



Pherona

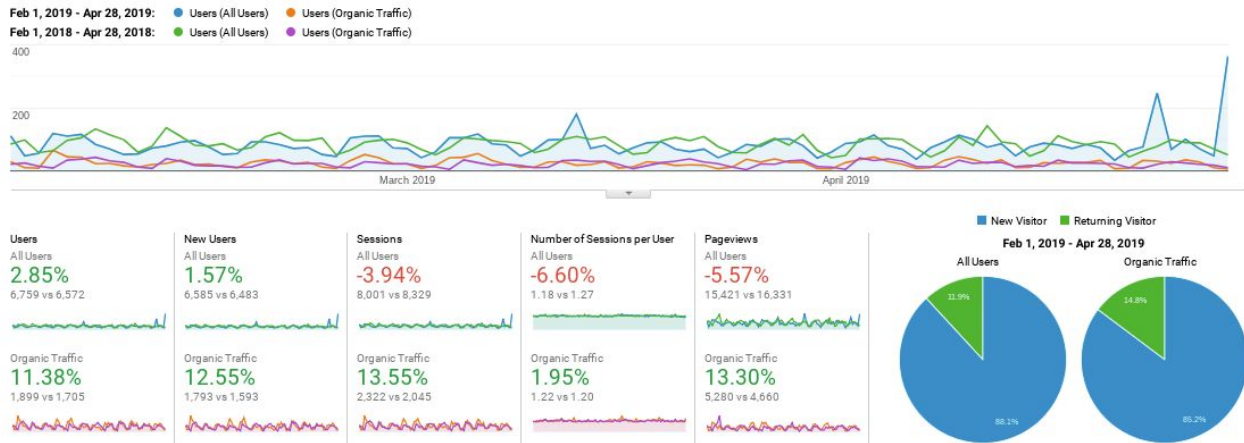
martinlawfirm.com

Monthly Online Marketing Report - April, 2019

Highlights: We had 211 unique conversions this period. We had 159 phone calls and 52 form leads. Our paid campaign yielded 121 total conversions. Organic search traffic is up 12% over this same time last year.

Traffic

Total traffic remained steady over this same period last year. Organic search traffic improved by 12% 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	61	+35
personal injury lawyer naples fl	32	+14
tampa child custody attorney	52	+8
chapter 7 bankruptcy lawyers tampa	31	+7
best lawyers in fort myers	22	+5
slip & fall accident attorneys fort myers	53	+3
slip & fall accident lawyers cape coral, fl	33	+3
best family law attorney in tampa	98	+3
estate planning attorney naples fl	17	+3
estate planning attorney tampa fl	50	+2

martinlawfirm.com

UNITED STATES - ENGLISH
MARTIN LAW FIRM
TAMPA, FL
ADDED NOVEMBER 14, 2018
BUSINESS
TAMPA, FL
ADD TAGS

Ranks Report for +/- Since Filter keywords

Keyword	Google +/-
<input type="checkbox"/> bankruptcy attorneys cape coral	1 0
<input type="checkbox"/> cape coral lawyers	1 0
<input type="checkbox"/> family law attorneys in cape coral florida	1 +10
<input type="checkbox"/> probate attorneys cape coral	1 0
<input type="checkbox"/> hurricane irma lawyer	2 +9
<input type="checkbox"/> bankruptcy attorneys naples	9 +12
<input type="checkbox"/> collier county family law attorneys	11 +4
<input type="checkbox"/> personal injury attorney cape coral fl	14 +1
<input type="checkbox"/> hurricane lawyer florida	15 +6
<input type="checkbox"/> bankruptcy attorneys fort myers	16 +5

