



Pherona

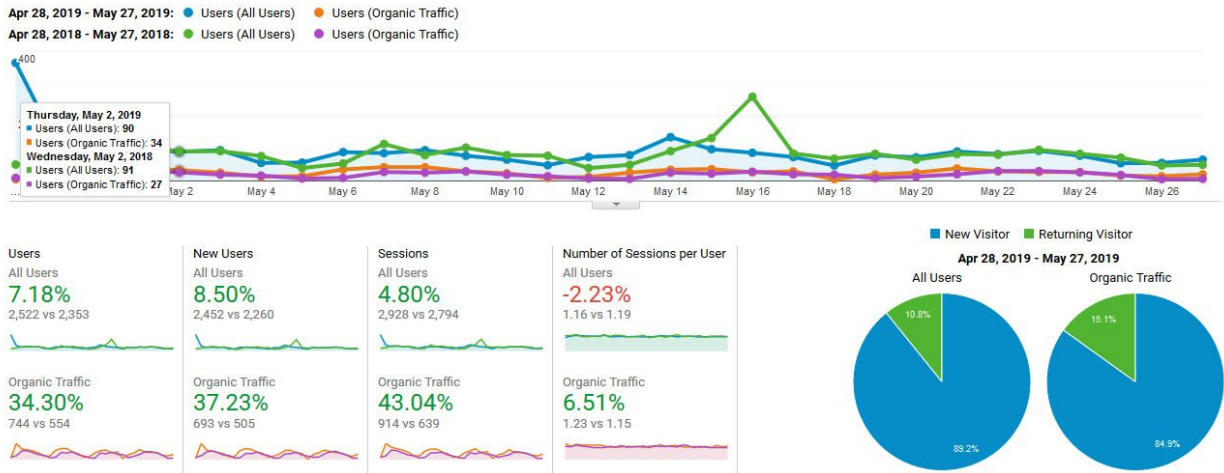
# martinlawfirm.com

## Monthly Online Marketing Report - May, 2019

**Highlights:** We had 138 unique conversions this period. We had 116 phone calls and 22 form leads. Organic search traffic is up 37% over this same time last year. Our Most-shown ad this period received 18,766 impressions, 413 clicks, with a CTR of 2.20%. Our paid campaign yielded 104 total conversions.

### Traffic

Total traffic is up 8% over this same period last year. Organic search traffic improved by 37% 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
best child custody lawyer in tampa florida	44	+5
truck accident lawyers tampa	97	+4
family law naples	28	+4
chapter 7 bankruptcy lawyers tampa	32	+3
slip & fall accident lawyers cape coral, fl	29	+3
slip & fall accident attorneys fort myers	45	+2
fort myers bankruptcy lawyer	16	+2
collier county family law attorneys	7	+2
best family law attorney in tampa	75	+2
fort myers fl attorneys	23	+2

martinlawfirm.com				
UNITED STATES - ENGLISH   MARTIN LAW FIRM   TAMPA, FL   ADDED NOVEMBER 14, 2018   BUSINESS   TAMPA, FL   ADD TAGS				
Ranks Report for <b>May 27, 2019</b>		+/- Since <b>First Added</b>	Filter keywords	Filter tags
Keyword	Google +/-	Yahoo +/-	Bing +/-	
bankruptcy attorneys cape coral	1 0	21 -10	21 +80	
cape coral lawyers	1 0	42 -31	42 +59	
probate attorneys cape coral	1 0	- -87	- -80	
hurricane irma lawyer	2 +9	34 +2	34 +67	
collier county family law attorneys	7 +8	33 -26	33 -18	
bankruptcy attorneys naples	9 +12	9 +14	9 +8	
fort myers bankruptcy lawyer	16 +1	- -75	- -66	
personal injury attorney cape coral fl	16 -1	21 -17	21 +80	
personal injury lawyer cape coral	16 -1	27 -6	27 -5	
family law attorneys cape coral	17 -4	- -84	- 0	
chapter 11 bankruptcy attorneys tampa, fl	19 +4	26 +1	26 +75	
hurricane lawyer florida	19 +2	- -40	- -67	
wrongful death lawyers cape coral	19 -4	- -88	- 0	
divorce attorney cape coral fl	20 -9	- -91	- -84	

