



Pherona

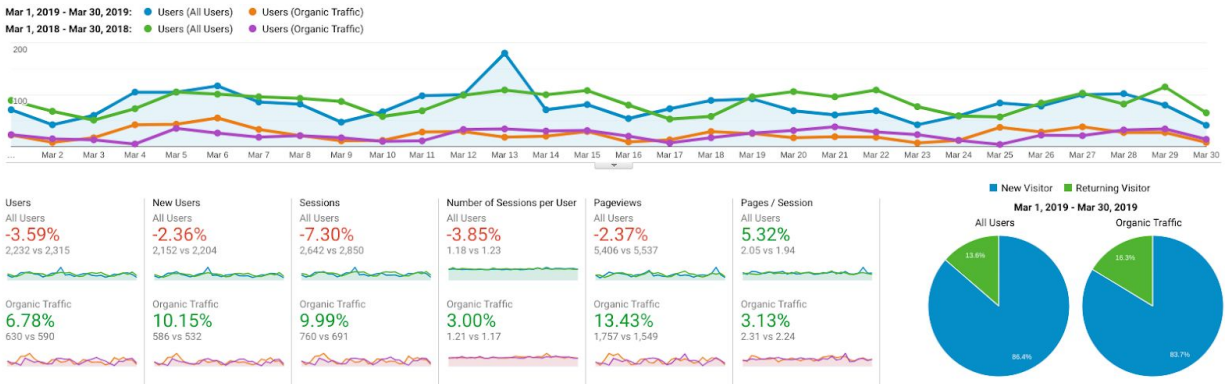
martinlawfirm.com

Monthly Online Marketing Report - March, 2019

Highlights: We had 244 unique conversions this period. Our paid campaign yielded 128 total conversions. Organic search traffic is up 10% 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 10% 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
slip & fall accident lawyers naples, fl	45	+56
naples attorneys	74	+27
best child custody lawyer in tampa florida	61	+14
estate planning attorney naples fl	17	+14
law firms in naples florida	94	+7
best family law attorney in tampa	83	+6
tampa child custody attorney	50	+6
best lawyers in fort myers	18	+3
child custody lawyers in lee county florida	25	+3
slip & fall accident lawyers cape coral, fl	31	+2

martinlawfirm.com
 UNITED STATES - ENGLISH | MARTIN LAW FIRM | TAMPA, FL | ADDED NOVEMBER 14, 2018 | BUSINESS | TAMPA, FL | ADD TAGS | CSV

Ranks Report for **Mar 30, 2019** +/- Since **First Added** Filter keywords Filter tags

Keyword	Google +/-	Yahoo +/-	Bing +/-
bankruptcy attorneys cape coral	1 0	10 +1	10 +91
cape coral lawyers	1 0	27 -16	27 +74
probate attorneys cape coral	1 0	20 -6	20 +1
hurricane irma lawyer	2 +9	24 +12	24 +77
bankruptcy attorneys naples	9 +12	8 +15	8 +9
collier county family law attorneys	10 +5	25 -18	25 -10
hurricane lawyer florida	13 +8	56 +5	56 -22
family law attorneys in cape coral florida	15 -4	11 +10	11 +11
personal injury lawyer cape coral	15 0	16 +5	16 +6
personal injury attorney cape coral fl	16 -1	16 -12	16 +85
chapter 11 bankruptcy attorneys tampa, fl	17 +6	27 0	27 +74
estate planning attorney naples fl	17 +84	57 +22	57 +20
family law attorneys cape coral	17 -4	17 0	17 +84

