

Prepared by **JUSTIA**

# Doe Law Firm

## Monthly Justia Amplify Report

June 2020



# Justia Amplify Services Summary

Are you taking advantage of all the marketing tools available to you? Contact us to build on your current strategy with these additional services already included in your Justia Amplify package.

- ✓ Google Ads
- ✓ Google My Business (Health Check)
- ✗ Bing Ads
- ✗ Facebook Ads

**Your basic Justia Amplify Services are activated.**



**Contact Us to Activate More Services**

\* There are no set up fees for any Justia Amplify service. Services that were activated for the entire month will be included in this report.

# Performance Recommendations

To further enhance the performance of your Google Ads PPC, and Google My Business (GMB), we recommend:

## **Google Ads PPC**

### Take Advantage of a Branding Campaign

Activating your branding campaign can be a simple and effective way to help you control your namespace and messaging online.

## **Google My Business (GMB)**

### Take Advantage of a Branding Campaign

As a Justia Amplify client, a one-time Health Check is included with your services. During the Health Check, we ensure the information on your listing is accurate and up to date with the latest features, as well as add your information and law firm description, set your main categories, and more. However, in order to do so, we need access to your listing. If you are interested in the Health Check for your listing, please let us know.

### Respond to Client Reviews

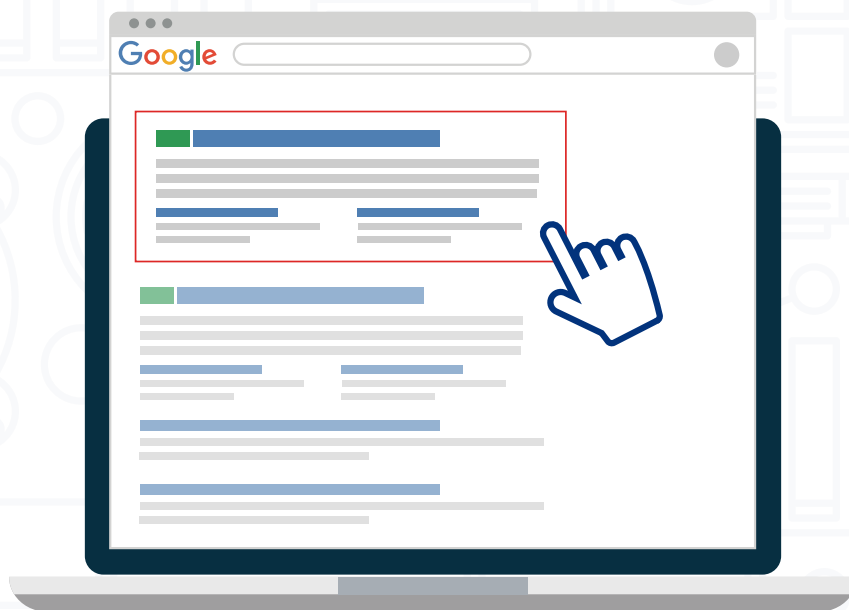
Respond to reviews to build trust. A thank you note is enough, but we recommend that you try to personalize your response to each review. Your current and new customers will notice your business values their input if you read and reply to their reviews.

If you have any questions, please click the “Learn More” button below to contact your marketing specialist.

[Learn More](#)

# Google Ads

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# Overview

## Doe Law Firm

September 1 - 30, 2022



## Account Totals

The following section provides an overview of the overall performance of your Ads account in addition to the performance of each individual campaign that had activity for this time period.

