



Pherona

martinlawfirm.com

Monthly Online Marketing Report - February, 2019

Highlights: We had 258 unique conversions this period. Our paid campaign yielded 141 total conversions. We've lowered the cost per conversion by 50% over the previous period. Organic search traffic is up 22% over this same time last year. We continue to see significant gains for important key terms.

Traffic

Total traffic remained steady over this same period last year. Organic search traffic improved by nearly 22% over this same time last year.



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.

Top 10 Gainers vs Previous Week

Name	Current Rank	Moved Up
naples attorneys	69	+25
family law attorney tampa fl free consultation	90	+6
car accident lawyer tampa	78	+5
auto accident attorney fort myers	43	+2
bankruptcy attorneys fort myers	20	+2
fort myers law firms	26	+2
family law attorneys tampa	68	+2
wrongful death attorneys fort myers	27	+1
probate lawyers in hillsborough county florida	99	+1
child custody lawyers in lee county florida	25	+1

Keyword	Google Rank	Change
bankruptcy attorneys cape coral	1	0
cape coral lawyers	1	0
probate attorneys cape coral	1	0
hurricane irma lawyer	2	+9
divorce attorney cape coral fl	7	+4
family law attorneys cape coral	10	+3
collier county family law attorneys	11	+4
family law attorneys in cape coral florida	11	0
wrongful death lawyers cape coral	12	+3
bankruptcy attorneys naples	14	+7
chapter 11 bankruptcy attorneys tampa, fl	15	+8
hurricane lawyer florida	18	+3
bankruptcy attorneys fort myers	20	+1
personal injury attorney cape coral fl	20	-5
personal injury lawyer cape coral	20	-5

	real estate attorney cape coral fl	20	-1
	chapter 7 bankruptcy lawyers tampa	21	+37
	divorce lawyers fort myers	21	-2
	fort myers bankruptcy lawyer	22	-5
	wrongful death lawyers naples	22	+43
	best divorce attorney fort myers	24	-12
	chapter 13 bankruptcy attorneys tampa	25	+34
	child custody lawyers in lee county florida	25	-1
	family law naples	25	+14
	family law naples fl	25	+9
	family law attorneys fort myers	26	-9
	fort myers law firms	26	-13
	slip & fall accident lawyers cape coral, fl	26	+15
	trust attorney tampa	26	+75
	best lawyers in fort myers	27	-13
	estate planning attorney naples fl	27	+74

	wrongful death attorneys fort myers	27	+7
	divorce attorney naples fl	28	+2
	child support lawyers in ft myers fl	30	-6
	family law attorneys ft myers fl	31	-6
	divorce attorney fort myers fl free consultation	33	-8
	personal injury lawyer fort meyers	34	-3
	personal injury attorney fort myers	38	-2
	personal injury lawyer naples fl	38	0
	estate planning attorney tampa fl	39	+31
	personal injury lawyers fort myers	40	-10
	real estate attorneys naples fl	42	+59
	auto accident attorney fort myers	43	+10
	fort myers fl attorneys	43	-28
	probate attorneys tampa	48	+53
	tampa child custody attorney	52	+49
	fort myers car accident lawyer	55	-12

	family law attorneys tampa	68 +33
	naples attorneys	69 +32
	best child custody lawyer in tampa florida	72 +29
	wrongful death attorneys tampa	75 +26
	car accident lawyer tampa	78 +23
	law firms in naples florida	78 +16
	family law attorney tampa fl free consultation	90 +11
	truck accident lawyers tampa	98 +3
	probate lawyers in hillsborough county florida	99 +2

Total Conversions

We had 258 unique conversions this period. We had 171 unique phone calls and 63 unique form leads. We had 24 Calls from our ads. **Our paid campaign yielded 141 conversions this period.**

Jan 31, 2019 to Mar 2, 2019

Export

Source (First Interaction)	Total Calls	First Time Callers	Average Duration
	219 (100%)	171 (100%)	4m 42s
Google Paid	111 (50.7%)	89 (52.0%)	4m 17s
Google Organic	74 (33.8%)	52 (30.4%)	5m 32s
Direct	13 (5.9%)	10 (5.8%)	4m 43s
Yahoo Organic	6 (2.7%)	5 (2.9%)	2m 49s
Bing Organic	4 (1.8%)	4 (2.3%)	3m 43s
avvo	3 (1.4%)	3 (1.8%)	3m 39s
lawyers.justia.com	2 (0.9%)	2 (1.2%)	3m 5s
www.martinlawfirm.com	1 (0.5%)	1 (0.6%)	3m 27s
www.martindale.com	1 (0.5%)	1 (0.6%)	52s
www.Lawyers.com	1 (0.5%)	1 (0.6%)	47s
www-justia-com.cdn.ampproject.org	1 (0.5%)	1 (0.6%)	5m 48s
www.justia.com	1 (0.5%)	1 (0.6%)	14m 49s
rsearch.aol.com	1 (0.5%)	1 (0.6%)	10m 2s

