

## Users

362

↓ -13.0% from previous month

## Pageviews

373

↓ -20.0% from previous month

## Pages / Session

0.86

↓ -5.6% from previous month

## Total Events

732

## Bounce Rate

0.00%

↓ -100.0% from previous month

## Avg. Session Duration

00:00:56

↑ 10.9% from previous month

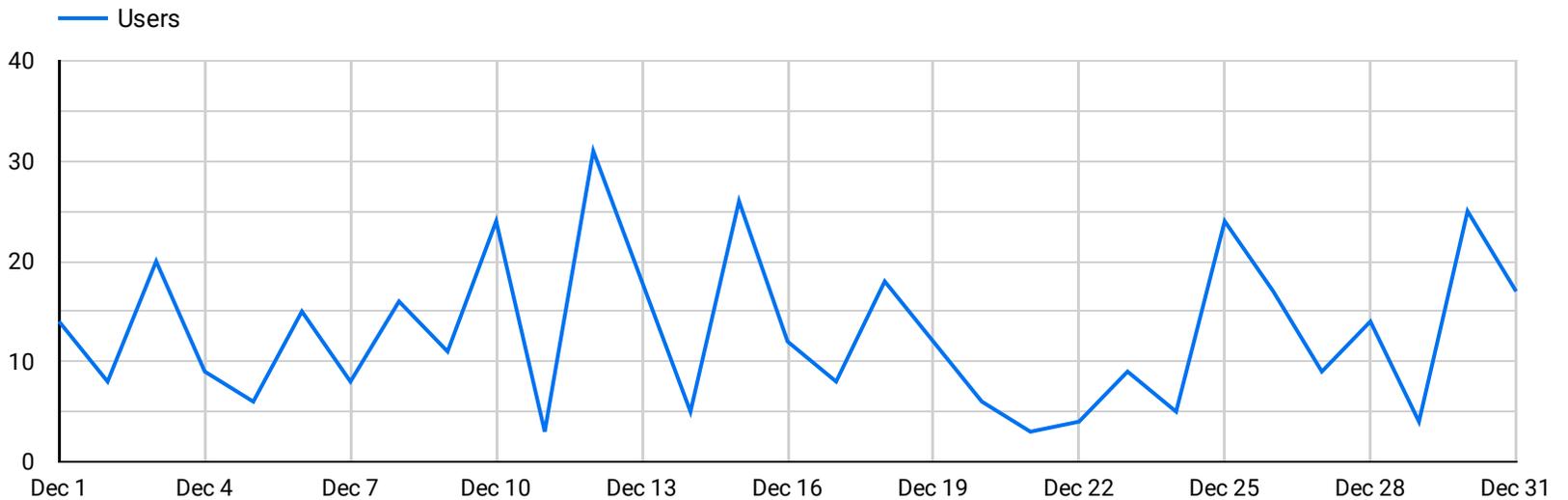
## Total Cost

\$1,122.17

**BUDGET:** \$1500 Google

## NOTES:

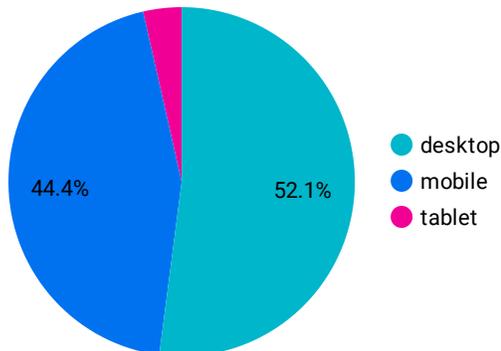
Budget adjusted from \$4K to \$1.5K



## Google Ads Performance

Clicks: 393    CPC: \$1.78    Impressions: 1,844,406    Phone calls: 30    Driving directions: 32

Total Cost: \$1,122.17



Campaign	Avg. CPC	Phone ...	CTR	Total Cost
1. Local-McHard Hatties...	\$1.78	30	0.02%	\$1,122.17

## SEARCH KEYWORDS

Search keyword	CTR	Avg. CPC	Clicks
No data			

## SEARCH KEYWORDS

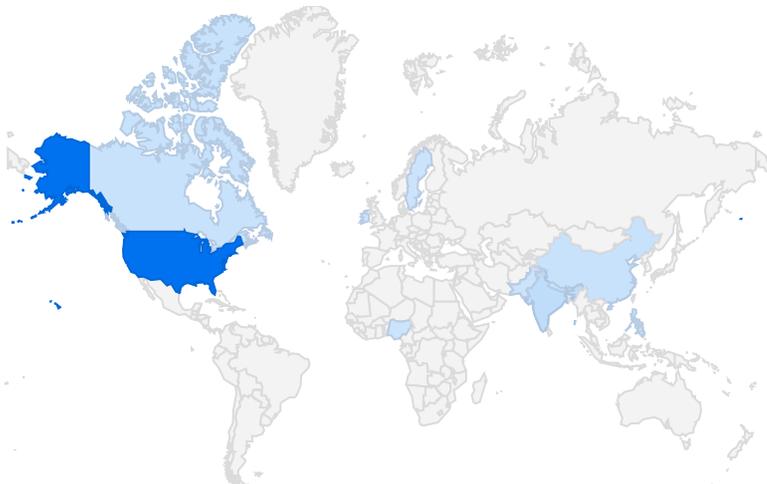
Search term	Avg. C...	CTR	Clicks
1. yellow pages lawyers	\$0	0%	0
2. wrongful termination lawy...	\$0	0%	0
3. work comp attorney near ...	\$0	0%	0
4. will lawyer near me	\$0	0%	0
5. will attorneys near me	\$0	0%	0
6. walker law firm	\$0	0%	0
7. traffic lawyers near me	\$0.99	100%	1
8. top divorce lawyers near me	\$0	0%	0

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## TOP LANDING PAGES

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

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City	Users
1. Hattiesburg	100
2. Petal	39
3. (not set)	35
4. Jackson	26
5. Ashburn	20
6. Atlanta	11
7. Guangzhou	7
8. Hyderabad	6
9. Ridgeland	6
10. Columbus	6