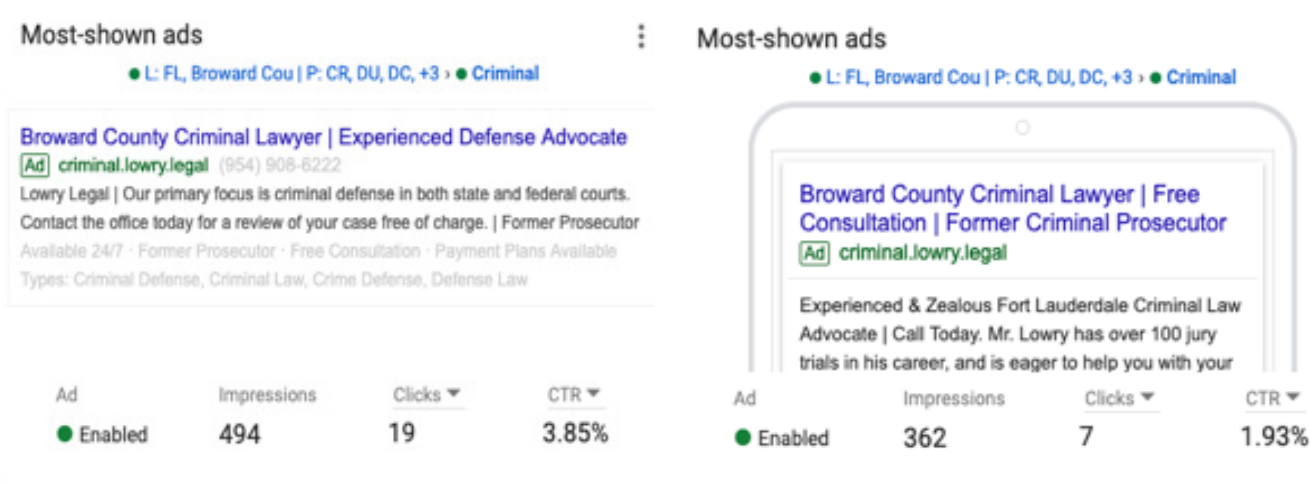
56 Clicks	1,196 Impressions	941 Impressions (Abs. Top %)
6 Conversions	\$88.88 Average CPC	941 Impressions (Top %)
	\$888.88 Cost	

	L: FL, Broward Cou   P: CR, DU, DC, +3	L: FL, Miami-Dade Cou   P: CR, DU, DC, +3	L: FL, Lee Cou   P: CR, DU, DC, +33
Clicks	25	27	4
Impressions	255	929	12
Impressions (Abs. Top %)	0	929	12
Impressions (Top %)	0	929	12
Conversions	5	0	1
Average CPC	\$88.88	\$88.88	\$88.88
Cost	\$888.88	\$888.88	\$88.88

See ["Definitions"](#) page for reference.

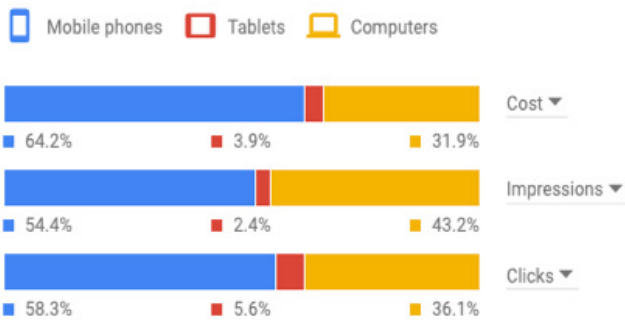
# Top Two Most Shown Ads

The following two ads were shown the most to your potential clients within this date range. Google picks from the ads that we created for you in the Google Ads system and shows the ad that they believe will most likely cause the user to click on your ad.