Calls from our Ads [Ad Extensions]

<input type="checkbox"/>	<input checked="" type="checkbox"/>	Calls from ads	Calls from ads	Lead	No recent conversions	Every	30	Yes	1.00	24.00	24.00
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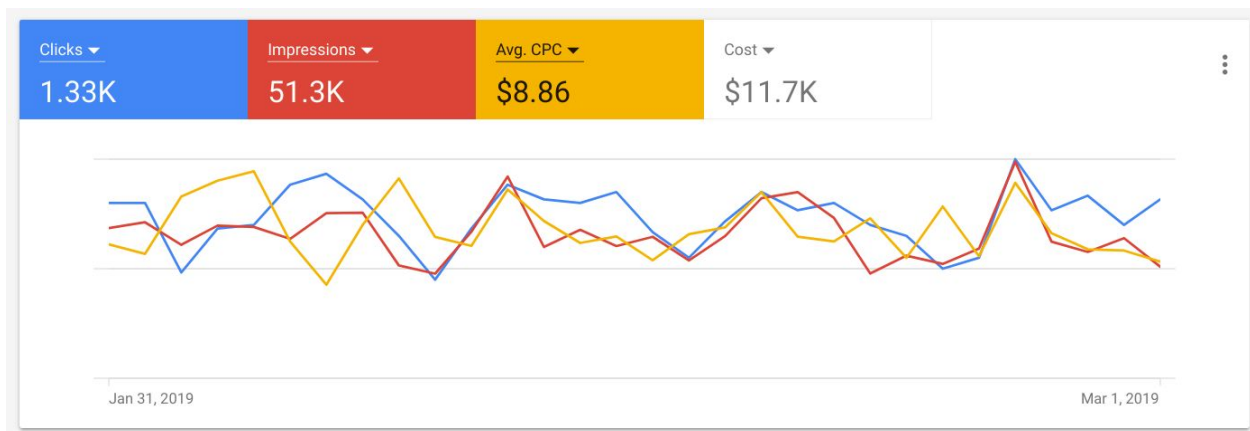
Jan 31, 2019 to Mar 2, 2019

Export

Source (First Interaction)	Total Forms	First Time Forms
	76 (100%)	63 (100%)
Google Paid	32 (42.1%)	28 (44.4%)
Google Organic	18 (23.7%)	15 (23.8%)
Direct	14 (18.4%)	9 (14.3%)
Bing Organic	3 (3.9%)	3 (4.8%)
www.justia.com	3 (3.9%)	2 (3.2%)
avo	1 (1.3%)	1 (1.6%)
www.bufetesdeabogados.us	1 (1.3%)	1 (1.6%)
www.justia-com.cdn.ampproject.org	1 (1.3%)	1 (1.6%)
www.lawyers.com	1 (1.3%)	1 (1.6%)
www.openallurfs.com	1 (1.3%)	1 (1.6%)
www.yelp.com	1 (1.3%)	1 (1.6%)

Paid Search Campaign

Our paid campaign yielded 1,330 clicks, 51,300 impressions, and a total ad spend of \$11,700 this period. Our average cost per click is at \$8.86. Our paid campaign yielded 141 total conversions this period.



Campaign Overview

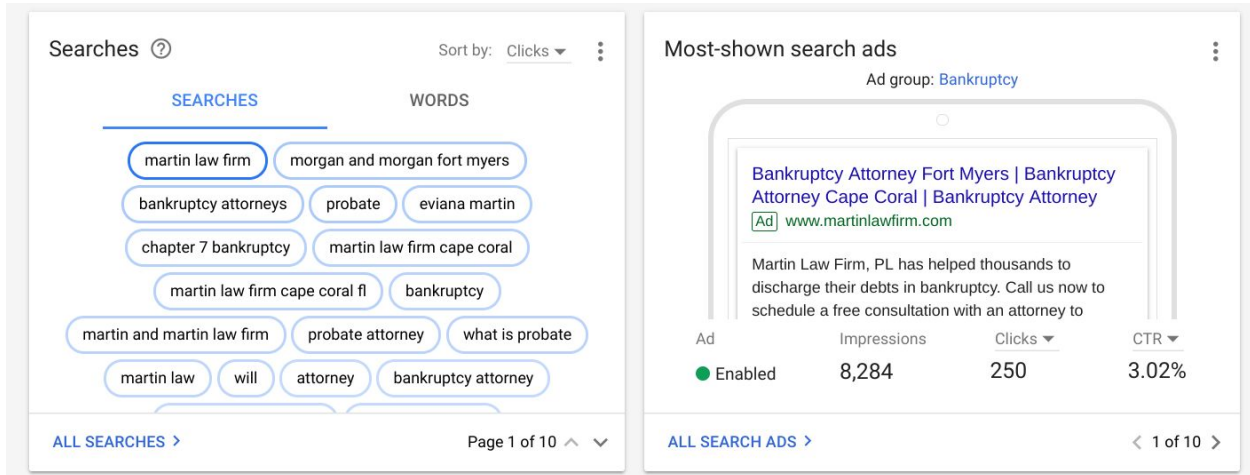
All campaigns this period yielded higher conversions with lower cost per conversions. We have lowered the cost per conversion by 50% over the previous period. CTR improved across the board as well.

