

Pherona

greertinsingerlaw.com

Monthly Online Marketing Report - May, 2019

Highlights: Organic search traffic increased by 8% over last period. We had 55 unique conversions this period. We had 44 unique callers and 11 form leads. Our paid campaign yielded 20 conversions.

Traffic

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.

Top 10 Gainers vs Previous Week

Name	Current Rank	Moved Up
assult lawyers carrollton ga	39	+62
hit and run attorneys carrollton ga	15	+3
carrollton ga attorneys	12	+3
divorce lawyers douglasville ga	59	+2
carrollton attorney	16	+1
car accident attorneys carrollton ga	24	+1

greertisingerlaw.com				UNITED STATES - ENGLISH	GREER TISINGER LAW FIRM	CARROLLTON, GA	ADDED NOVEMBER 21, 2018	BUSINESS	CARROLLTON, GA	ADD TAGS	CSV
Ranks Report for		May 07, 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	4 +97	4 +97								
divorce lawyers carrollton ga	1 +23	7 +94	7 +94								
estate attorney carrollton ga	1 0	- -40	- -40								
probate attorney carrollton ga	1 +10	31 +26	31 +26								
resisting arrest attorneys carrollton ga	1 0	5 +4	5 +2								
uncontested divorce attorneys carrollton ga	1 +17	31 +70	31 +70								
weapons attorneys carrollton ga	5 +15	- -57	- -60								
uncontested divorce carrollton ga	6 +10	6 +18	6 +18								

	family law attorneys carrollton ga	7 +12	4 +46	4 +46
	cheap divorce lawyers in carrollton ga	10 +11	35 +66	35 +66
	carrollton ga family law	11 +3	30 +35	30 +35
	family lawyers carrollton ga	11 +4	20 +81	20 +81
	law firms in carrollton ga	11 +18	47 +54	47 +54
	carrollton ga attorneys	12 +13	4 +97	4 +97
	family law attorney in carrollton ga	12 +8	7 +94	7 +94
	attorneys in carrollton ga	13 +88	11 +70	11 +70
	lawyers in carrollton ga	13 +13	- 0	- 0
	hit and run attorneys carrollton ga	15 +9	- 0	- 0
	carrollton attorney	16 +27	59 +42	59 +42
	carrollton ga lawyer	16 +8	12 +89	12 +89
	child custody lawyers in carrollton ga	19 +2	26 +75	26 +75
	domestic violence attorneys carrollton ga	21 +3	- 0	- 0

Total Conversions

We had 55 unique conversions this period. We had 44 unique callers and 11 form leads. Our paid campaign yielded 20 conversions this period.

Apr 8, 2019 to May 8, 2019 Export

Source (First Interaction)	Total Calls	First Time Callers	Average Duration
	61 (100%)	44 (100%)	2m 45s
Google Organic	31 (50.8%)	22 (50.0%)	3m 41s
Ad Extension	9 (14.8%)	9 (20.5%)	1m 28s
Direct	9 (14.8%)	5 (11.4%)	1m 39s
Google Paid	7 (11.5%)	5 (11.4%)	2m 6s
Yahoo Organic	3 (4.9%)	2 (4.5%)	2m 26s
Bing Organic	2 (3.3%)	1 (2.3%)	1m 53s

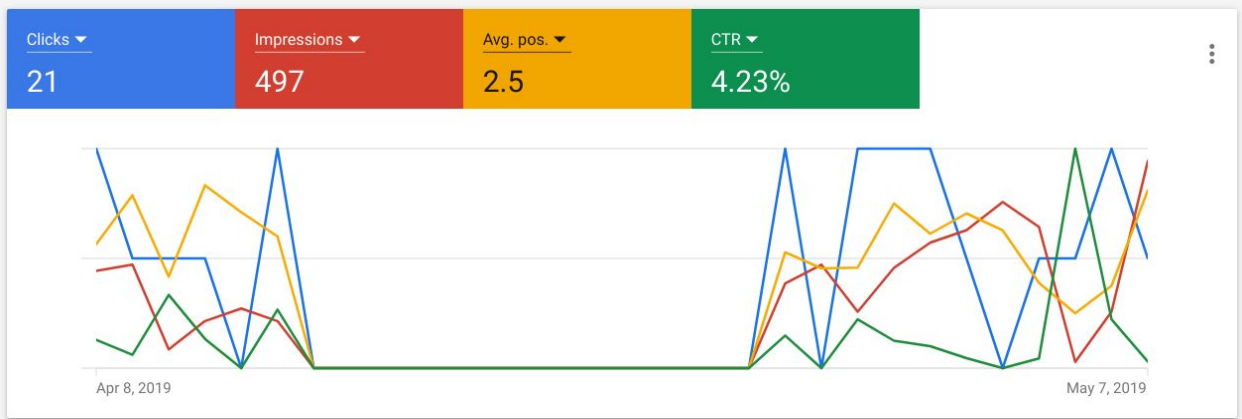
Form Leads

Apr 8, 2019 to May 8, 2019 Export

Source (First Interaction)	Total Forms	First Time Forms
	22 (100%)	11 (100%)
Google Paid	17 (77.3%)	6 (54.5%)
Google Organic	4 (18.2%)	4 (36.4%)
Direct	1 (4.5%)	1 (9.1%)

Paid Search Campaign-Criminal

Our Criminal paid campaign yielded 21 clicks, 497 impressions, with an average position of 2.5. We had an average CTR of 4.23%.