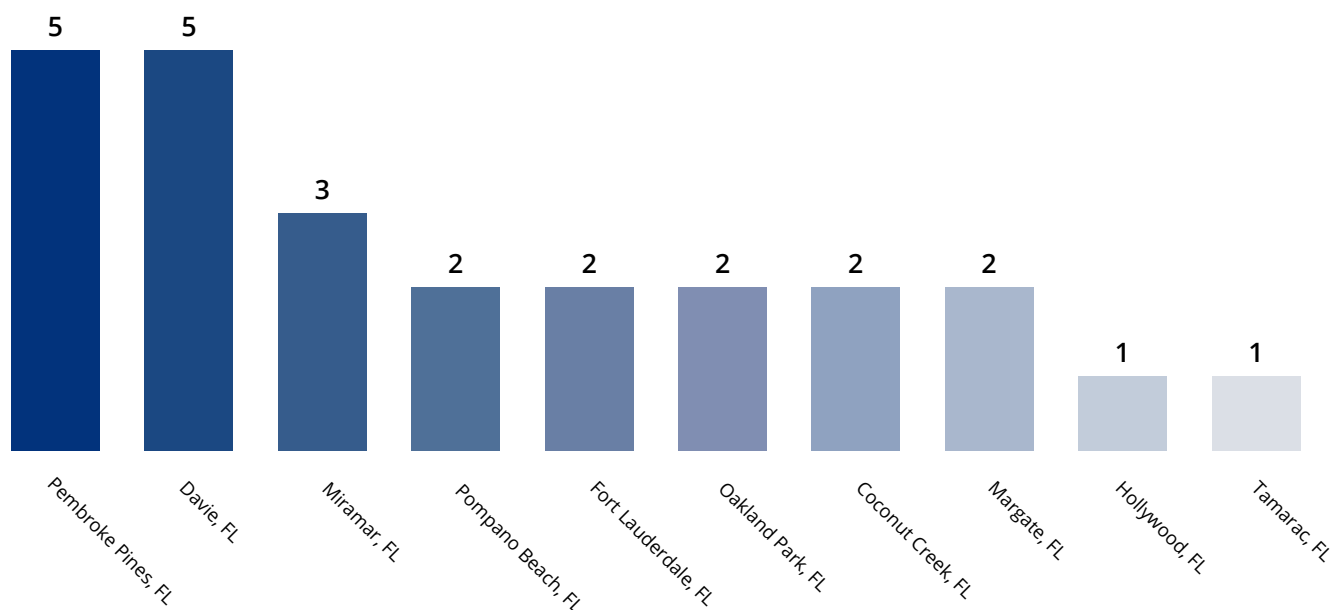
## Devices

Campaigns target all types of devices, which include desktops, tablets, and mobile devices. You can evaluate the number of clicks, impressions and cost per device for this date range. Justia provides landing pages that respond to all device layouts which helps increase your conversion rate.



# Top 10 Physical Locations of Visitors

The following chart shows the top 10 physical locations of users who clicked on your ads for this time period.



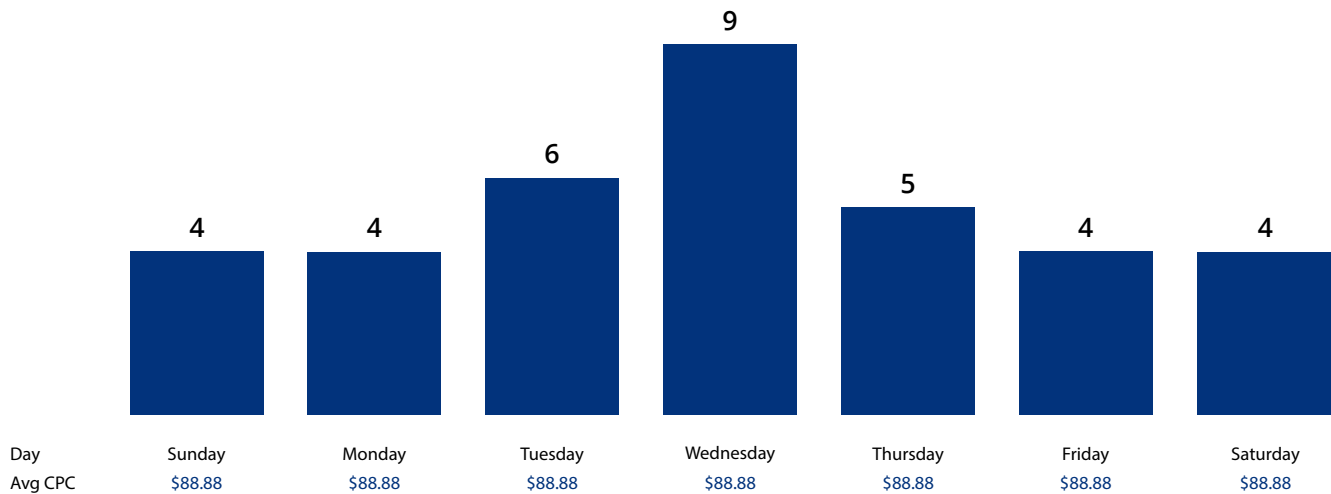
## Daily Budget by Campaign

The following lists your campaigns and the allotted daily budget for each campaign.