Campaigns				Search keywords			
	Cost	Conversions	Cost / conv.		Cost	Clicks	CTR
Fort Myers BCY	\$4,800.73 ↑ \$376.31	35.00 ↑ 23.00	\$137.16 ↓ \$231.54	bankruptcy attorneys	\$892.88 ↑ \$173.60	64 ↑ 15	8.96% ↑ 3.42%
Fort Myers - Probate	\$2,492.57 ↑ \$956.37	11.00 ↑ 7.00	\$226.60 ↓ \$635.64	lawyers in fort myers	\$608.66 ↑ \$101.43	69 ↑ 8	2.86% ↑ 0.98%
Fort Myers DR	\$1,974.69 ↑ \$197.04	41.00 ↑ 17.00	\$48.16 ↓ \$25.91	bankruptcy	\$366.86 ↑ \$14.64	24 ↓ 4	1.57% ↓ 0.58%
Fort Myers EP	\$1,285.51 ↑ \$104.60	10.00 ↑ 6.00	\$128.55 ↓ \$166.68	attorney estate	\$283.36 ↑ \$109.23	42 ↑ 15	3.79% ↑ 0.32%
2018Mid Year PI	\$660.88 ↑ \$71.98	13.00 ↑ 7.00	\$50.84 ↓ \$47.31	estate law firm	\$269.22 ↑ \$67.83	34 ↑ 10	3.97% ↑ 0.22%

Campaign	Interaction rate	Avg. cost	Cost	Conversions	1/31/2018-3/1/2019	1/1/2019-1/30/2019	Change	Change (%)	Cost / conv.	Conv. rate	Bid strate type
Fort Myers BCY	3.43% (-1.73%)	\$10.91 (-8.26%)	\$4,800.73 (+8.51%)	35.00 (+191.67%)	\$137.16	\$368.70	-\$231.54	-62.80%	7.95% (+146.59%)	Maximize	
Fort Myers DR	3.26% (+5.99%)	\$6.54 (+12.19%)	\$1,974.69 (+11.08%)	41.00 (+70.83%)	\$48.16	\$74.07	-\$25.91	-34.98%	13.58% (+72.53%)	Maximize	
Fort Myers - Probate	3.90% (+76.31%)	\$9.93 (+8.26%)	\$2,492.57 (-27.73%)	11.00 (+175.00%)	\$226.60	\$862.24	-\$635.64	-73.72%	4.38% (+311.95%)	Maximize	
Fort Myers EP	2.97% (+23.21%)	\$6.53 (+3.33%)	\$1,285.51 (+8.86%)	10.00 (+150.00%)	\$128.55	\$295.23	-\$166.68	-56.46%	5.08% (+137.31%)	Maximize	
2018Mid Year PI	2.58% (+46.80%)	\$8.81 (+22.70%)	\$660.88 (+12.22%)	13.00 (+116.67%)	\$50.84	\$98.15	-\$47.31	-48.20%	17.33% (+136.89%)	Maximize	
2018 PI Search	6.48% (+15.05%)	\$8.22 (+56.78%)	\$468.57 (+5.13%)	13.00 (+8.33%)	\$36.04	\$37.14	-\$1.10	-2.95%	22.81% (+61.55%)	Maximize	
Total: All enabled campaigns	15.15% (+36.97%)	\$1.51 (-10.10%)	\$11,747.91 (-1.49%)	123.00 (+98.39%)	\$95.51	\$192.35	-\$96.84	-50.34%	1.58% (+81.06%)		
Total: Account	15.15% (+36.97%)	\$1.51 (-10.10%)	\$11,747.91 (-1.49%)	123.00 (+98.39%)	\$95.51	\$192.35	-\$96.84	-50.34%	1.58% (+81.06%)		
Total: Search campaigns	3.40% (+24.25%)	\$8.84 (+4.78%)	\$11,682.95 (-1.55%)	123.00 (+98.39%)	\$94.98	\$191.40	-\$96.42	-50.37%	3.00% (+14%)		