	best lawyers in fort myers	18 -4	- -11	- -53
	divorce attorney cape coral fl	18 -7	- -91	- -84
	real estate attorney cape coral fl	18 +1	76 +25	76 +25
	wrongful death lawyers cape coral	18 -3	15 -2	15 +86
	bankruptcy attorneys fort myers	20 +1	67 -36	67 +34
	fort myers bankruptcy lawyer	20 -3	- -75	- -66
	child custody lawyers in lee county florida	25 -1	- -4	- 0
	child support lawyers in ft myers fl	25 -1	71 +30	71 +30
	family law attorneys fort myers	25 -8	50 -5	50 +27
	best divorce attorney fort myers	27 -15	- -70	- 0
	wrongful death lawyers naples	27 +38	- 0	- 0
	fort myers fl attorneys	28 -13	- -11	- -25
	divorce lawyers fort myers	29 -10	38 -11	38 +16
	family law naples	29 +10	90 -52	90 -33
	personal injury attorney fort myers	30 +6	60 -29	60 +13
	divorce attorney fort myers fl free consultation	31 -6	27 -6	27 +74
	divorce attorney naples fl	31 -1	75 -54	75 -39
	slip & fall accident lawyers cape coral, fl	31 +10	- 0	- 0
	personal injury lawyers fort myers	32 -2	81 -42	81 -45
	chapter 13 bankruptcy attorneys tampa	34 +25	65 +36	65 -25
	family law attorneys ft myers fl	35 -10	- -27	- 0
	family law naples fl	35 -1	82 +19	82 +19
	chapter 7 bankruptcy lawyers tampa	36 +22	- 0	- -76
	fort myers law firms	36 -23	11 -1	11 +24
	auto accident attorney fort myers	37 +16	- 0	- 0
	wrongful death attorneys fort myers	37 -3	- -15	- -60
	personal injury lawyer naples fl	39 -1	- 0	- 0
	probate attorneys tampa	44 +57	45 +56	45 +56

	slip & fall accident lawyers naples, fl	45 +56	- 0	- 0
	fort myers car accident lawyer	47 -4	- 0	- 0
	trust attorney tampa	49 +52	65 +36	65 +36
	estate planning attorney tampa fl	50 +20	24 +77	24 +77
	tampa child custody attorney	50 +51	- 0	- 0
	best child custody lawyer in tampa florida	61 +40	- 0	- 0
	real estate attorneys naples fl	62 +39	- 0	- 0
	naples attorneys	74 +27	- -9	- -40
	family law attorneys tampa	78 +23	- 0	- 0
	wrongful death attorneys tampa	79 +22	- 0	- 0
	best family law attorney in tampa	83 +18	- 0	- 0
	probate lawyers in hillsborough county florida	89 +12	- 0	- 0
	law firms in naples florida	94 0	- -72	- 0
	car accident lawyer tampa	99 +2	- 0	- 0

Total Conversions

We had 244 unique conversions this period. We had 151 unique phone calls and 64 unique form leads. We had 29 Calls from our ads. **Our paid campaign yielded 128 conversions this period.**

Mar 1, 2019 to Mar 31, 2019

Export

Source (First Interaction)	Total Calls	First Time Callers	Average Duration
	207 (100%)	151 (100%)	4m 18s
Google Paid	95 (45.9%)	69 (45.7%)	3m 35s
Google Organic	73 (35.3%)	53 (35.1%)	4m 15s
Direct	14 (6.8%)	10 (6.6%)	5m 7s
Bing Organic	13 (6.3%)	8 (5.3%)	4m 53s
Yahoo Organic	3 (1.4%)	3 (2.0%)	13m 45s
www.lawyers.com	2 (1.0%)	2 (1.3%)	1m 52s
r.search.aol.com	2 (1.0%)	2 (1.3%)	1m 23s
www.yelp.com	1 (0.5%)	1 (0.7%)	3m 49s
www.martinlawfirm.com	1 (0.5%)	1 (0.7%)	3m 27s
www.justia-com.cdn.ampproject.org	1 (0.5%)	1 (0.7%)	6m 19s
avvo	1 (0.5%)	1 (0.7%)	27m 34s
martinlawfirm.com	1 (0.5%)	0	18m 38s

Calls from our Ads [Ad Extensions]