Campaign	Daily Budget
L: FL, Broward Cou   P: CR, DU, DC, +3 Location: Broward County, Florida Practice Area Focus: Criminal Law, DUI & DWI, Drug Crimes, +3	\$88.88
L: FL, Miami-Dade Cou   P: CR, DU, DC, +3 Location: Miami-Dade County, Florida Practice Area Focus: Criminal Law, DUI & DWI, Drug Crimes, +3	\$88.88
L: FL, Lee Cou   P: CR, DU, DC, +3 Location: Lee County, Florida Practice Area Focus: Criminal Law, DUI & DWI, Drug Crimes, +3	\$88.88
Total	\$888.88

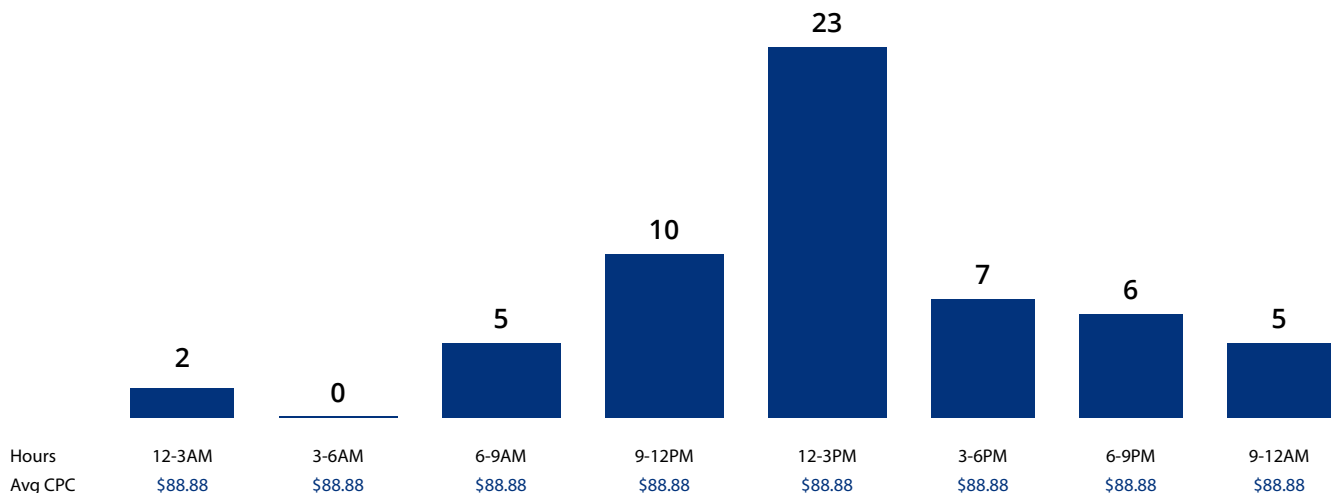
## Clicks By Day

The following chart shows how many total clicks you received by day of the week for this time period.



## Clicks By Hour

The following chart shows how many total clicks you received in 3 hour increments throughout a 24 hour day for this time period.





# Top Performing Keywords

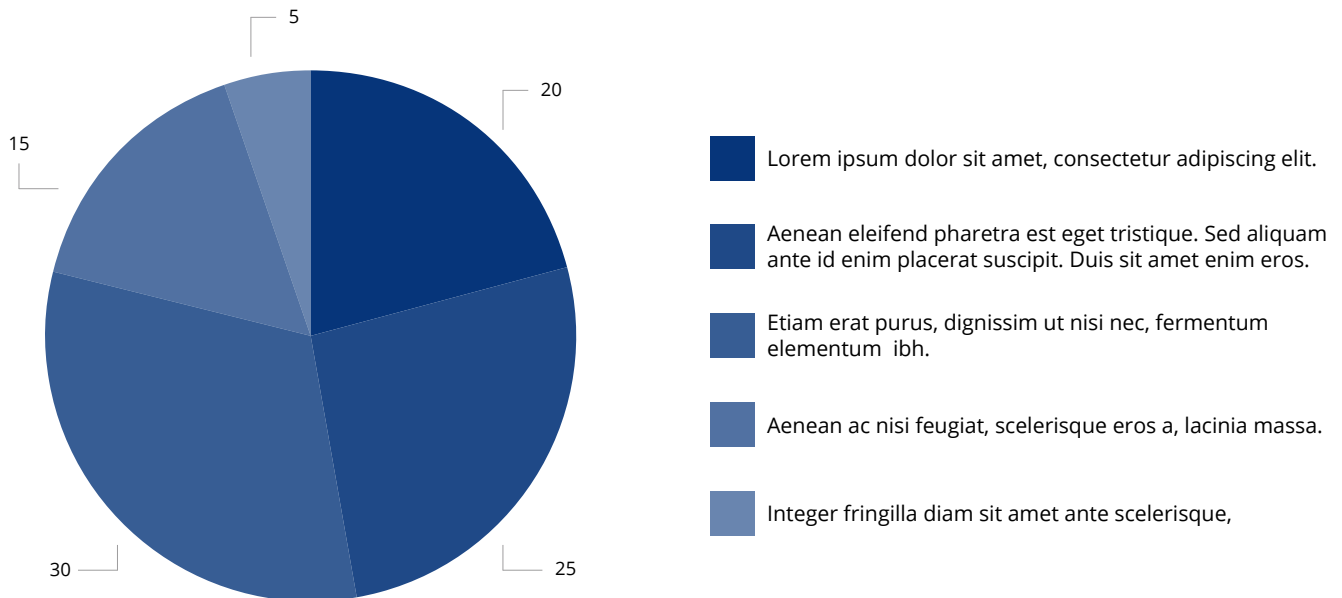
The following lists the top performing keywords for this time period. These keywords help determine when your ads appear on the Google Search Engine Results Page (SERP). The different symbols before or surrounding each keyword is called a [keyword match type](#).

