

Pherona

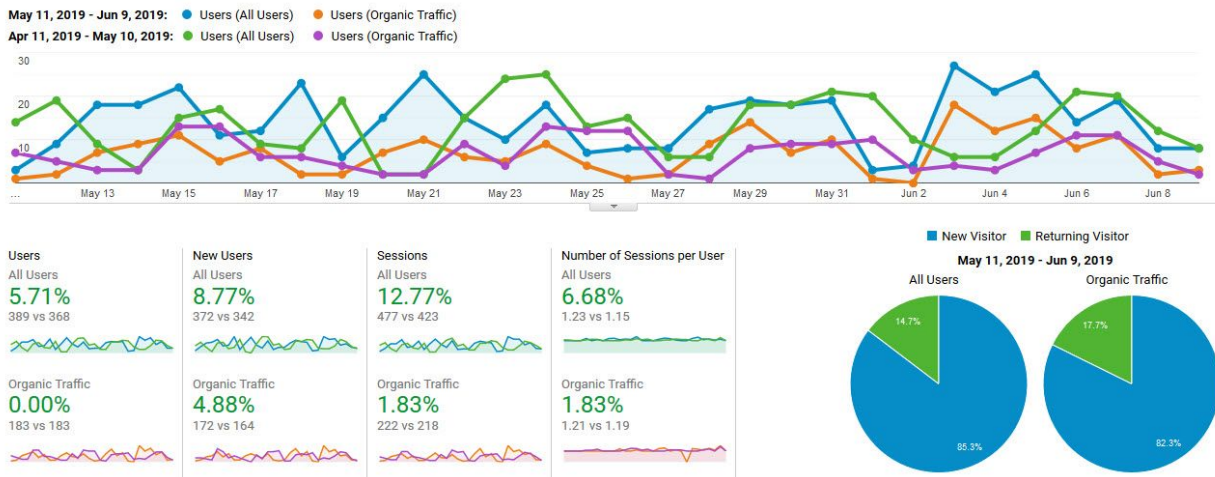
greertinsingerlaw.com

Monthly Online Marketing Report - June, 2019

Highlights: Total traffic improved 8% this period and organic search traffic increased by 5% over last period. We had 47 unique conversions this period. We had 38 unique callers and 9 form leads. Our paid campaign yielded 23 conversions. We now have 18 key terms on page one of Google. 14 key terms are in the first 3 search results. Our Family Law paid search campaign yielded 91 clicks, 3,250 impressions, with an average position of 3.3.

Traffic

Total traffic improved 8% this period over last. Organic search traffic increased by 5% as well.



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. We now have 18 key terms on page one of Google. 14 key terms are in the first 3 search results.

Google Rankings

#1-3	14	#4-10	4
#11-20	7	#21-50	9
#51-100	0	101+	12

Top 10 Gainers vs Previous Week

Name	Current Rank	Moved Up
criminal defense attorney carrollton ga	45	+6
murder attorneys carrollton ga	21	+4
domestic violence attorneys carrollton ga	24	+2
weapons attorneys carrollton ga	3	+2
assult lawyers carrollton ga	40	+2
personal injury lawyers carrollton ga	21	+2
carrollton ga family law	6	+1
carrollton attorney	17	+1



Ranks Report for Jun 09, 2019

+/- Since First Added

Filter keywords

Filter tags

Keyword	Google +/-	Yahoo +/-	Bing +/-
alimony attorneys carrollton ga	1 +22	5 +96	5 +96
carrollton ga divorce attorneys	1 +20	10 +91	10 +91
cheap divorce lawyers in carrollton ga	1 +20	35 +66	35 +66
cheap divorces carrollton ga	1 0	2 +99	2 +99
civil attorneys in carrollton ga	1 +6	- -31	- -31
divorce attorney in carrollton ga	1 +18	7 +18	7 +18
divorce lawyer carrollton ga	1 +14	15 +86	15 +86
divorce lawyers carrollton ga	1 +23	9 +92	9 +92
estate attorney carrollton ga	1 0	25 +36	25 +36
probate attorney carrollton ga	1 +10	- -44	- -44
resisting arrest attorneys carrollton ga	1 0	8 +1	8 -1
uncontested divorce attorneys carrollton ga	1 +17	20 +81	20 +81
uncontested divorce carrollton ga	1 +15	13 +11	13 +11
weapons attorneys carrollton ga	3 +17	- -57	- -60

