

Pherona

# greertinsingerlaw.com

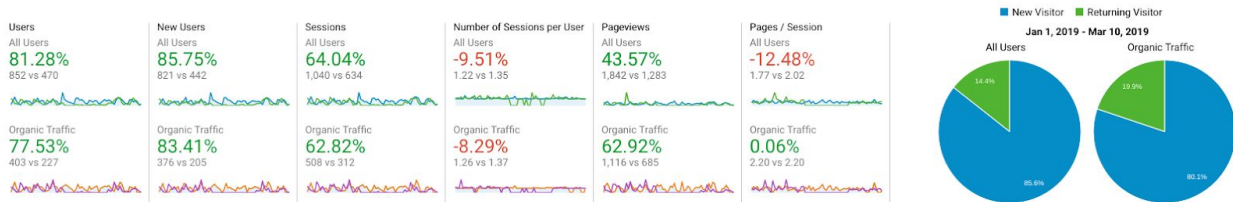
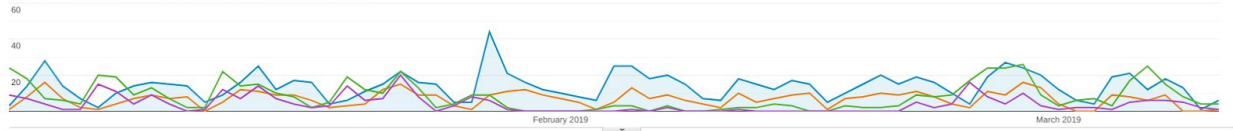
## Monthly Online Marketing Report - March, 2019

**Highlights:** Total traffic improved by 85% over the previous period. Organic search traffic increased by 83% over last period. We now have 18 key terms on page one of Google. We had 61 unique conversions this period. Our paid campaign yielded 28 conversions.

### Traffic

Total traffic is up 85% over the previous period. Organic search traffic improved 83% over last period.

Jan 1, 2019 - Mar 10, 2019: ● Users (All Users) ● Users (Organic Traffic)  
 Oct 24, 2018 - Dec 31, 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 **greertisingerlaw.com** we'll continue to see gains in ranks and traffic in the coming months. We now have 16 key terms on page one of Google.

Top 10 Gainers vs Previous Week

Name	Current Rank	Moved Up
lawyers in carrollton ga	14	+87
uncontested divorce attorneys carrollton ga	1	+16
probate attorney carrollton ga	1	+14
civil attorneys in carrollton ga	1	+14
divorce attorney in carrollton ga	1	+10
divorce lawyers carrollton ga	1	+9
carrollton ga divorce attorneys	1	+9
divorce lawyer carrollton ga	1	+8
assult lawyers carrollton ga	25	+4
family lawyers carrollton ga	9	+3

greertisingerlaw.com  
 UNITED STATES - ENGLISH GREER TISINGER LAW FIRM CARROLLTON, GA ADDED NOVEMBER 21, 2018 BUSINESS CARROLLTON, GA ADD TAGS CSV

Ranks Report for Mar 10, 2019 +/- Since First Added Filter keywords Filter tags

Keyword	Google +/-	Yahoo +/-	Bing +/-
alimony attorneys carrollton ga	1 +22	7 +94	7 +94
carrollton ga divorce attorneys	1 +20	15 +86	15 +86
cheap divorces carrollton ga	1 0	1 +100	1 +100
civil attorneys in carrollton ga	1 +6	- -31	- -31
divorce attorney in carrollton ga	1 +18	4 +21	4 +21
divorce lawyer carrollton ga	1 +14	6 +95	6 +95
divorce lawyers carrollton ga	1 +23	9 +92	9 +92
estate attorney carrollton ga	1 0	- -40	- -40
probate attorney carrollton ga	1 +10	67 -10	67 -10
resisting arrest attorneys carrollton ga	1 0	8 +1	8 -1
uncontested divorce attorneys carrollton ga	1 +17	10 +91	10 +91
weapons attorneys carrollton ga	3 +17	- -57	- -60
uncontested divorce carrollton ga	5 +11	3 +21	3 +21
carrollton ga family law	9 +5	35 +30	35 +30
family law attorney in carrollton ga	9 +11	10 +91	10 +91

