

Pherona

greertinsingerlaw.com

Monthly Online Marketing Report - May, 2019

Highlights: Organic search traffic increased by 6.62% over last period. We had 55 unique conversions this period. We had 36 unique callers and 19 form leads. Our paid campaign yielded 27 conversions.

Traffic

Organic search traffic improved 6.62% 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
criminal defense attorney carrollton ga	37	+5
personal injury lawyers carrollton ga	19	+2
family lawyers carrollton ga	8	+2
carrollton attorney	18	+2
murder attorneys carrollton ga	25	+1
dui lawyer carrollton ga	58	+1

greertisingerlaw.com

UNITED STATES - ENGLISH GREER TISINGER LAW FIRM CARROLLTON, GA ADDED NOVEMBER 21, 2018 BUSINESS CARROLLTON, GA ADD TAGS

Ranks Report for May 12, 2019 +/- Since First Added Filter keywords Filter tags

Keyword	Google +/-	Yahoo +/-	Bing +/-
attorneys in carrollton ga	14 +87	12 +69	12 +69
dui attorney carrollton ga	47 +54	- 0	- 0
dui lawyer carrollton ga	58 +43	- 0	- 0
carrollton attorney	18 +25	54 +47	54 +47
divorce lawyers carrollton ga	1 +23	- 0	- 0
alimony attorneys carrollton ga	1 +22	10 +91	10 +91
carrollton ga divorce attorneys	1 +20	13 +88	13 +88
law firms in carrollton ga	11 +18	9 +92	9 +92
divorce attorney in carrollton ga	1 +18	4 +21	4 +21
uncontested divorce attorneys carrollton ga	1 +17	26 +75	26 +75
weapons attorneys carrollton ga	5 +15	- -57	- -60
car accident attorneys carrollton ga	24 +15	12 +89	12 +89
lawyers in carrollton ga	12 +14	36 +65	36 +65
divorce lawyer carrollton ga	1 +14	5 +96	5 +96

	murder attorneys carrollton ga	25 +11	65 +14	65 +36
	family law attorneys carrollton ga	8 +11	4 +46	4 +46
	cheap divorce lawyers in carrollton ga	10 +11	40 +61	40 +61
	carrollton ga attorneys	14 +11	4 +97	4 +97
	uncontested divorce carrollton ga	6 +10	5 +19	5 +19
	probate attorney carrollton ga	1 +10	43 +14	43 +14
	family law attorney in carrollton ga	11 +9	9 +92	9 +92
	carrollton ga lawyer	15 +9	11 +90	11 +90
	personal injury lawyers carrollton ga	19 +7	20 +81	20 +81
	family lawyers carrollton ga	8 +7	18 +83	18 +83
	civil attorneys in carrollton ga	1 +6	- -31	- -31
	child custody lawyers in carrollton ga	15 +6	17 +84	17 +84
	hit and run attorneys carrollton ga	20 +4	- 0	- 0
	domestic violence attorneys carrollton ga	20 +4	- 0	- 0
	carrollton ga family law	10 +4	52 +13	52 +13
	criminal defense attorney carrollton ga	37 +3	- 0	- 0
	resisting arrest attorneys carrollton ga	1 0	7 +2	7 0

Total Conversions

We had 55 unique conversions this period. We had 36 unique callers and 19 form leads. Our paid campaign yielded 27 conversions this period.

Apr 13, 2019 to May 12, 2019

Export

Source (First Interaction)	Total Calls	First Time Callers	Average Duration
	58 (100%)	36 (100%)	2m 44s
Google Organic	29 (50.0%)	18 (50.0%)	3m 39s
Google Paid	10 (17.2%)	7 (19.4%)	2m 11s
Ad Extension	7 (12.1%)	6 (16.7%)	1m 1s
Direct	6 (10.3%)	2 (5.6%)	1m 23s
Yahoo Organic	3 (5.2%)	2 (5.6%)	2m 26s
Bing Organic	3 (5.2%)	1 (2.8%)	2m 53s