Calls from ads	Calls from ads	Lead	Recording conversions	Every	30	Yes	1.00	29.00	29.00
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Mar 1, 2019 to Mar 31, 2019

Export

Source (First Interaction)	Total Forms	First Time Forms
	72 (100%)	64 (100%)
Google Paid	33 (45.8%)	30 (46.9%)
Google Organic	22 (30.6%)	21 (32.8%)
Direct	8 (11.1%)	5 (7.8%)
awo	2 (2.8%)	2 (3.1%)
Bing Organic	2 (2.8%)	2 (3.1%)
martinlawfirm.com	2 (2.8%)	1 (1.6%)
www.martindale.com	2 (2.8%)	2 (3.1%)
www.justia.com	1 (1.4%)	1 (1.6%)

Paid Search Campaign

Our paid campaign yielded 1,470 clicks, 166,000 impressions, and a total ad spend of \$11,200 this period. Our average cost per click is at \$7.66. Our paid campaign yielded 128 total conversions this period.



Campaign Overview

Our campaign performance was consistent this period over last. We'll continue to make adjustment to help improve campaign performance.

Campaigns				Search keywords			
	Cost	Conversions	Cost / conv.		Cost	Clicks	CTR
Fort Myers BCY	\$4,337.48	31.00	\$139.92	for myers	\$809.06	191	1.25%
Fort Myers - Probate	\$2,190.84	12.00	\$182.57	bankruptcy attorneys	\$608.90	41	8.56%
Fort Myers DR	\$1,856.00	33.00	\$56.24	lawyers in fort myers	\$492.43	56	2.08%
Fort Myers EP	\$1,169.92	20.00	\$58.50	bankruptcy	\$293.99	21	2.00%
2018Mid Year Pl	\$580.98	5.00	\$116.20	attorney estate	\$270.48	40	3.76%

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 275 clicks, 14,,632 impressions, with a CTR of 1.88%

Searches		Most-shown search ads											
<p>Sort by: Clicks</p> <p>SEARCHES WORDS</p> <p>martin law firm martin law firm cape coral bankruptcy attorneys</p> <p>bankruptcy attorney martin law firm fort myers probate</p> <p>bankruptcy eviana martin mattar firm</p> <p>morgan and morgan fort myers what is probate</p> <p>martin and martin law firm martin law firm cape coral florida</p> <p>will chapter 13 bankruptcy chapter 7 bankruptcy</p>		<p>Ad group: Divorce</p> <p>Martin Law Firm, P.L. Experienced Family Attorneys Cape Coral, Fort Myers, Naples Ad www.martinlawfirm.com</p> <p>Martin Law Firm, P.L. - Family Law Attorneys Licensed in Florida. We have helped thousands of clients with their legal needs.</p> <table border="1"> <thead> <tr> <th>Ad</th> <th>Impressions</th> <th>Clicks</th> <th>CTR</th> </tr> </thead> <tbody> <tr> <td>Enabled</td> <td>14,635 ↑ 5,867</td> <td>275 ↑ 185</td> <td>1.88% ↓ 3.15%</td> </tr> </tbody> </table>				Ad	Impressions	Clicks	CTR	Enabled	14,635 ↑ 5,867	275 ↑ 185	1.88% ↓ 3.15%
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Enabled	14,635 ↑ 5,867	275 ↑ 185	1.88% ↓ 3.15%										

Auction Insights [Competition Analysis]

Our impression share is at 20% this period. This means our ads are showing up 20% of the time they are eligible for. We improve our impression share by increasing our budget.

CAMPAIGNS **AUCTION INSIGHTS** Last 30 days Mar 1 – 30, 2019

ADD FILTER Search campaigns

Display URL domain	Impression share	Avg. position	Overlap rate	Position above rate	Top of page rate	Abs. Top of page rate	Outranking share
You	19.31%	2.2	–	–	67.26%	36.68%	–

Devices & Demographics

