

Users

547

↓ -62.8% from previous month

Pageviews

737

↓ -66.1% from previous month

Pages / Session

0.98

↓ -17.1% from previous month

Total Events

1,244

Bounce Rate

0.40%

↓ -54.2% from previous month

Avg. Session Duration

00:01:11

↑ 13.6% from previous month

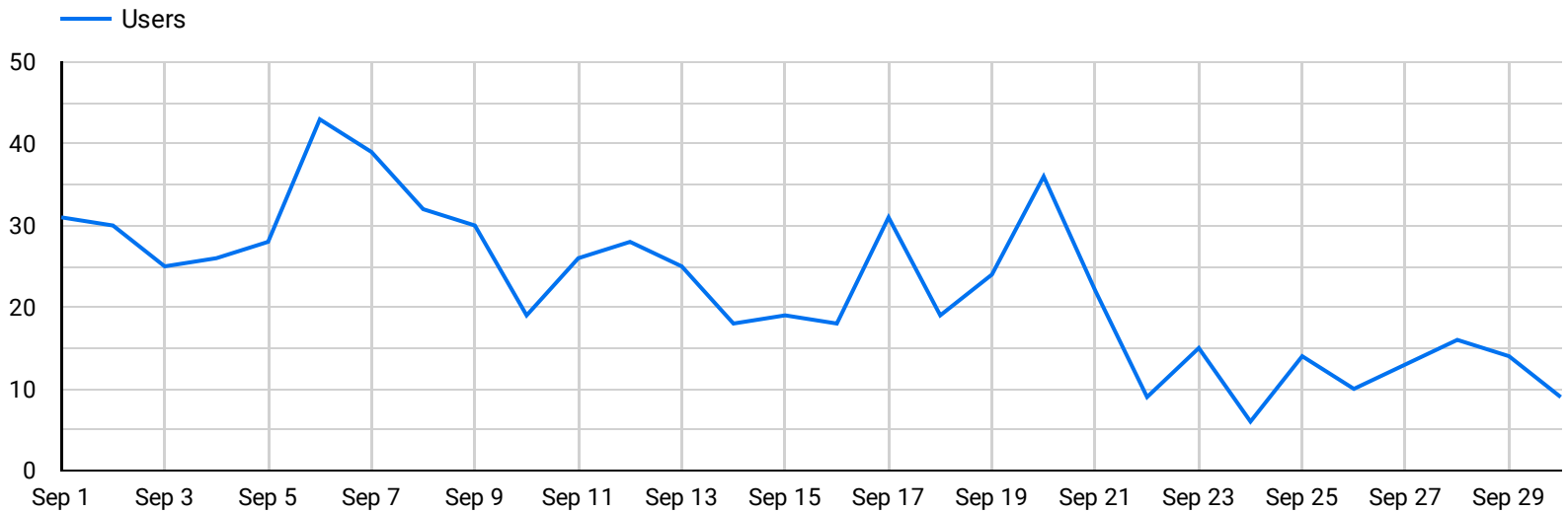
Total Cost

\$1,332.00

BUDGET: \$1500 Google

NOTES:

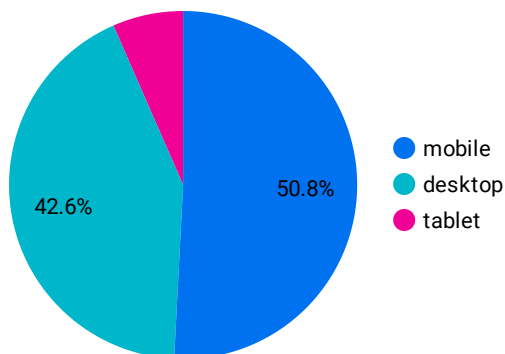
Budget adjusted from \$4K to \$1.5K



Google Ads Performance

Clicks: 552 CPC: \$1.51 Impressions: 2,849,375 Phone calls: 31 Driving directions: 63

Total Cost: \$1,332.00



Campaign	Avg. CPC	Phone ...	CTR	Total Cost
1. Auto Search 0820	\$6.05	0	3.2%	\$67.81
2. Display ads	\$1.56	0	0.94%	\$25.02
3. Local-McHard Hatties...	\$1.45	31	0.02%	\$1,239.17

SEARCH KEYWORDS

Search keyword	CTR	Avg. CPC	Clicks
1. wrongful death lawyer	0%	\$0	0
2. wreck lawyer	0%	\$0	0
3. work injury lawyer	0%	\$0	0
4. vehicle damage law...	0%	\$0	0
5. traffic accident lawyer	0%	\$0	0
6. top accident attorne...	0%	\$0	0
7. personal injury law	0%	\$0	0
8. personal injury accid...	16.67%	\$5.18	1

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SEARCH KEYWORDS

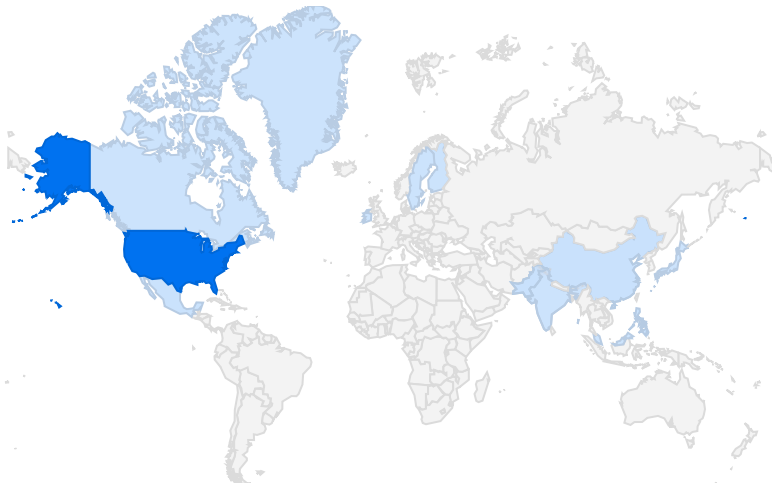
Search term	Avg. C...	CTR	Clicks
1. wrongful termination lawy...	\$0	0%	0
2. wills lawyer near me	\$0	0%	0
3. william law firm	\$0	0%	0
4. what kind of lawyer do i ne...	\$0	0%	0
5. what happens if i get in a ...	\$0	0%	0
6. what do you call a lawyer ...	\$0	0%	0
7. thomas wilson attorney	\$6.13	100%	1
8. tenant lawyers near me	\$0	0%	0

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TOP LANDING PAGES

Page	Pageviews	Bounce Rate
1. /		0.43%
2. /about-mchard/		0%
3. /manion-anderson-attorney/		0%
4. /practice-areas/		0%
5. /contact-us/		0%
6. /sam-mchard-2/		0%
7. /erica-mchard-attorney/		0%
8. /peyton-moore-attorney/		0%
9. /insurance-disputes/		null

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City	Users
1. Hattiesburg	205
2. Jackson	37
3. Atlanta	28
4. Petal	22
5. (not set)	20
6. Magee	13
7. Salt Lake City	8
8. Los Angeles	8
9. New Orleans	7
10. Columbia	7