Form Leads

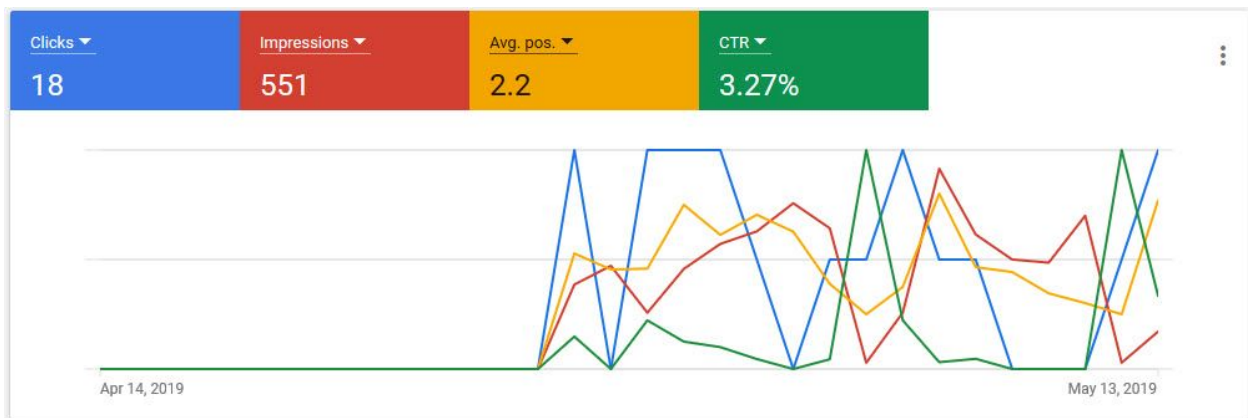
Apr 13, 2019 to May 12, 2019

Export

Source (First Interaction)	Total Forms	First Time Forms
	19 (100%)	8 (100%)
Google Paid	14 (73.7%)	3 (37.5%)
Google Organic	4 (21.1%)	4 (50.0%)
Direct	1 (5.3%)	1 (12.5%)

Paid Search Campaign-Criminal

Our Criminal paid campaign yielded 18 clicks, 551 impressions, with an average position of 2.2. We had an average CTR of 3.27%.



Ad Groups & Keywords

Our best performing ad group was "Defense Lawyers". It yielded 306 impressions, 14 clicks, with a CTR of 4.58%.

Ad groups				Keywords			
	Impressio...	Clicks	CTR		Impressio...	Clicks	CTR
● Defense Lawyers	306	14	4.58%	● +criminal +defense +lawyers	180	10	5.56%
● DUI	245	4	1.63%	● +dui +attorneys	143	4	2.80%
				● "criminal defense lawyers"	126	4	3.17%
				● "dui attorneys"	102	0	0.00%

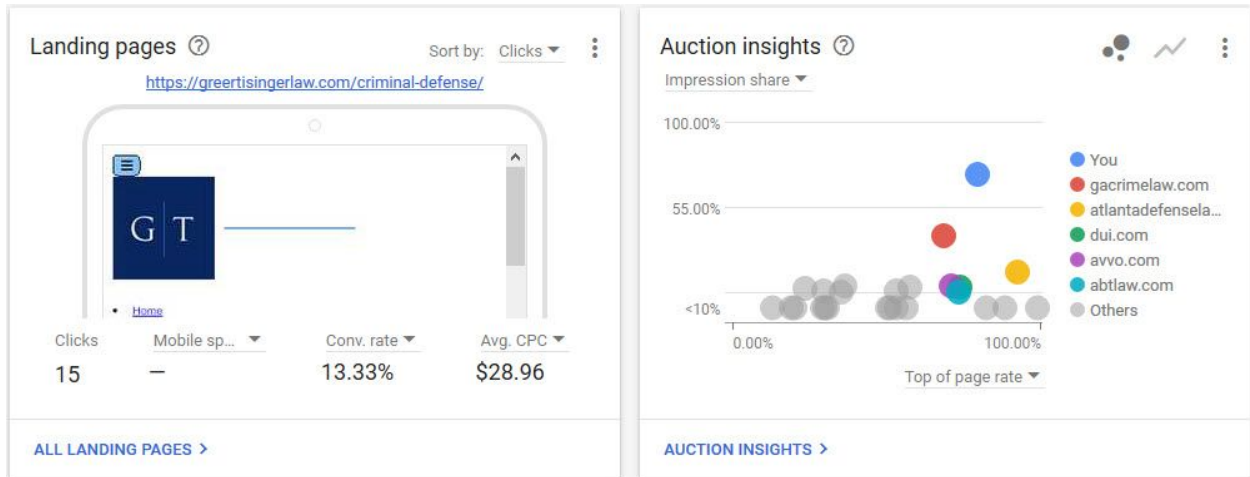
Searches & Ads

Our best performing ad this period yielded 306 impressions, 14 clicks, and a CTR of 4.58%. We'll continue to monitor our search term report to ensure our campaign continues to perform well.

