



Pherona

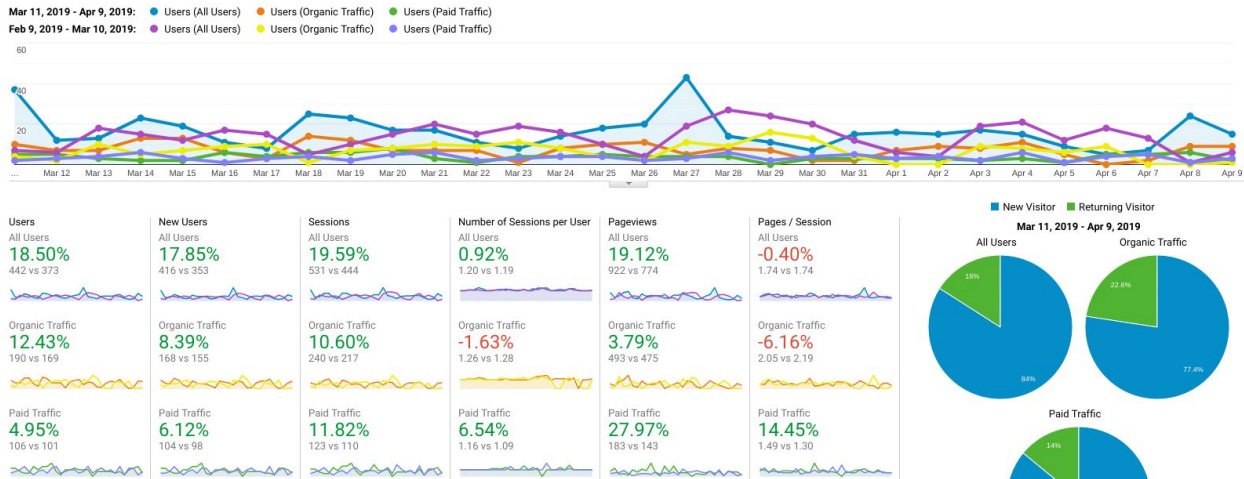
greertinsingerlaw.com

Monthly Online Marketing Report - April, 2019

Highlights: Total traffic improved by 18% over the previous period. Organic search traffic increased by 8% over last period. We now have 20 key terms on page one of Google. We had 54 unique conversions this period. Our paid campaign yielded 23 conversions.

Traffic

Total traffic is up 18% over the previous period. Organic search traffic improved 8% over last period.



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 20 key terms on page one of Google.

Top 10 Gainers vs Previous Week

Name	Current Rank	Moved Up
assult lawyers carrollton ga	23	+4
dui attorney carrollton ga	39	+4
criminal defense attorney carrollton ga	37	+4
divorce lawyers douglasville ga	65	+4
domestic violence attorneys carrollton ga	25	+1
law firms in carrollton ga	10	+1
family lawyers carrollton ga	9	+1
carrollton ga lawyer	9	+1
carrollton ga family law	5	+1
attorneys in carrollton ga	12	+1

greertisingerlaw.com				
UNITED STATES - ENGLISH		GREER TISINGER LAW FIRM	CARROLLTON, GA	ADDED NOVEMBER 21, 2018
		BUSINESS	CARROLLTON, GA	ADD TAGS
Ranks Report for Apr 10, 2019		+/- Since First Added	Filter keywords	Filter tags
Keyword	Google +/-	Yahoo +/-	Bing +/-	
alimony attorneys carrollton ga	1 +22	8 +93	8 +93	
carrollton ga divorce attorneys	1 +20	14 +87	14 +87	
cheap divorce lawyers in carrollton ga	1 +20	41 +60	41 +60	
cheap divorces carrollton ga	1 0	2 +99	2 +99	
civil attorneys in carrollton ga	1 +6	- -31	- -31	
divorce attorney in carrollton ga	1 +18	5 +20	5 +20	
divorce lawyer carrollton ga	1 +14	5 +96	5 +96	
divorce lawyers carrollton ga	1 +23	9 +92	9 +92	
estate attorney carrollton ga	1 0	69 -8	69 -8	
probate attorney carrollton ga	1 +10	61 -4	61 -4	
resisting arrest attorneys carrollton ga	1 0	6 +3	6 +1	
uncontested divorce attorneys carrollton ga	1 +17	19 +82	19 +82	
carrollton ga family law	5 +9	38 +27	38 +27	