	<input type="checkbox"/> personal injury lawyer cape coral		16 -1
	<input type="checkbox"/> estate planning attorney naples fl		17 +84
	<input type="checkbox"/> fort myers bankruptcy lawyer		17 0
	<input type="checkbox"/> fort myers fl attorneys		17 -2
	<input type="checkbox"/> real estate attorney cape coral fl		17 +2
	<input type="checkbox"/> chapter 11 bankruptcy attorneys tampa, fl		18 +5
	<input type="checkbox"/> family law attorneys cape coral		18 -5
	<input type="checkbox"/> wrongful death attorneys fort myers		19 +15
	<input type="checkbox"/> wrongful death lawyers cape coral		20 -5
	<input type="checkbox"/> divorce attorney cape coral fl		21 -10
	<input type="checkbox"/> best lawyers in fort myers		22 -8
	<input type="checkbox"/> family law attorneys fort myers		22 -5
	<input type="checkbox"/> child custody lawyers in lee county florida		24 0
	<input type="checkbox"/> child support lawyers in ft myers fl		24 0
	<input type="checkbox"/> family law naples		25 +14
	<input type="checkbox"/> wrongful death lawyers naples		25 +40
	<input type="checkbox"/> personal injury lawyer fort meyers		27 +4
	<input type="checkbox"/> fort myers law firms		28 -15
	<input type="checkbox"/> divorce attorney naples fl		29 +1
	<input type="checkbox"/> family law naples fl		29 +5
	<input type="checkbox"/> divorce lawyers fort myers		30 -11
	<input type="checkbox"/> personal injury attorney fort myers		30 +6

	<input type="checkbox"/> personal injury lawyers fort myers	30 0
	<input type="checkbox"/> chapter 13 bankruptcy attorneys tampa	31 +28
	<input type="checkbox"/> chapter 7 bankruptcy lawyers tampa	31 +27
	<input type="checkbox"/> best divorce attorney fort myers	32 -20
	<input type="checkbox"/> personal injury lawyer naples fl	32 +6
	<input type="checkbox"/> slip & fall accident lawyers cape coral, fl	33 +8
	<input type="checkbox"/> divorce attorney fort myers fl free consultation	37 -12
	<input type="checkbox"/> auto accident attorney fort myers	39 +14
	<input type="checkbox"/> slip & fall accident lawyers naples, fl	41 +60
	<input type="checkbox"/> fort myers car accident lawyer	43 0
	<input type="checkbox"/> family law attorneys ft myers fl	44 -19

	<input type="checkbox"/> real estate attorneys naples fl	45 +56
	<input type="checkbox"/> probate attorneys tampa	48 +53
	<input type="checkbox"/> estate planning attorney tampa fl	50 +20
	<input type="checkbox"/> tampa child custody attorney	52 +49
	<input type="checkbox"/> slip & fall accident attorneys fort myers	53 +14
	<input type="checkbox"/> trust attorney tampa	54 +47
	<input type="checkbox"/> best child custody lawyer in tampa florida	60 +41
	<input type="checkbox"/> naples attorneys	61 +40
	<input type="checkbox"/> family law attorneys tampa	74 +27
	<input type="checkbox"/> wrongful death attorneys tampa	79 +22
	<input type="checkbox"/> probate lawyers in hillsborough county florida	84 +17

Total Conversions

We had 211 unique conversions this period. We had 159 [Includes calls from our ad extensions] unique phone calls and 52 unique form leads. **Our paid campaign yielded 121 conversions this period.**

Mar 30, 2019 to Apr 29, 2019

Export 

Source (First Interaction)	Total Calls	First Time Callers	Average Duration
	165 (100%)	109 (100%)	4m 56s
 Google Paid	77 (46.7%)	53 (48.6%)	4m 36s
 Google Organic	61 (37.0%)	39 (35.8%)	5m 15s
 Direct	15 (9.1%)	12 (11.0%)	6m 5s
 Yahoo Organic	4 (2.4%)	1 (0.9%)	6m 31s
 avvo	3 (1.8%)	1 (0.9%)	2m 53s
 r.search.aol.com	2 (1.2%)	1 (0.9%)	2m 40s
 martinlawfirm.com	1 (0.6%)	1 (0.9%)	5m 20s
 duckduckgo.com	1 (0.6%)	1 (0.9%)	3m 47s
 Bing Organic	1 (0.6%)	0	45s