Searches		Most-shown ads	
SEARCHES	WORDS	Ad group: Defense Lawyers	
criminal defense lawyer	pro bono lawyers criminal defense riverdale ga	Criminal Defense Lawyers Georgia's Most Experienced Get Your Free Case Evaluation [Ad] greertisingerlaw.com/criminal/defense	
criminal defense lawyer atlanta	criminal defense lawyers in newnan georgia	Our team of licensed and experienced Georgia criminal defense attorney will fight back. We'll determine the best possible defense strategies to	
atlanta criminal defense lawyer 24 7	dui attorney near me	Ad	Impressions
cobb county criminal defense lawyers		● Enabled	306
			Clicks
			14
			CTR
			4.58%

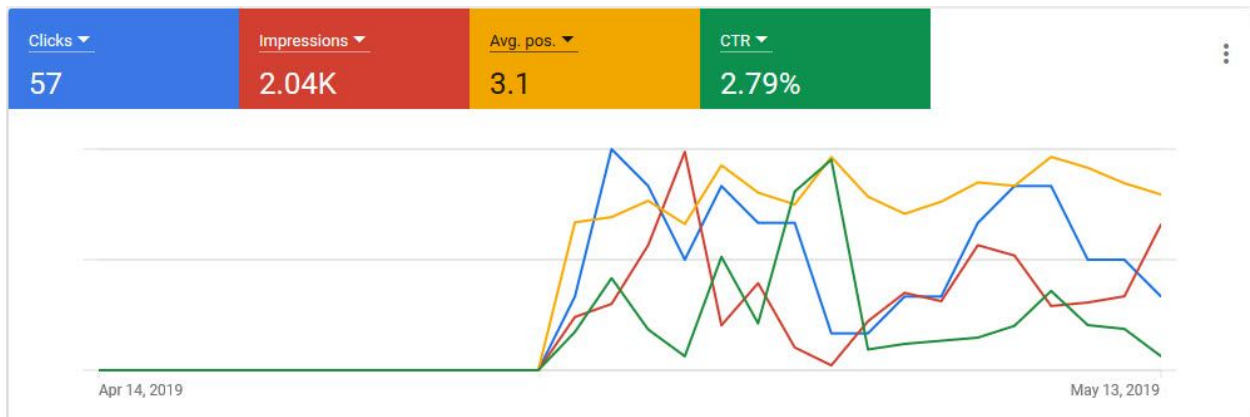
Auction Insights [Competition Analysis]

Our impression share is at 72.46% this period. This means our ads are showing up 72.46% 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 57 clicks, 2.04K impressions, with an average position of 3.1. Our CTR this period is at 2.79%



Ad Groups & Keywords

Our best performing ad group this period is “divorce”. We had 1,037 impressions, 23 clicks, with a CTR of 2.22%.

Ad groups				Keywords			
	Impressio...	Clicks	CTR		Impressio...	Clicks	CTR
● Divorce	1,037	23	2.22%	● +divorce +lawyer	373	10	2.68%
● Uncontested Divorce	450	8	1.78%	● "divorce lawyer"	316	5	1.58%
● Child	249	21	8.43%	● +uncontested +divorce	242	3	1.24%
● Family Law	191	2	1.05%	● "uncontested divorce"	208	5	2.40%
● Adoption	107	3	2.80%	● +divorce +attorney	189	6	3.17%

Search Term Report & Best Performing Ad

Our best performing ad this period yielded 1,037 impressions, 23 clicks, with a CTR of 2.22%. We'll continue to monitor our search queries to ensure we eliminate irrelevant clicks resulting in wasted spend.

Searches		Most-shown ads	
<p>Sort by: Impressions</p> <p>SEARCHES WORDS</p> <p>divorce lawyers uncontested divorce in ga uncontested divorce</p> <p>uncontested divorce in georgia child custody lawyer</p> <p>best child custody lawyer in georgia</p> <p>child custody lawyers in lagrange ga child support attorney</p> <p>divorce attorneys in lagrange georgia</p> <p>georgia divorce attorney free consultation macon ga divorce lawyers</p>		<p>Ad group: Divorce</p> <p>Greer & Tisinger Family Law Your Trusted Divorce Attorneys</p> <p>greertisingerlaw.com/divorce/attorneys</p> <p>Greer Tisinger has an extensive amount of experience in representing clients in Georgia. Skilled and experienced representation to those facing a wide</p>	
<p>ALL SEARCHES ></p> <p>Page 1 of 7</p>		<p>Ad Impressions Clicks CTR</p> <p>● Enabled 1,037 23 2.22%</p> <p>ALL ADS ></p> <p>1 of 6 ></p>	

Auction Insights

Our impression share is at 33.16% this period. This means our ads are showing up 33.16% 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.