	family lawyers carrollton ga	9 +6	18 +83	18 +83
	cheap divorce lawyers in carrollton ga	10 +11	45 +56	45 +56
	family law attorneys carrollton ga	10 +9	4 +46	4 +46
	carrollton ga lawyer	12 +12	- 0	- 0
	carrollton attorney	13 +30	71 +30	71 +30
	lawyers in carrollton ga	14 +12	40 +61	40 +61
	child custody lawyers in carrollton ga	16 +5	21 +80	21 +80
	personal injury lawyers carrollton ga	16 +10	18 +83	18 +83
	carrollton ga attorneys	18 +7	9 +92	9 +92
	hit and run attorneys carrollton ga	18 +6	- 0	- 0
	attorneys in carrollton ga	19 +82	20 +61	20 +61
	murder attorneys carrollton ga	21 +15	- -22	- 0
	domestic violence attorneys carrollton ga	24 0	- 0	- 0
	assault lawyers carrollton ga	25 +1	- 0	- 0
	car accident attorneys carrollton ga	25 +14	16 +85	16 +85
	dui attorney carrollton ga	43 +58	- 0	- 0
	criminal lawyers in carrollton ga	46 -5	71 +10	71 -18
	criminal defense attorney carrollton ga	48 -8	- 0	- 0
	divorce lawyers douglasville ga	59 +42	- 0	- 0
	accident attorneys atlanta	- 0	- 0	- 0
	battery lawyers carrollton ga	- 0	78 +23	78 +13
	child custody lawyers newnan ga	- 0	- 0	- 0
	criminal defense attorney douglasville ga	- 0	- 0	- 0
	criminal defense attorney fulton county	- 0	- 0	- 0
	criminal lawyers in dekalb county georgia	- 0	- 0	- 0
	criminal lawyers in douglasville ga	- 0	- 0	- 0
	divorce attorneys atlanta ga	- 0	- 0	- 0
	dui lawyer carrollton ga	- 0	- 0	- 0
	family law attorneys atlanta	- 0	- 0	- 0
	law firms in carrollton ga	- -72	80 +21	80 +21
	personal injury lawyers atlanta ga	- 0	- 0	- 0

# Total Conversions

We had 61 unique conversions this period. We had 51 phone calls and 10 form leads. Our paid campaign yielded 28 conversions this period.

Feb 9, 2019 to Mar 11, 2019 Export ▾

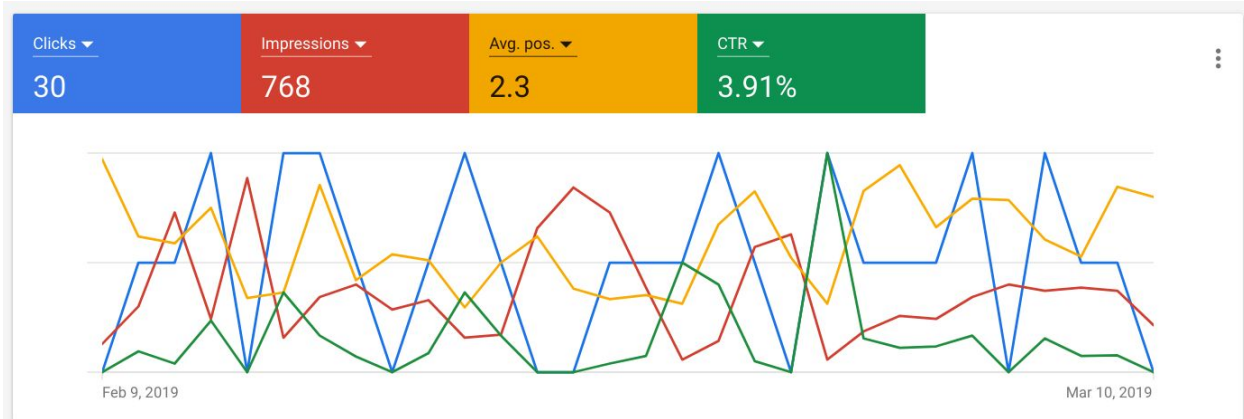
Source (First Interaction)	Total Calls	First Time Callers	Average Duration
	<b>70</b> (100%)	<b>51</b> (100%)	<b>2m 45s</b>
Google Organic	32 (45.7%)	22 (43.1%)	2m 31s
Ad Extension	16 (22.9%)	13 (25.5%)	2m 12s
Google Paid	12 (17.1%)	10 (19.6%)	3m 18s
Direct	6 (8.6%)	3 (5.9%)	1m 36s
Bing Organic	2 (2.9%)	1 (2.0%)	11m 35s
www.facebook.com	1 (1.4%)	1 (2.0%)	2m 34s
greetsingerlaw.com	1 (1.4%)	1 (2.0%)	2m 24s