	weapons attorneys carrollton ga		5 +15	- -57	- -60
	carrollton attorney	+	8 +35	50 +51	50 +51
	carrollton ga lawyer		9 +15	15 +86	15 +86
	family lawyers carrollton ga	+	9 +6	17 +84	17 +84
	family law attorneys carrollton ga	+	10 +9	5 +45	5 +45
	law firms in carrollton ga	+	10 +19	8 +93	8 +93
	uncontested divorce carrollton ga	+	10 +6	7 +17	7 +17
	carrollton ga attorneys		11 +14	7 +94	7 +94
	family law attorney in carrollton ga	+	11 +9	10 +91	10 +91
	lawyers in carrollton ga		11 +15	39 +62	39 +62
	attorneys in carrollton ga		12 +89	20 +61	20 +61
	child custody lawyers in carrollton ga	+	14 +7	26 +75	26 +75
	hit and run attorneys carrollton ga		20 +4	- 0	- 0
	assult lawyers carrollton ga		23 +3	89 +12	89 +12

	personal injury lawyers carrollton ga	+	23 +3	40 +61	40 +61
	car accident attorneys carrollton ga	+	24 +15	10 +91	10 +91
	domestic violence attorneys carrollton ga		25 -1	- 0	- 0
	murder attorneys carrollton ga		25 +11	- -22	- 0
	criminal defense attorney carrollton ga		37 +3	51 +50	51 +50
	dui attorney carrollton ga		39 +62	- 0	- 0
	criminal lawyers in carrollton ga		41 0	70 +11	70 -17
	divorce lawyers douglasville ga		65 +36	- 0	- 0

Total Conversions

We had 54 unique conversions this period. We had 46 phone calls and 8 form leads. Our paid campaign yielded 23 conversions this period.

Mar 11, 2019 to Apr 10, 2019 Export

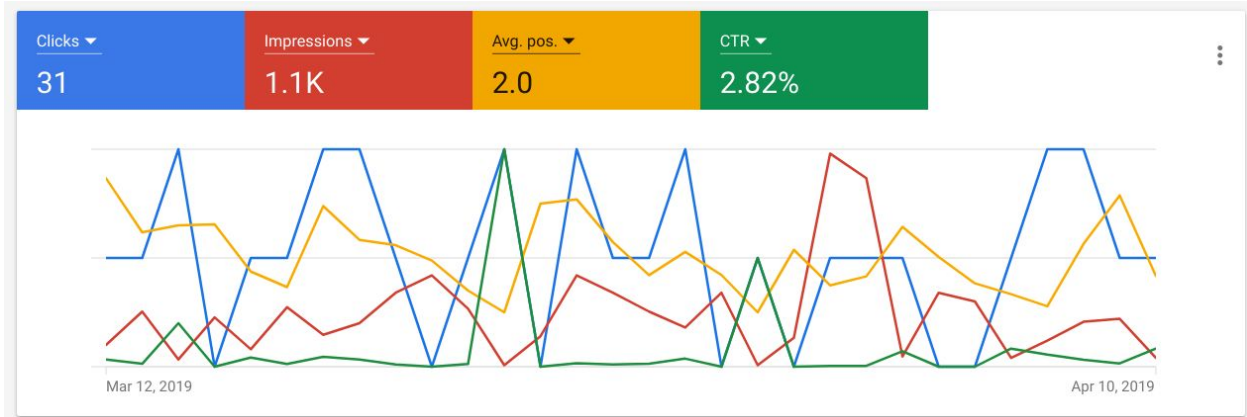
Source (First Interaction)	Total Calls	First Time Callers	Average Duration
	66 (100%)	46 (100%)	2m 19s
Google Organic	29 (43.9%)	23 (50.0%)	2m 18s
Direct	14 (21.2%)	3 (6.5%)	2m 43s
Google Paid	13 (19.7%)	10 (21.7%)	2m 50s
Ad Extension	9 (13.6%)	9 (19.6%)	1m 20s
duckduckgo.com	1 (1.5%)	1 (2.2%)	10s

Mar 11, 2019 to Apr 10, 2019 Export

Source (First Interaction)	Total Forms	First Time Forms
	9 (100%)	8 (100%)
Google Organic	5 (55.6%)	4 (50.0%)
Google Paid	4 (44.4%)	4 (50.0%)

Paid Search Campaign-Criminal

Our Criminal paid campaign yielded 31 clicks, 1,100 impressions, with an average position of 2.0. We had an average CTR of 2.82%.