carrollton ga family law	6 +8	19 +46	19 +46
family law attorneys carrollton ga	8 +11	4 +46	4 +46
family lawyers carrollton ga	8 +7	14 +87	14 +87
family law attorney in carrollton ga	10 +10	7 +94	7 +94
child custody lawyers in carrollton ga	13 +8	17 +84	17 +84
lawyers in carrollton ga	13 +13	27 +74	27 +74
attorneys in carrollton ga	14 +87	8 +73	8 +73
law firms in carrollton ga	15 +14	15 +86	15 +86
carrollton attorney	17 +26	48 +53	48 +53
carrollton ga lawyer	17 +7	7 +94	7 +94
carrollton ga attorneys	19 +6	3 +98	3 +98
murder attorneys carrollton ga	21 +15	- -22	- 0
personal injury lawyers carrollton ga	21 +5	38 +63	38 +63
car accident attorneys carrollton ga	22 +17	27 +74	27 +74
hit and run attorneys carrollton ga	23 +1	- 0	- 0

	domestic violence attorneys carrollton ga	24	0	-	0	-	0
	assult lawyers carrollton ga	40	-14	50	+51	50	+51
	criminal defense attorney carrollton ga	45	-5	82	+19	82	+19
	criminal lawyers in carrollton ga	46	-5	73	+8	73	-20
	dui attorney carrollton ga	50	+51	-	0	-	0

Total Conversions

We had 47 unique conversions this period. We had 38 unique callers and 9 form leads. Our paid campaign yielded 23 conversions this period.

May 11, 2019 to Jun 9, 2019

Export

Source (First Interaction)	Total Calls	First Time Callers	Average Duration
	54 (100%)	38 (100%)	1m 55s
Google Organic	22 (40.7%)	16 (42.1%)	2m 14s
Google Paid	13 (24.1%)	10 (26.3%)	1m 45s
Ad Extension	9 (16.7%)	7 (18.4%)	1m 51s
Direct	7 (13.0%)	2 (5.3%)	1m 35s
Bing Organic	2 (3.7%)	2 (5.3%)	1m 36s
search.myway.com	1 (1.9%)	1 (2.6%)	1m 27s

Form Leads

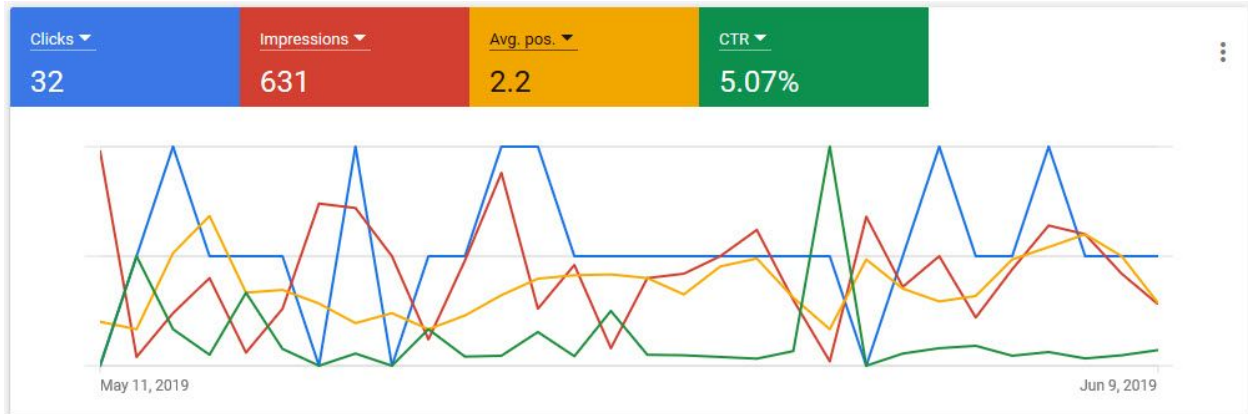
May 11, 2019 to Jun 9, 2019

Export

Source (First Interaction)	Total Forms	First Time Forms
	11 (100%)	9 (100%)
Google Paid	8 (72.7%)	6 (66.7%)
Google Organic	2 (18.2%)	2 (22.2%)
Bing Organic	1 (9.1%)	1 (11.1%)

Paid Search Campaign-Criminal

Our Criminal paid campaign yielded 32 clicks, 631 impressions, with an average position of 2.2. We had an average CTR of 5.07%.