Feb 9, 2019 to Mar 11, 2019 Export ▾

Source (First Interaction)	Total Forms	First Time Forms
	<b>13</b> (100%)	<b>10</b> (100%)
Google Paid	7 (53.8%)	5 (50.0%)
Direct	3 (23.1%)	2 (20.0%)
Google Organic	3 (23.1%)	3 (30.0%)

# Paid Search Campaign-Criminal

Our Criminal paid campaign yielded 30 clicks, 768 impressions, with an average position of 2.3. We had an average CTR of 3.91%.



## Ad Groups & Keywords

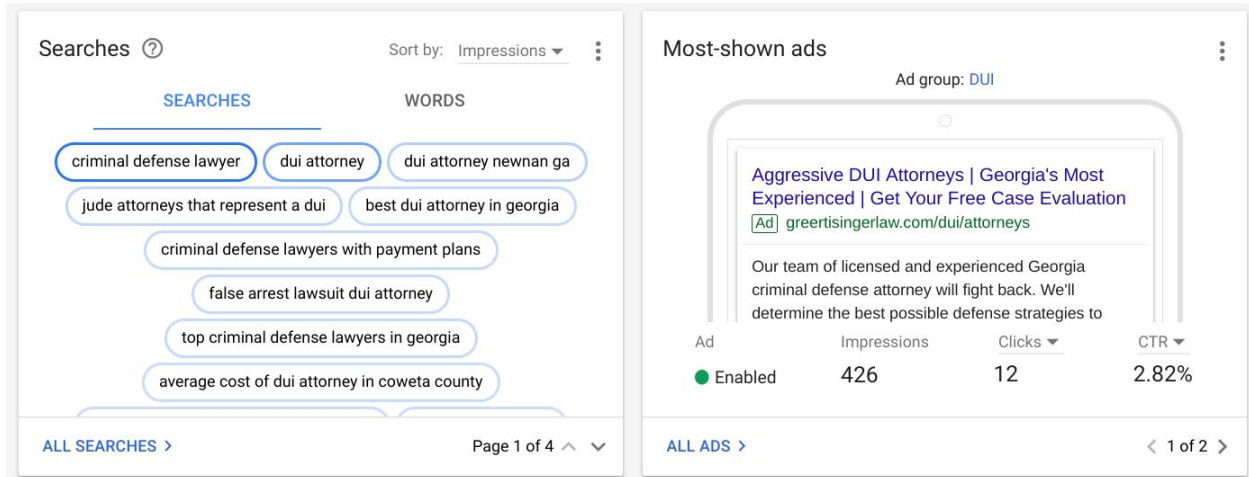
Our best performing ad group was "Defense Lawyers". It yielded 342 impressions, 18 clicks, with an CTR of 5.26%.

Ad groups			
	Impressio...	Clicks	CTR
● DUI	426	12	2.82%
● Defense Lawyers	342	18	5.26%
<a href="#">ALL AD GROUPS &gt;</a>			

Keywords			
	Impressio...	Clicks	CTR
● +dui +attorneys	260	8	3.08%
● +criminal +defense +lawyers	179	7	3.91%
● "dui attorneys"	166	4	2.41%
● "criminal defense lawyers"	163	11	6.75%
<a href="#">ALL KEYWORDS &gt;</a>			

