



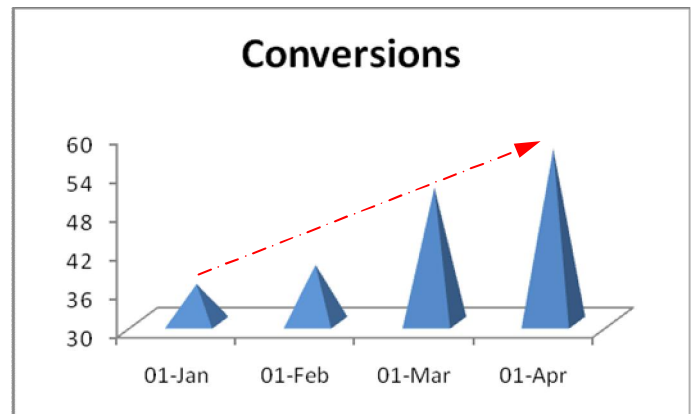
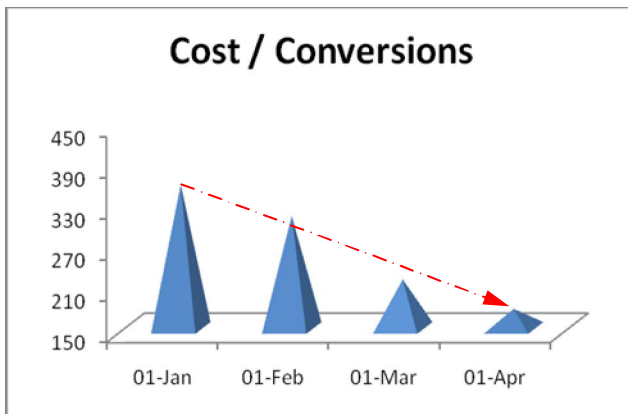
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## Donnelly Law Adwords April 2009

### Performance by Month:

Month	Imps.	Clicks	CTR	CPC	Cost	Conv	\$/Conv
9-Apr	54,928	829	1.5%	\$12.21	\$10,119	57	\$178
9-Mar	57,126	803	1.4%	\$15.39	\$11,247	51	\$221
9-Feb	67,319	729	1.1%	\$17.01	\$12,258	39	\$314
9-Jan	76,946	691	0.9%	\$18.27	\$12,974	36	\$360



**Performance Summary:** This account is in bargain hunting mode, which means that there are more relevant clicks available for purchase than the budget allows (the budget has decreased from \$450 per day, to \$350 per day). Performance continues to improve as Account Manager focuses spending on the most productive elements.

**Account Summary:** The account activity for the period 21 March to 20 April can be summarized as follows:

Ad Group	Imprs	Clicks	CTR	CPC	Cost	Conv	Conv %	\$/Conv	Bounce%
Auto Accident	3,285	37	1.10%	\$20.99	\$776	3	8.1%	\$259	50.0%
Car Accident	11,813	52	0.40%	\$15.47	\$805	3	5.8%	\$268	82.0%
Disability	1,254	72	5.70%	\$13.41	\$966	2	2.8%	\$483	55.2%
Dog Bite	233	2	0.90%	\$9.41	\$19	0	0.0%	\$0	50.0%
Medical Malpractice	6,341	165	2.60%	\$11.25	\$1,856	22	13.3%	\$84	44.9%
Motorcycle Acc.	1,003	5	0.50%	\$11.03	\$55	0	0.0%	\$0	60.0%
Nursing Home Abuse	764	17	2.20%	\$8.79	\$149	0	0.0%	\$0	64.7%
Nursing Home Neg	405	9	2.20%	\$10.61	\$95	1	11.1%	\$95	60.0%
Personal Injury	6,690	94	1.40%	\$16.87	\$1,586	2	2.1%	\$793	40.5%
Premises Liability	189	3	1.60%	\$5.97	\$18	0	0.0%	\$0	66.7%
Product Liability	1,121	12	1.10%	\$8.26	\$99	5	41.7%	\$20	54.6%
SS Disability	308	4	1.30%	\$9.16	\$37	0	0.0%	\$0	40.0%
Traum Brain Inj	5,437	47	0.90%	\$6.83	\$321	0	0.0%	\$0	71.1%
Trucking Accident	336	3	0.90%	\$12.18	\$37	0	0.0%	\$0	25.0%
Workers Comp	13,803	188	1.40%	\$15.56	\$2,924	11	5.9%	\$266	54.7%
Wrongful Death	1,141	23	2.00%	\$13.94	\$321	4	17.4%	\$80	50.0%
Brand	805	96	11.90%	\$0.59	\$56	4	4.2%	\$14	25.3%
<b>Totals &amp; Averages</b>	<b>54,928</b>	<b>829</b>	<b>1.50%</b>	<b>\$12.21</b>	<b>\$10,119</b>	<b>57</b>	<b>6.9%</b>	<b>\$178</b>	<b>49.8%</b>