Ad Groups & Keywords

Our best performing ad group was "Defense Lawyers". It yielded 244 impressions, 15 clicks, with an CTR of 6.15%.

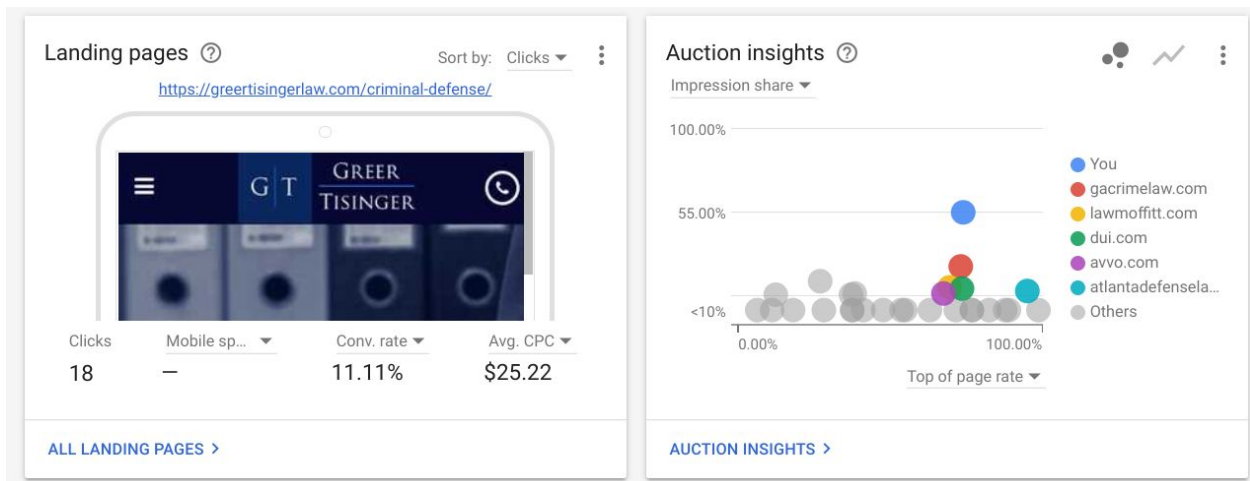
Ad groups				Keywords			
	Impressio...	Clicks	CTR		Impressio...	Clicks	CTR
● DUI	253	6	2.37%	● +dui +attorneys	150	5	3.33%
● Defense Lawyers	244	15	6.15%	● +criminal +defense +lawyers	146	9	6.16%
				● "dui attorneys"	103	1	0.97%
				● "criminal defense lawyers"	98	6	6.12%

ALL AD GROUPS >

ALL KEYWORDS >

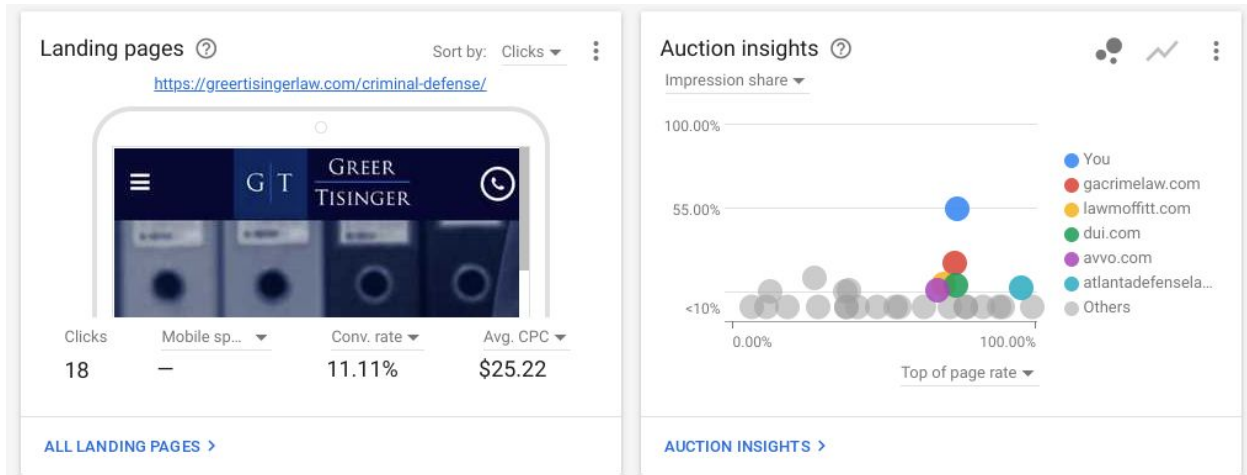
Searches & Ads

Our best performing ad this period yielded 253 impressions, 6 clicks, and a CTR of 2.37%. We'll continue to monitor our search term report to ensure our campaign continues to perform well.