	real estate attorney cape coral fl	20	-1	65	+36	65	+36
	bankruptcy attorneys fort myers	21	0	-	-70	-	0
	family law attorneys in cape coral florida	21	-10	19	+2	19	+3
	best lawyers in fort myers	23	-9	-	-11	-	-53
	family law attorneys fort myers	23	-6	60	-15	60	+17
	fort myers fl attorneys	23	-8	-	-11	-	-25
	family law naples fl	26	+8	43	+58	43	+58
	fort myers law firms	26	-13	10	0	10	+25
	wrongful death attorneys fort myers	26	+8	-	-15	-	-60
	best divorce attorney fort myers	27	-15	-	-70	-	0
	personal injury lawyer fort meyers	27	+4	25	+15	25	+76
	family law naples	28	+11	71	-33	71	-14
	slip & fall accident lawyers cape coral, fl	29	+12	-	0	-	0
	child custody lawyers in lee county florida	30	-6	-	-4	-	0
	divorce lawyers fort myers	30	-11	40	-13	40	+14

	personal injury attorney fort myers	30	+6	-	-70	-	-28
	divorce attorney naples fl	31	-1	51	-30	51	-15
	wrongful death lawyers naples	31	+34	-	0	-	0
	chapter 7 bankruptcy lawyers tampa	32	+26	78	+23	78	-53
	estate planning attorney naples fl	33	+68	-	-22	-	-24
	personal injury lawyers fort myers	33	-3	-	-62	-	-65
	child support lawyers in ft myers fl	34	-10	-	0	-	0
	chapter 13 bankruptcy attorneys tampa	35	+24	-	0	-	-61
	divorce attorney fort myers fl free consultation	35	-10	33	-12	33	+68
	auto accident attorney fort myers	39	+14	-	0	-	0
	slip & fall accident lawyers naples, fl	39	+62	-	0	-	0
	trust attorney tampa	41	+60	72	+29	72	+29
	best child custody lawyer in tampa florida	44	+57	-	0	-	0
	family law attorneys ft myers fl	45	-20	-	-27	-	0
	probate attorneys tampa	45	+56	-	0	-	0

	slip & fall accident attorneys fort myers	45 +22	53 +48	53 +48
	personal injury lawyer naples fl	48 -10	- 0	- 0
	fort myers car accident lawyer	49 -6	- 0	- 0
	real estate attorneys naples fl	51 +50	- 0	- 0
	estate planning attorney tampa fl	53 +17	33 +68	33 +68
	family law attorneys tampa	61 +40	- 0	- 0
	probate lawyers in hillsborough county florida	62 +39	- 0	- 0
	tampa child custody attorney	71 +30	- 0	- 0
	best family law attorney in tampa	75 +26	- 0	- 0
	truck accident lawyers tampa	97 +4	- 0	- 0
	car accident lawyer tampa	98 +3	- 0	- 0

# Total Conversions

**We had 138 unique conversions this period.** We had 116 unique phone calls and 22 unique form leads. **Our paid campaign yielded 84 conversions this period.**

Apr 28, 2019 to May 27, 2019

[Export](#)

Source (First Interaction)	Total Calls	First Time Callers	Average Duration
	164 (100%)	116 (100%)	5m 10s
Google Paid	84 (51.2%)	62 (53.4%)	4m 49s
Google Organic	60 (36.6%)	40 (34.5%)	5m 54s
Direct	9 (5.5%)	7 (6.0%)	2m 39s
avvo	4 (2.4%)	3 (2.6%)	5m 36s
Yahoo Organic	3 (1.8%)	1 (0.9%)	3m 36s
www.youtube.com	1 (0.6%)	1 (0.9%)	19m 12s
lawyers.law.cornell.edu	1 (0.6%)	1 (0.9%)	1m 59s
Bing Organic	1 (0.6%)	1 (0.9%)	1m 24s
r.search.aol.com	1 (0.6%)	0	9m 12s