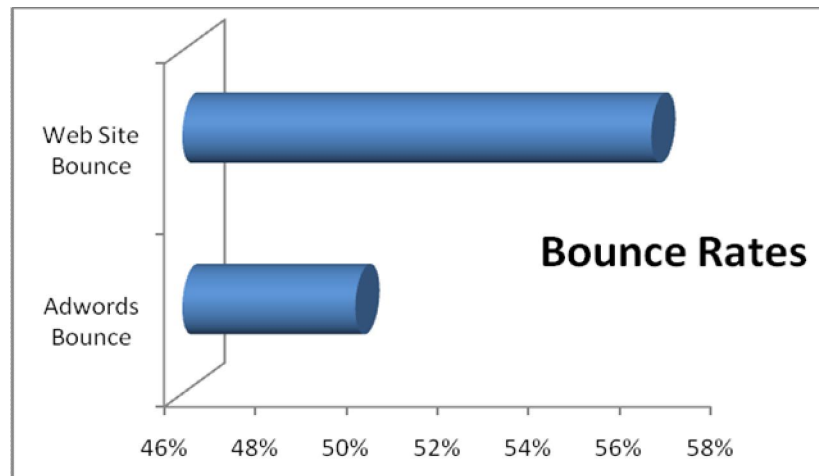
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### Account Manager Discussion:

- The account recorded 57 online conversions in this reporting period, up from 51 online conversions for the last month.
- A noticeable improvement was the average cost per conversion, which decreased from \$221 in the last month to \$178 in this reporting period; while several campaigns have improved, Medical Malpractice accounts for much of the improvement, recording a \$0.52 improvement in CPC (due to pausing most expensive keywords) and recording an additional 3 conversions from the previous period.
- The conversion rate for this reporting period was 6.9%, compared to 6.3% in the last month, with Medical Malpractice accounting for several additional conversions.
- The impression share of the account in this reporting period was 65%, with spending 95% of budget. Impression share continues to rise as poorly performing keywords are pruned.
- The average CTR for this reporting period was 1.5%, an increase of greater than 50% over the past four months. This results from pausing those terms with low CTR's and improving ad copy.
- The website had a bounce rate of 56.3%, while the average bounce rate of the campaign was 49.8%, which is lower than the website as a whole.



### Best Performing Ads based on The Click thru Rate:

<a href="#">Memphis Insurance Law</a> What Insurance Won't Tell You 64 Legal Professionals, Call now! <a href="#">Memphis-Lawyer.com/Lawyer</a> (23.33%)	<a href="#">Social Insurance Lawyer</a> Beat underhanded insurance tactics Sign up for free insurance review <a href="#">Memphis-Lawyer.com/Lawyer</a> (13.18%)
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*{Click Thru Rate} Based on the CTR from 21 March to 20 April includes ads with at least 10 clicks*



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**Best Performing Ads based on Conversion Rate:**