- |  |   |
|--|---|
| 1 +protective +order +law +firm        | 11 +extortion +criminal +law +firm      |
| 2 +weapon +crime +law +firm            | 12 +money +laundering +criminal +lawyer |
| 3 +racketeering +criminal +lawyer      | 13 +counterfeiting +criminal +lawyer    |
| 4 +RICO +crime +lawyer                 | 14 +computer +fraud +crime +lawyer      |
| 5 +domestic +violence +defense +lawyer | 15 +cell +phone +fraud +crime +lawyer   |
| 6 +defense +lawyer                     | 16 +revolver +crime +lawyer             |
| 7 +protective +order +lawyer           | 17 +bank +fraud +criminal +lawyer       |
| 8 +white +collar +criminal +lawyer     | 18 +federal +criminal +lawyer           |
| 9 +bank +fraud +law +firm              | 19 +extortion +crime +lawyer            |
| 10 +wire +fraud +law +firm             | 20 +federal +criminal +lawyer           |

# Click Fraud Detection & Prevention

## 2 Blocked IPs

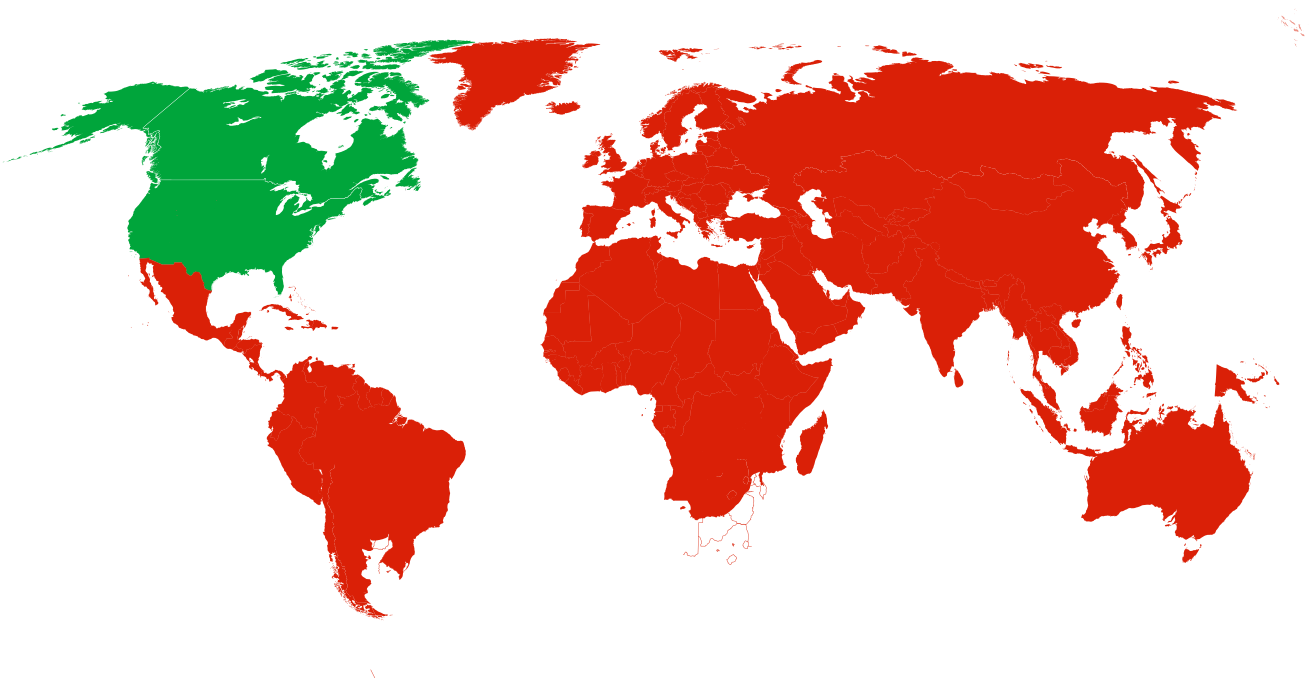
The following pie chart shows the total number of blocked IPs that have been blocked from seeing your ads and the reason why the IP was blocked.