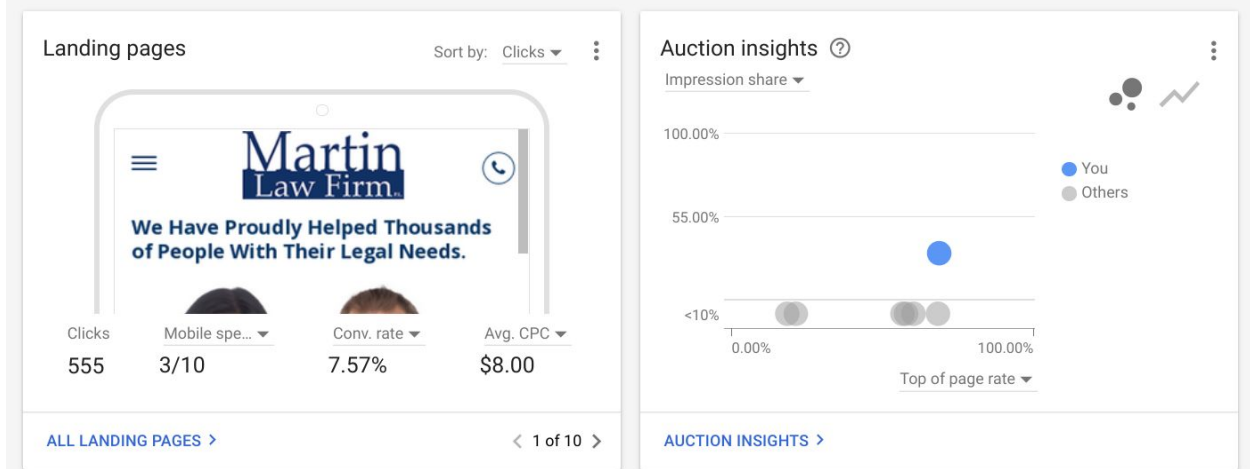
Search Term Report & Ads

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 250 clicks, 8,284 impressions, with a CTR of 3.02%

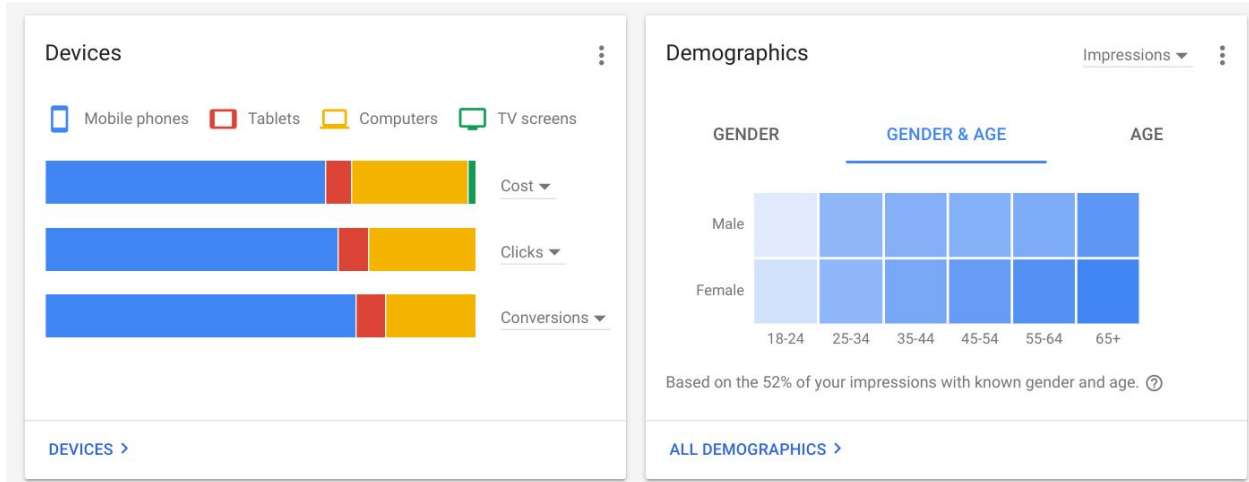


Auction Insights [Competition Analysis]

Our impression share is at 32.69% this period. This means our ads are showing up 35% of the time they are eligible for. We improve our impression share by increasing our budget.



Devices & Demographics



Campaign Suggestions

We can improve our impression share by increasing our budget. Now that we are pulling in better conversion data, we can scale the winners and improve on key terms that are not performing. This will ultimately lower our cost per lead and improve our overall campaign performance.