Ad Groups & Keywords

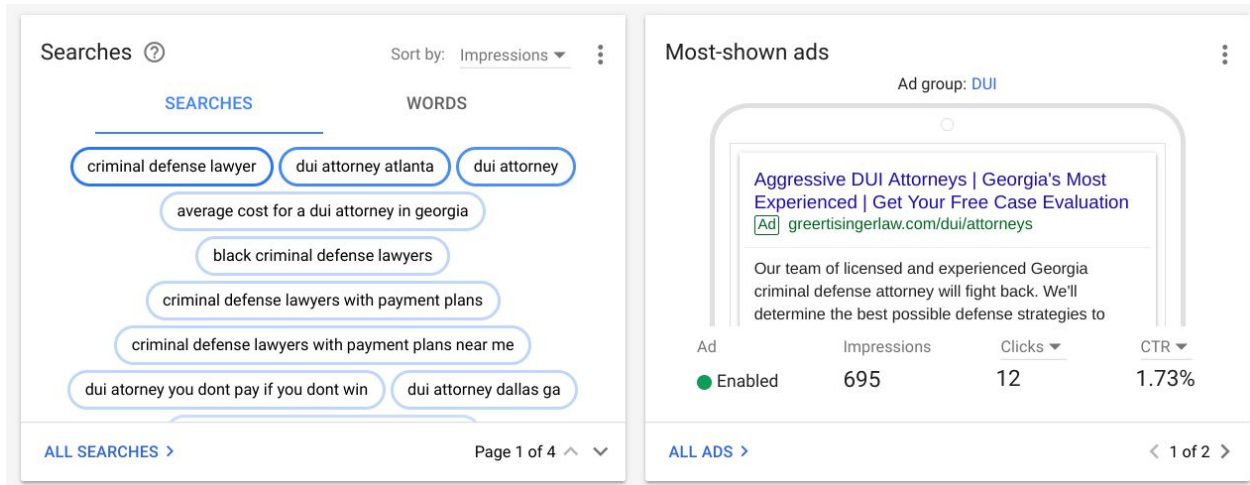
Our best performing ad group was "Defense Lawyers". It yielded 403 impressions, 19 clicks, with an CTR of 4.71%.

Ad groups			
	Impressio...	Clicks	CTR
● DUI	695	12	1.73%
● Defense Lawyers	403	19	4.71%
ALL AD GROUPS >			

Keywords			
	Impressio...	Clicks	CTR
● +dui +attorneys	393	10	2.54%
● "dui attorneys"	302	2	0.66%
● +criminal +defense +lawyers	209	10	4.78%
● "criminal defense lawyers"	194	9	4.64%
ALL KEYWORDS >			

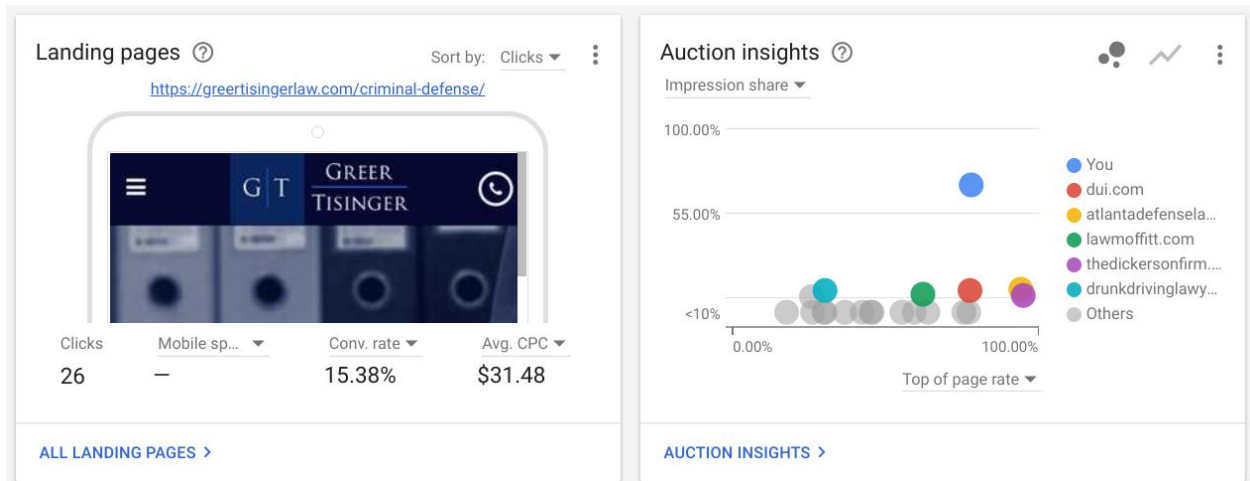
Searches & Ads

Our best performing ad this period yielded 695 impressions, 12 clicks, and a CTR of 1.73%. We'll continue to monitor our search term report to ensure our campaign continues to perform well.