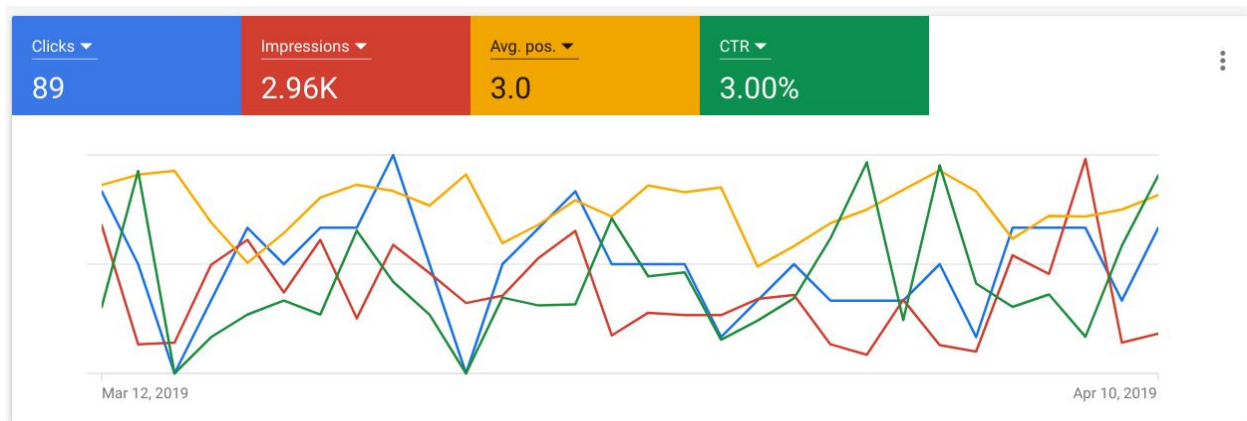
Auction Insights [Competition Analysis]

Our impression share is at 55% this period. This means our ads are showing up 55% 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

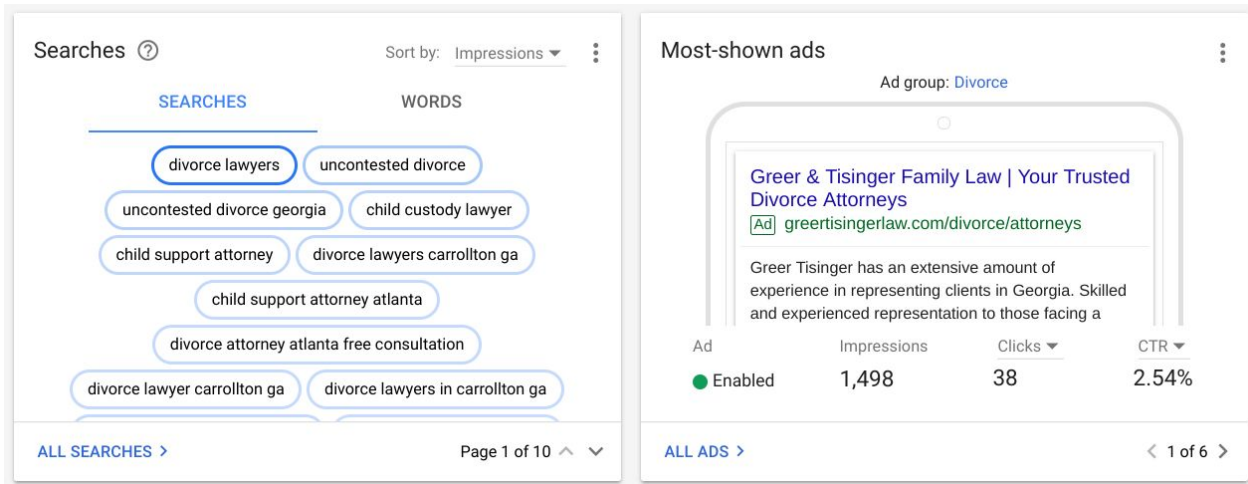
Our best performing ad group this period is “divorce”. We had 1,498 impressions, 38 clicks, with an CTR of 2.54%.

Ad groups			
	Impressio...	Clicks	CTR
● Divorce	1,498	38	2.54%
● Uncontested Divorce	672	14	2.08%
● Child	396	25	6.31%
● Family Law	240	8	3.33%
● Adoption	141	4	2.84%
ALL AD GROUPS > Page 1 of 2 ^ v			

Keywords			
	Impressio...	Clicks	CTR
● +divorce +lawyer	556	14	2.52%
● "divorce lawyer"	414	10	2.42%
● +uncontested +divorce	354	8	2.26%
● "uncontested divorce"	318	6	1.89%
● +divorce +attorney	284	9	3.17%
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.