Calls from our Ads [Ad Extensions]

 Calls from ads | Calls from ads | Lead |  Recording conversions | Every | 30 | Yes | 1.11 | 50.00

Mar 30, 2019 to Apr 29, 2019

Export 

Source (First Interaction)	Total Forms	First Time Forms
	105 (100%)	52 (100%)
 Google Paid	37 (35.2%)	18 (34.6%)
 Google Organic	33 (31.4%)	20 (38.5%)
 Direct	31 (29.5%)	10 (19.2%)
 www.lawyers.com	2 (1.9%)	2 (3.8%)
 nolo.lawyers.com	1 (1.0%)	1 (1.9%)
 www.martindale.com	1 (1.0%)	1 (1.9%)

Paid Search Campaign

Our paid campaign yielded 1,920 clicks, 312,000 impressions, and a total ad spend of \$12,100 this period. Our average cost per click is at \$6.31. Our paid campaign yielded 121 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.

Biggest changes				Campaigns				
Last 30 days compared to the prior 30 days								
			Cost	Cost	Conversions	Clicks		
●	YouTube General		+\$677.75 +123.41%	●	Fort Myers BCY	\$4,423.95	21.00	306
●	Fort Myers - Probate > DYN FTM Probate		-\$434.96 -52.85%	●	Fort Myers - Probate	\$2,199.35	8.00	293
●	Fort Myers - Probate > Probate		+\$395.70 +27.95%	●	Fort Myers DR	\$1,916.74	33.00	591
●	Fort Myers EP > Estate Planning		-\$319.97 -27.87%	●	YouTube General	\$1,226.95	3.00	289
●	Fort Myers EP > Estate Planning - attor...		+\$284.14 +1,260.58%	●	Fort Myers EP	\$1,174.91	14.00	225
ALL CAMPAIGNS > Page 1 of 2 ^ v				ALL CAMPAIGNS > Page 1 of 2 ^ v				

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%

Search keywords	Cost	Clicks	CTR
fort myers	\$934.31	304	1.70%
bankruptcy	\$749.78	52	3.80%
estate law lawyers	\$532.42	80	3.68%
lawyers in fort myers	\$493.08	80	3.06%
for myers	\$453.34	113	1.40%

SEARCHES	WORDS
martin law firm	bankruptcy
martin law firm cape coral	probate
bankruptcy attorney cape coral	chapter 7 bankruptcy
martin law firm fort myers	eviana martin
fort myers police department	mattar firm
martin law firm naples fl	jayne webb martin
men's rights law firm	probate in florida
bankruptcy attorney	bankruptcy attorneys

Auction Insights [Competition Analysis]

Our impression share is at 14% this period. This means our ads are showing up 14% of the time they are eligible for. We improve our impression share by increasing our budget.


Display URL domain	↓ Impression share	Avg. position	Overlap rate	Position above rate	Top of page rate	Abs. Top of page rate
You	13.71%	2.1	–	–	68.17%	38.23%

Most Shown Ads

Our best performing ad this period received 17,052 impressions, 290 clicks, with an CTR of 1.70%

Most-shown search ads

Ad group: Divorce



Martin Law Firm, P.L. | Experienced Family Attorneys | Cape Coral, Fort Myers, Naples
www.martinlawfirm.com

Martin Law Firm, P.L. - Experienced Family Law Attorneys Licensed in Florida. We have helped thousands of clients with their legal needs in

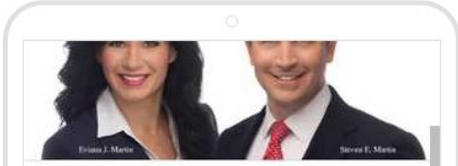
Ad	Impressions	Clicks	CTR
Enabled	17,052	290	1.70%

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

Landing pages

Sort by: Clicks

<https://www.martinlawfirm.com>



Clicks: 280 | Mobile sp...: 3/10 | Conv. rate: 6.07% | Avg. CPC: \$9.25

[ALL LANDING PAGES >](#) < 1 of 10 >