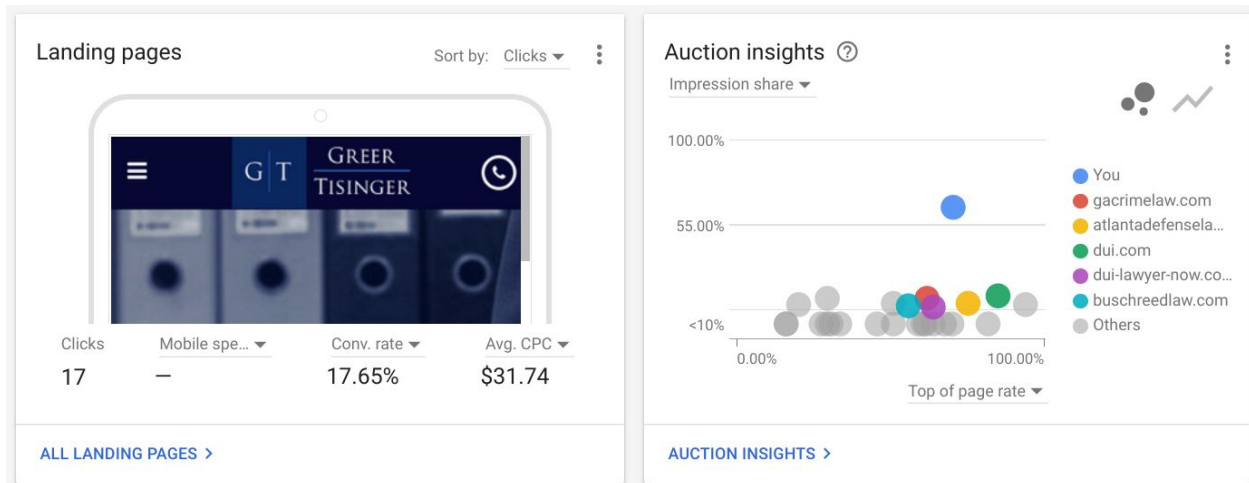
# Searches & Ads

Our best performing ad this period yielded 426 impressions, 12 clicks, and a CTR of 2.82%. We'll continue to monitor our search term report to ensure our campaign continues to perform well.



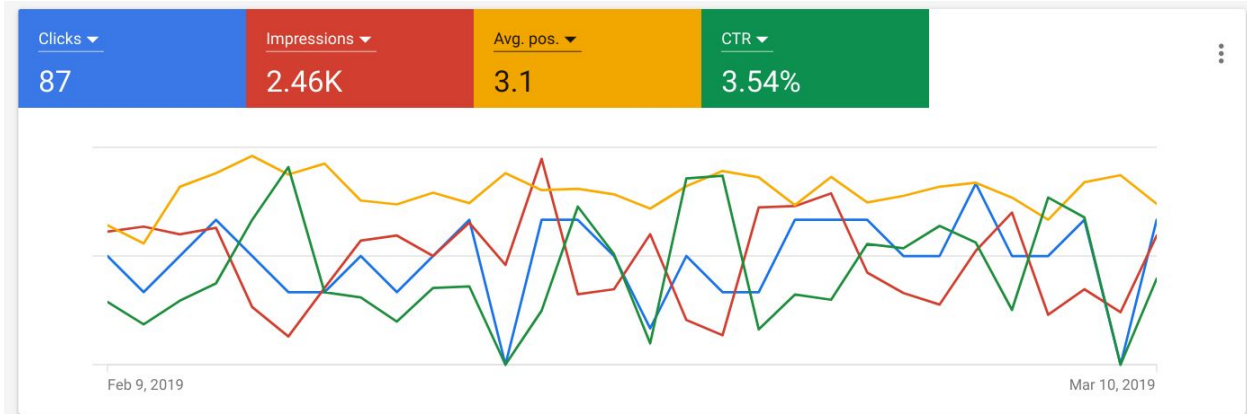
# Auction Insights [Competition Analysis]

Our impression share is at 64% this period. This means our ads are showing up 64% 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 87 clicks, 2,46 impressions, with an average position of 3.1. Our CTR this period is at 3.54%



## Ad Groups & Keywords

Our best performing ad group this period is "divorce". We had 1,189 impressions, 36 clicks, with an CTR of 3.03%.

Ad groups				Keywords			
	Impressio...	Clicks	CTR		Impressio...	Clicks	CTR
● Divorce	1,189	36	3.03%	● +divorce +lawyer	429	8	1.86%
● Uncontested Divorce	601	21	3.49%	● "divorce lawyer"	376	19	5.05%
● Child	299	20	6.69%	● +uncontested +divorce	319	13	4.08%
● Family Law	193	4	2.07%	● "uncontested divorce"	282	8	2.84%
● Adoption	157	6	3.82%	● +divorce +attorney	225	4	1.78%

ALL AD GROUPS > Page 1 of 2 ^ v

ALL KEYWORDS > Page 1 of 4 ^ v