Ad Groups & Keywords

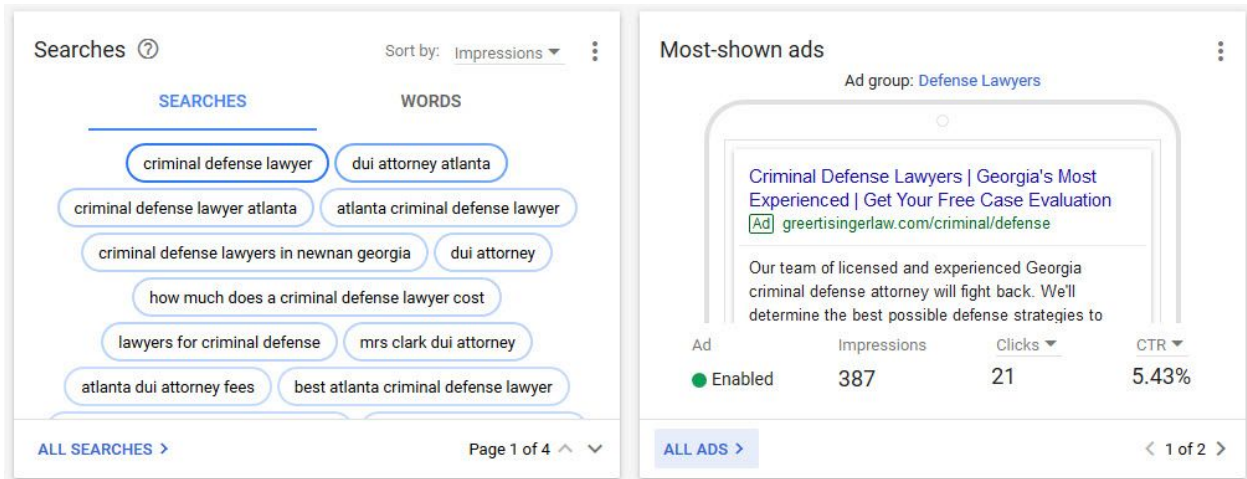
Our best performing ad group was "Defense Lawyers". It yielded 387 impressions, 21 clicks, with a CTR of 5.43%.

Ad groups			
	Impressio...	Clicks	CTR
● Defense Lawyers	387	21	5.43%
● DUI	244	11	4.51%
ALL AD GROUPS >			

Keywords			
	Impressio...	Clicks	CTR
● +criminal +defense +lawyers	205	11	5.37%
● "criminal defense lawyers"	182	10	5.49%
● +dui +attorneys	145	8	5.52%
● "dui attorneys"	99	3	3.03%
ALL KEYWORDS >			

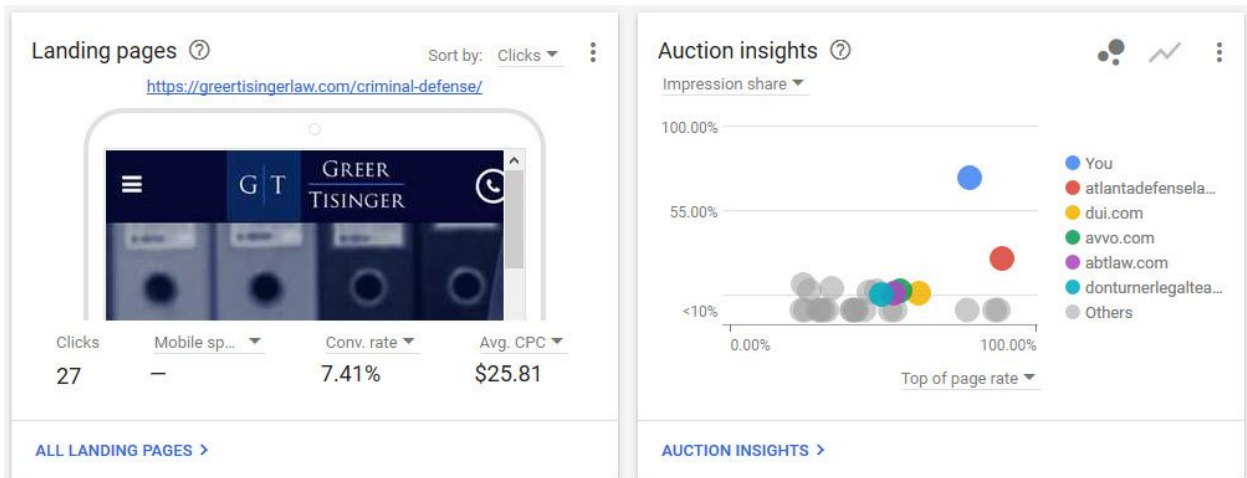
Searches & Ads

Our best performing ad this period yielded 387 impressions, 21 clicks, and a CTR of 5.43%. We'll continue to monitor our search term report to ensure our campaign continues to perform well.