Apr 28, 2019 to May 27, 2019

Export

Source (First Interaction)	Total Forms	First Time Forms
	66 (100%)	22 (100%)
Google Organic	26 (39.4%)	5 (22.7%)
Google Paid	22 (33.3%)	7 (31.8%)
Direct	8 (12.1%)	3 (13.6%)
nolo.lawyers.com	3 (4.5%)	2 (9.1%)
www.martindale.com	3 (4.5%)	2 (9.1%)
avvo	2 (3.0%)	1 (4.5%)
attorneys.lawinfo.com	1 (1.5%)	1 (4.5%)
www.expertise.com	1 (1.5%)	1 (4.5%)

## Paid Search Campaign

Our paid campaign yielded 2,260 clicks, 375,000 impressions and a total ad spend of \$13,600 this period. Our average cost per click is at \$5.74. Our paid campaign yielded 104 total conversions this period.



# Campaign Overview

Our campaign performance was consistent this period over last. We'll continue to make adjustments to help improve campaign performance.

Recently, these new words appeared in Google searches that showed your ads

In the last 7 days (May 21 - 27, 2019)

gated nbc2 harris eeoc landing\_page\_209\_cp
https model adultfriendfinder 5&pid medicare
tenants p2068481 submad\_347611\_c840\_l4\_s21374&ip
james defamation auto&no\_ lemon advance
autozone resume jeda taxj una academy
after

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Biggest changes

Last 30 days compared to the prior 30 days

Campaign	Change	Cost
Fort Myers BCY > Bankruptcy	<span style="color: blue;">+</span>	+\$801.78 +18.50%
Fort Myers BCY > Dynamic BCY 2018	<span style="color: blue;">+</span>	+\$382.86 +508.24%
Fort Myers EP > Estate Planning	<span style="color: orange;">-</span>	-\$288.35 -33.14%
Fort Myers EP > Estate Planning - attor...	<span style="color: blue;">+</span>	+\$261.72 +86.21%
Fort Myers DR > Divorce	<span style="color: blue;">+</span>	+\$147.03 +8.08%

[ALL CAMPAIGNS >](#) Page 1 of 3 ^ v

# Campaigns & Search Keywords

We'll continue to monitor our search term report to ensure our ads are not being triggered by irrelevant search queries causing wasted spend.

Campaigns

	Cost	Conversions	Clicks
Fort Myers BCY	\$5,593.31	32.00	346
Fort Myers - Probate	\$2,281.23	18.00	338
Fort Myers DR	\$2,142.64	33.00	737
YouTube General	\$1,324.24	1.00	586
Fort Myers EP	\$1,173.85	11.00	218

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Search keywords

	Cost	Clicks	CTR
fort myers	\$1,064.54	431	1.68%
bankruptcy	\$804.22	45	2.62%
estate law lawyers	\$799.10	138	3.79%
florida estate lawyer	\$512.84	67	2.74%
lawyers in fort myers	\$493.38	75	2.80%

[ALL KEYWORDS >](#) Page 1 of 10 ^ v

# Auction Insights [Competition Analysis]

Our impression share continues 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	14.71%	2.3	–	–	59.93%	33.17%

# Most Shown Ads

Our Most-shown ad this period received 18,766 impressions, 413 clicks, with a CTR of 2.20%

Searches ? Sort by: Impressions ▾

**SEARCHES**      **WORDS**

bankruptcy    morgan and morgan fort myers    lawyer    probate

bankruptcy attorneys    real estate lawyer    chapter 7 bankruptcy

will    attorney    dellutri law group    absolute law

martin law firm cape coral    notary services fort myers fl

civil attorney fort myers fl    what is probate

chapter 13 bankruptcy    bankruptcy attorney fort myers

[ALL SEARCHES >](#) Page 1 of 10 ^ ▾

Most-shown search ads ⋮

Ad group: Divorce

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

[www.martinlawfirm.com](http://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	18,766	413	2.20%

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