

Pherona

cheapuncontesteddivorces.net

Monthly Online Marketing Report - May, 2019

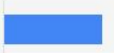



Highlights: We had 60 total conversions this period. We had 54 phone calls and 6 form leads. Our paid campaign yielded 52 unique conversions this period.

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 Conv. rate ▾ ⋮
Last 30 days compared to the prior 30 days ⓘ

● [Main] > Fast		+66.67% +∞
● [Main] > Cheap		-33.33% -53.13%
● [Main] > Uncontested		+13.29% +72.63%
● Remarketing [New-1]		-3.75% -100.00%

[ALL CAMPAIGNS >](#)

Campaigns ⋮

	Impressio... ▾	Clicks ▾	CTR ▾
● Remarketing [New-1]	27,726	40	0.14%
● [Main]	1,295	156	12.05%

[ALL CAMPAIGNS >](#)

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

uncontested divorce

uncontested divorce georgia

uncontested divorce in georgia

cheap divorce lawyers

cheap divorce lawyers in atlanta ga

uncontested divorce in ga

uncontested divorce ga

cheap divorce

affordable divorce lawyer

cheap divorce lawyers in ga

uncontested divorce cost

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

Fast, Uncontested Divorces | Affordable Divorce Lawyers | Starting as low as \$399.

[cheapuncontesteddivorces.net/start-the/pr...](#)


Our divorce law firm is dedicated to providing no-nonsense uncontested divorce solutions. Fast, Affordable, Minimal Hassle Uncontested Divorce

Ad	Impressions	Clicks	CTR
Enabled	742	56	7.55%

ALL SEARCH ADS > < 1 of 6 >

Display ads

all visitors

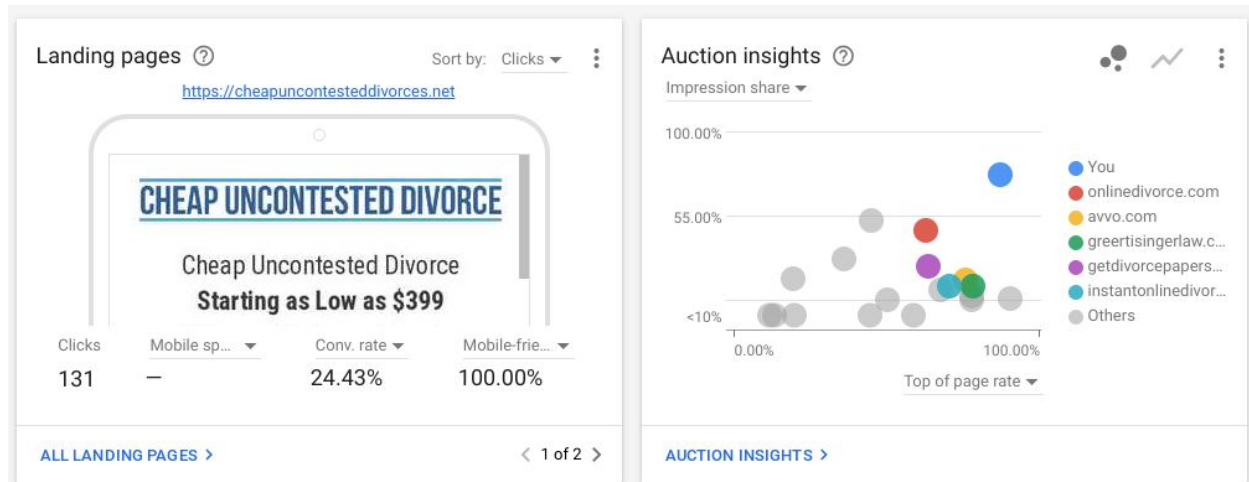


Ad	Impressions	Clicks	CTR
Enabled	20,116	34	0.17%

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%)
■ 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 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... ?		0.00	\$0.00		40	27,726	0.14%	0.00%
	Total: Cam... ?		0.00	\$0.00		40	27,726	0.14%	0.00%

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