.2%)	3m 41s
 Yahoo Organic	5 (5.6%)	5 (7.2%)	3m 27s
 Bing Organic	3 (3.4%)	3 (4.3%)	2m 28s
 www.martindale.com	1 (1.1%)	1 (1.4%)	52s
 www.lawyers.com	1 (1.1%)	1 (1.4%)	47s
 www.justia-com.cdn.ampproject.org	1 (1.1%)	1 (1.4%)	9m 28s
 www.justia.com	1 (1.1%)	1 (1.4%)	14m 49s
 r.search.aol.com	1 (1.1%)	1 (1.4%)	10m 2s
 lawyers.justia.com	1 (1.1%)	1 (1.4%)	1m 52s
 avvo	1 (1.1%)	1 (1.4%)	5m 10s

Calls from our Ads [Ad Extensions]

Calls from ads |
 Calls from ads |
 Lead |
 Recording conversions |
 Every |
 30 |
 Yes |
 1.03 |
 37.00 |
 37.00

Jan 8, 2019 to Feb 7, 2019 Export 

Source (First Interaction)	Total Forms	First Time Forms
	31 (100%)	28 (100%)
 Google Paid	15 (48.4%)	14 (50.0%)
 Direct	7 (22.6%)	5 (17.9%)
 Google Organic	4 (12.9%)	4 (14.3%)
 Bing Organic	1 (3.2%)	1 (3.6%)
 martinlawfirm.com	1 (3.2%)	1 (3.6%)
 www.bufetesdeabogados.us	1 (3.2%)	1 (3.6%)
 www.justia.com	1 (3.2%)	1 (3.6%)
 www.justia-com.cdn.ampproject.org	1 (3.2%)	1 (3.6%)

Paid Search Campaign

Our paid campaign yielded 1,430 clicks, 62,300 impressions, and a total ad spend of \$11,800 this period. Our average cost per click is at \$8.30. Our paid campaign yielded 79 total conversions this period.



Search Term Report & Ads

We'll continue to monitor our search term report to ensure our ads are not being triggered by irrelevant search queries causing wasted spend. Our most shown ad received 143 clicks, 7,447 impressions, with a CTR of 1.92%

Searches ?

Sort by: Impressions

SEARCHES	WORDS
bankruptcy	morgan and morgan fort myers
martin law firm	probate
bankruptcy attorneys	eviana martin
chapter 7 bankruptcy	farr law firm
will	bankruptcy attorney
chapter 13 bankruptcy	lawyer
martin law firm cape coral	
what is probate	martin and martin law firm
bankruptcy attorney fort myers	mattar firm

[ALL SEARCHES >](#) Page 1 of 10

Most-shown search ads

Ad group: Probate

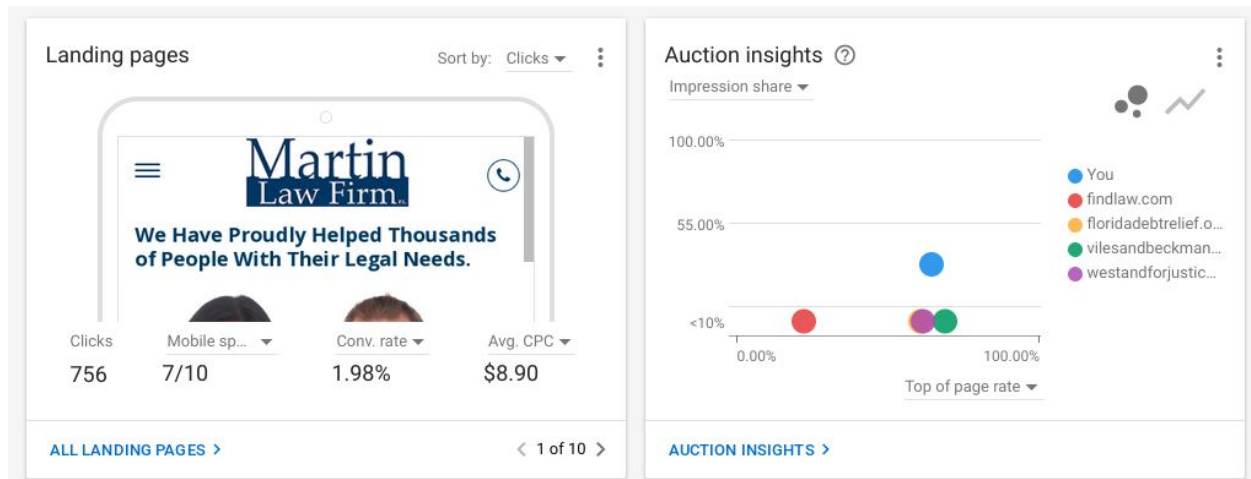
Martin Law Firm, P.L. - martinlawfirm.com
[Ad](#) www.martinlawfirm.com (239) 443-1094
Probate Attorneys Call now for a free consultation
Free Consultations
Service catalog: Formal Administration, Summary Administration, Foreign A...
[About Probate](#) [Home Page](#)
[Our Attorneys](#)

Ad	Impressions	Clicks	CTR
Enabled	7,447	143	1.92%

[ALL SEARCH ADS >](#) < 1 of 10 >

Auction Insights [Competition Analysis]

Our impression share is at 32.69% this period. This means our ads are showing up 33% of the time they are eligible for. We improve our impression share by increasing our budget.



Devices & Demographics