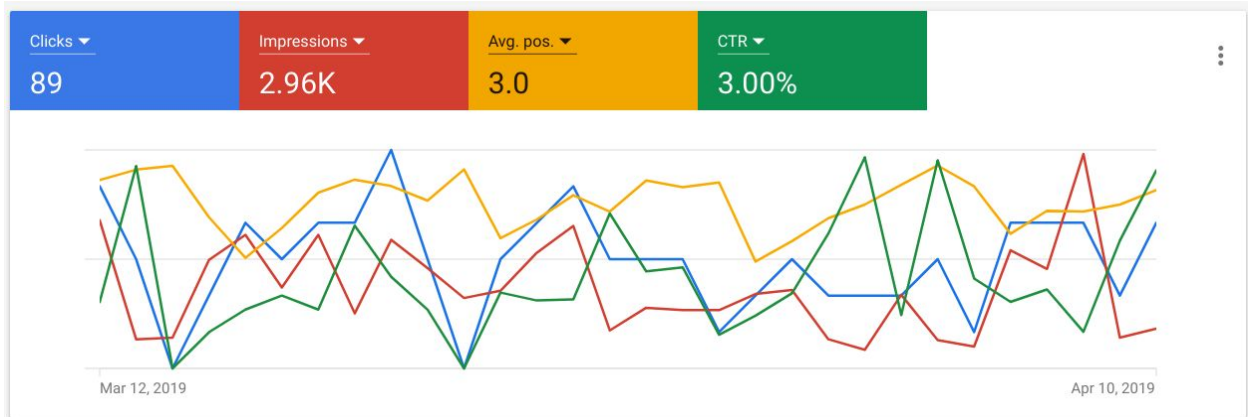
Auction Insights [Competition Analysis]

Our impression share is at 70% this period. This means our ads are showing up 70% 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 89 clicks, 2,960 impressions, with an average position of 3.0. Our CTR this period is at 3.00%



Ad Groups & Keywords

Our best performing ad group this period is "divorce". We had 1,498 impressions, 38 clicks, with an CTR of 2.54%.

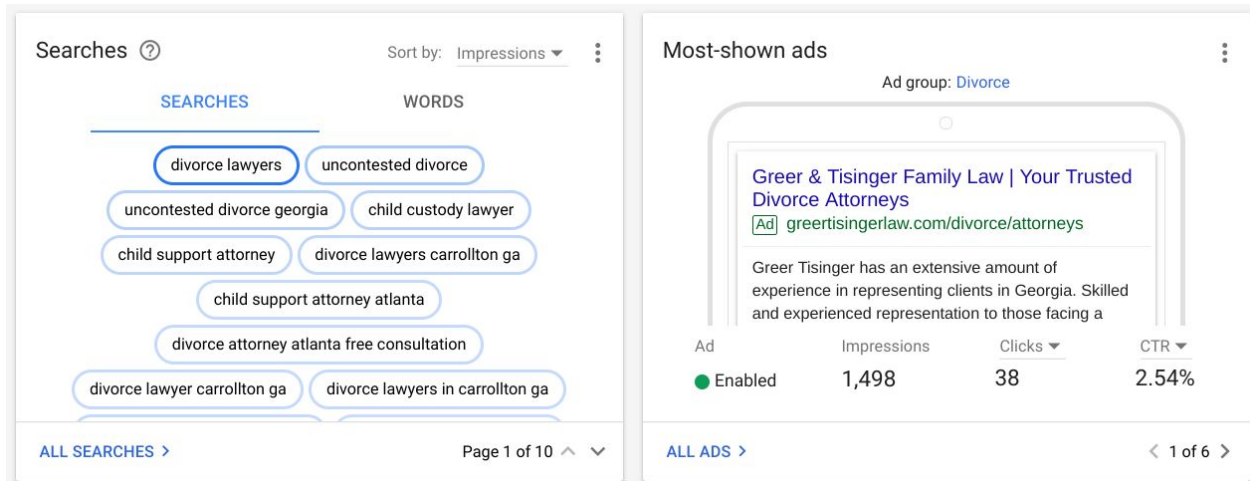
Ad groups				Keywords			
	Impressio...	Clicks	CTR		Impressio...	Clicks	CTR
● Divorce	1,498	38	2.54%	● +divorce +lawyer	556	14	2.52%
● Uncontested Divorce	672	14	2.08%	● "divorce lawyer"	414	10	2.42%
● Child	396	25	6.31%	● +uncontested +divorce	354	8	2.26%
● Family Law	240	8	3.33%	● "uncontested divorce"	318	6	1.89%
● Adoption	141	4	2.84%	● +divorce +attorney	284	9	3.17%

ALL AD GROUPS > Page 1 of 2 ^ v

ALL KEYWORDS > Page 1 of 4 ^ v

Search Term Report & Best Performing Ad

Our best performing ad this period yielded 1,498 impressions, 38 clicks, with an CTR of 2.54%. We'll continue to monitor our search queries to ensure we eliminate irrelevant clicks resulting in wasted spend.



Auction Insights

Our impression share is at 32% this period. This means our ads are showing up 32% 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.

