



Pherona

# cheapuncontesteddivorces.net

## Monthly Online Marketing Report - May, 2019

**Highlights:** We had 60 total conversions this period. We had 54 phone calls and 6 form leads. Our paid campaign yielded 58 unique conversions this period.

### Adwords Paid Search Campaign

Our paid search campaign yielded 196 clicks, 29k impressions, with an average position of 1.0 and a CTR of .68%. Our remarketing



Biggest changes			
Last 30 days compared to the prior 30 days			
			Conv. rate ▾
[Main] > Fast			+66.67% +∞
[Main] > Cheap			-33.33% -53.13%
[Main] > Uncontested			+13.29% +72.63%
Remarketing [New-1]			-3.75% -100.00%
<a href="#">ALL CAMPAIGNS &gt;</a>			

Campaigns			
	Impressio... ▾	Clicks ▾	CTR ▾
Remarketing [New-1]	27,726	40	0.14%
[Main]	1,295	156	12.05%
<a href="#">ALL CAMPAIGNS &gt;</a>			

# Searches & Keywords

We'll continue to monitor our searches that trigger our ads to ensure optimal performance.

### Search keywords

	Impressions	Clicks	CTR
+uncontested +divorce	1,340	84	6.27%
cheap divorce lawyers in ga	348	38	10.92%
+cheap +divorces	271	42	15.50%
+cheap +divorce +lawyer	104	21	20.19%
+fast +divorce	82	10	12.20%

ALL KEYWORDS > Page 1 of 2

### Searches

Sort by: Impressions

SEARCHES

- uncontested divorce
- uncontested divorce in georgia
- cheap divorce lawyers in atlanta ga
- uncontested divorce ga
- affordable divorce lawyer
- uncontested divorce cost

WORDS

- uncontested divorce georgia
- cheap divorce lawyers
- uncontested divorce in ga
- cheap divorce
- cheap divorce lawyers in ga
- cheap divorces in ga

ALL SEARCHES > Page 1 of 10

# Best Performing Ads

Our best performing ad this period yielded 742 impressions, 56 clicks, with a CTR of 7.55%. Our remarketing campaign yielded 20,116 impressions and 34 clicks.

### Most-shown search ads

Ad group: Uncontested

Ad	Impressions	Clicks	CTR
Enabled	742	56	7.55%

ALL SEARCH ADS > < 1 of 6 >

### Display ads

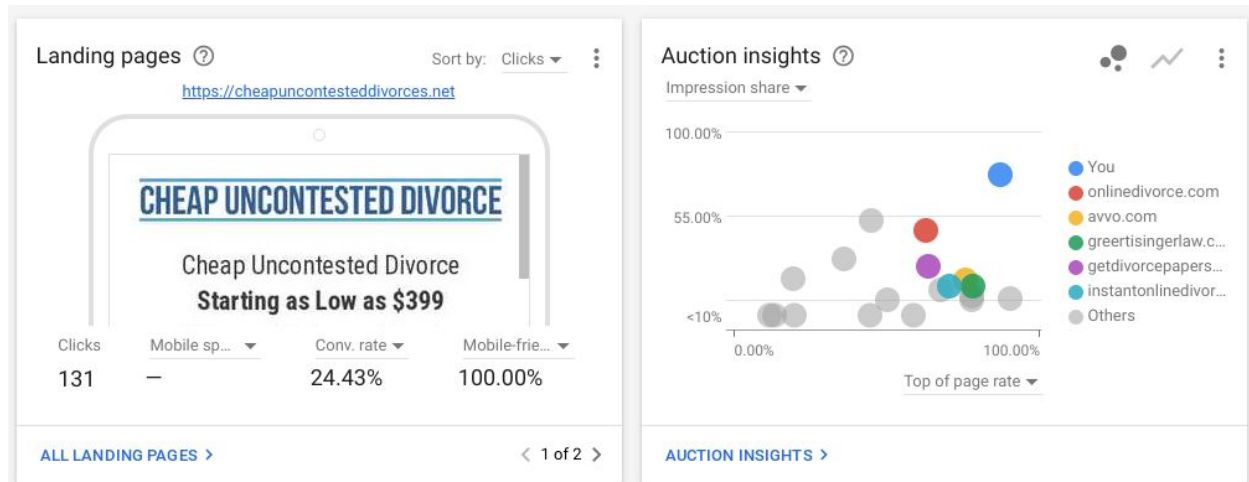
all visitors

Ad	Impressions	Clicks	CTR
Enabled	20,116	34	0.17%

ALL DISPLAY ADS > < 1 of 8 >

# Auction Insights[Competitor Analysis]

Our search impression share is near 77% this period. We can improve our impression share by increasing our budget. Most all of our traffic comes from mobile devices.



# Total Conversions

We had 60 total conversions this period. We had 54 phone calls and 6 form leads. Our paid campaign yielded 52 unique conversions this period. Our remarketing campaign yielded 2 total conversions.

Apr 8, 2019 to May 8, 2019 Export

Source (First Interaction)	Total Calls	First Time Callers	Average Duration
	79 (100%)	54 (100%)	3m 24s
Ad Extension	58 (73.4%)	37 (68.5%)	3m 29s
Google Paid	17 (21.5%)	13 (24.1%)	3m 56s
Remarketing Banners	2 (2.5%)	2 (3.7%)	11s
Organic	2 (2.5%)	2 (3.7%)	14s

# Form Leads

Apr 8, 2019 to May 8, 2019 Export ▾

Source (First Interaction)	Total Forms	First Time Forms
	6 (100%)	6 (100%)
<span style="color: blue;">■</span> Google Paid	6 (100.0%)	6 (100.0%)

Our remarketing campaign yielded 40 clicks, 27,726 impressions, with a CTR of .14%.

Find ad groups
FILTER
SEGMENT
COLUMNS
REPORTS
DOWNLOAD
EXPAND
MORE

Ad group status: All enabled Add filter RESET

<input type="checkbox"/>	Ad group	Status	Conversions	Cost / conv.	Ad group type	Clicks	Impr.	CTR	Conv. rate
<input type="checkbox"/>	all visitors	Eligible	0.00	\$0.00	Display	40	27,726	0.14%	0.00%
Total: All e... <span>?</span>			0.00	\$0.00		40	27,726	0.14%	0.00%
Total: Cam... <span>?</span>			0.00	\$0.00		40	27,726	0.14%	0.00%

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