## Blocked Countries

The following map shows the countries that have been blocked from seeing your ads and those that have been allowed to see your ads.

■ Allowed Countries    ■ Blocked Countries



# Definitions

The following are definitions of commonly used terms in pay per click advertising.

**Clicks:** When someone clicks your ad, like on the blue headline of a text ad, Google Ads counts that as a click.

**Impressions:** How often your ad is shown. An impression is counted each time your ad is shown on a search result page or other site on the Google Network.

**Impressions (Top %):** Top impression rate is the percent of your impressions that are shown anywhere above the organic search results.

**Impressions (Abs. Top %):** Absolute top impression rate is the percent of your impressions that are shown as the very first ad above the organic search results.

**Average CPC:** The average amount that you've been charged for a click on your ad.

**Conversions:** An action that's counted when someone interacts with your ad and then takes an action that you've defined as valuable to your business (for example, clicks on the phone number or fills out a contact form on your landing page.)

**Cost:** Cost is the sum of your spend during this month.

# Google My Business

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# Google My Business Report

**Business Name:** Doe Law Firm

**Address:** 123 Any Street ABC  
Anytown, CA 12345

**Main Category:** Law Firm

**Subcategories:** Criminal justice attorney,  
Personal injury attorney

**Business Hours:**

Monday	8AM–6PM
Tuesday	8AM–6PM
Wednesday	8AM–6PM
Thursday	8AM–6PM
Friday	8AM–6PM
Saturday	Closed
Sunday	Closed

**Phone:** (555) 555-5555

**Website URL:** [www.doelawfirmj.com](http://www.doelawfirmj.com)

**Appt URL:** [www.doelawfirm.com/contactus.html](http://www.doelawfirm.com/contactus.html)

**Description:** Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam eu eros at lectus tincidunt varius. Integer quis ante et felis faucibus fermentum sit amet vel lorem.



# Posts

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed dictum est ut risus auctor porta. Integer tincidunt, neque eu aliquam vehicula, nunc arcu maximus risus, ut suscipit nisi urna sit amet dui. Ut semper, magna in gravida rhoncus depici.

56 Total Views      61 Total Number of Posts  
20 Post Created this Month



# Reviews

3 New Reviews this Month      56 Number of Reviews      4.9 Rating Score  
34 Replied      22 Not Replied

## Review of the month:



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean non faucibus est. Fusce ut turpis bibendum, pellentesque nibh ac, efficitur dolor. Sed varius neque eget ante dignissim, nec tincidunt purus feugiat. Orci varius natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Morbi non lacus metus. Morbi semper interdum magna. Fusce efficitur nec ipsum iaculis interdum.

- James D.

*Client reviews are really important. Having high-quality positive reviews on your listing will improve your law firm's visibility and will increase your chances of getting contacted by potential clients. Remember to interact with your clients by responding to reviews and encouraging them to leave reviews on your listing.*

*Keep in mind that negative reviews can not be deleted by anyone but Google, you can flag them as inappropriate on Google but there is only a minimal chance that Google will remove them. If you get a negative review we strongly recommend responding to the reviews nicely, and try to get new ones to move them down*

# Justia Amplify Fee Totals

Grand Total Spend:	\$88,888.88
Management Fee Percentage:	\$88,888.88
Management Fee:	\$88,888.88

## Helpful Tips

### Negative Keywords in Google Ads are Vital to a Successful Campaign

Negative keywords let you exclude search terms from your campaigns. For example, you might be interested in showing up for a search query such as “injury lawyer” but not “injury lawyer salary” or “injury lawyer jobs”.

Justia has an extensive list of negative keywords that we have already added to your campaigns.

However, if there are any other specific keywords you do not want your ads showing up for, please let us know.



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## JUSTIA

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