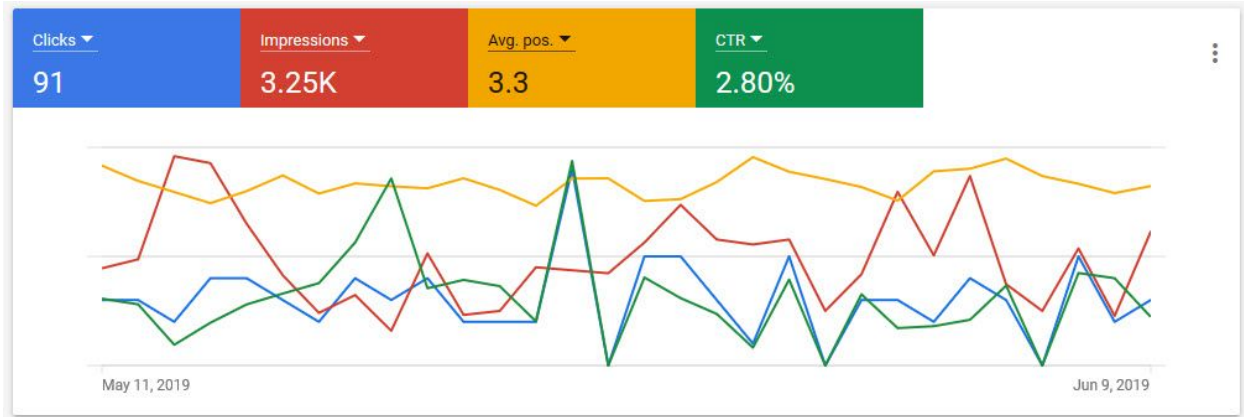
Auction Insights [Competition Analysis]

Our impression share is at 72.55% this period. This means our ads are showing up 72.55% 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 91 clicks, 3,250 impressions, with an average position of 3.3. Our CTR this period is at 2.80%



Ad Groups & Keywords

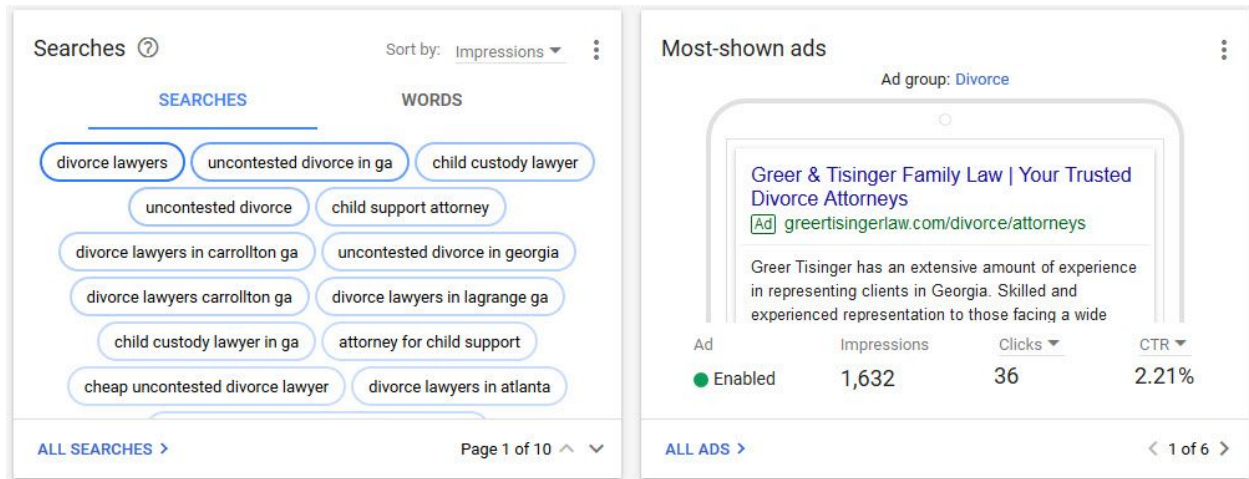
Our best performing ad group this period is "divorce". We had 1,632 impressions, 36 clicks, with a CTR of 2.21%.

Ad groups			
	Impressio...	Clicks	CTR
● Divorce	1,632	36	2.21%
● Uncontested Divorce	674	10	1.48%
● Child	434	28	6.45%
● Family Law	331	11	3.32%
● Adoption	156	4	2.56%

Keywords			
	Impressio...	Clicks	CTR
● +divorce +lawyer	583	11	1.89%
● "divorce lawyer"	492	14	2.85%
● +uncontested +divorce	366	7	1.91%
● "uncontested divorce"	308	3	0.97%
● +divorce +attorney	308	7	2.27%

Search Term Report & Best Performing Ad

Our best performing ad this period yielded 1,632 impressions, 36 clicks, with a CTR of 2.21%. 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 31.39% this period. This means our ads are showing up 31.39% 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.