<a href="#">Med Malpractice Memphis</a> Medical malpractice settlement atty We get paid when you get paid! <a href="#">Memphis-Lawyer.com/Malpractice</a> (20.69%)	<a href="#">Medical Malpractice Firm</a> Expert malpractice lawyers 64 Legal Professionals-Calls Today. <a href="#">Memphis-Lawyer.com/Malpractice</a> (16.67%)
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*{Conversion Rate} Based on the Conv. Rate from 21 March to 20 April includes ads with at least 10 clicks*

**Notes about Best and Worst Performing Ads:**

- Several ad groups lack competing ads with calls to action (see related Account Manger recommendation below).
- Based on the above, including detailed information, such as number of attorneys, may have positive impact on conversion rates. Also, the We get paid when you get paid ads seems to be doing well.

**The ad analysis:**

Attribute	Imprs	Clicks	CTR	Conv	\$/Conv
What Insurance Won't Tell You	75,061	1,366	1.8%	68	\$244
Let us explain	3,317	47	1.4%	3	\$253
Sign up for free insurance review	6,355	92	1.4%	4	\$267
64 Legal Professionals	132,401	1,845	1.4%	101	\$271
<b>All</b>	<b>429,862</b>	<b>5,098</b>	<b>1.2%</b>	<b>278</b>	<b>\$309</b>
We get paid, ...	167,121	2,015	1.2%	117	\$332
fight hard	7,888	230	2.9%	12	\$348
Over 94 years	67,290	854	1.3%	43	\$382
Free consultation	125,663	1,254	1.0%	65	\$392
Exceptional record	106,436	588	0.6%	24	\$447

- The Attribute “what insurance won’t tell you” is the best attribute based on Cost per Conversion with the second highest CTR as well.
- The attributes “Let us explain” and “sign up for free insurance review”, perform well based on Cost per Conversion and CTR; both seem to be positive attributes.
- The attribute “fight hard”, it has a Cost per Conversion more than the average but its CTR is the best one among the attributes; it seems to be a positive attribute.
- The attribute “exceptional record” has the highest Cost per Conversion and the lowest CTR; it seems to be a negative attribute.



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### Account manager Recommendations:

- **Adwords Manager:** Create a Star campaign including the following ad groups: Brand, Medical Malpractice, and Product Liability. Apportion sufficient budget, and set ad group level bids so as to capture close to 100% of the relevant impressions.
- **Adwords Manager:** For those phrase match keywords in the Star Ad Groups which have converted 3x or more over the past 3 months, ensure that the ad group includes an equivalent broad match keyword.
- **Adwords Manager:** Based on the ad analysis above, create two new ads in each ad group using the positive attributes, “We get paid . . .” and “What insurance won’t . . .” and pausing the worst two performing ads in each ad group.
- **Adwords Manager:** Based on high cost and all time data, pause the following broad match keywords and replicate them with phrase match:

Ad Group	Keyword	Keyword Type	Cost	Conv	Cost /Conv
Personal Injury	personal injury attorneys	Broad	\$829.50	1	\$829.5
Personal Injury	personal injury lawyer	Broad	\$1,015.18	1	\$1015.18

- **Adwords Manager:** In order to improve the performance of Premises Liability and Traumatic Brain Injury ad groups, add the following new keywords to the ad groups because of their high search volume and their relevancy to the ad groups:

Ad Group	Keyword
Traumatic Brain Injury	traumatic head injury
Traumatic Brain Injury	tbi attorney
Traumatic Brain Injury	brain damage attorney
Traumatic Brain Injury	catastrophic injury
Premises Liability	slip and fall cases
Premises Liability	slip and fall attorney
Premises Liability	slip and fall injuries

- **Adwords Manager:** Based on a search query report, add the following new negative keywords to decrease the account bounce rate:

Negatives	
bad	michigan
federal	mild
gallagher bassett	newspapers
newspaper	phlebotomy

*About Recommendations: As long as you agree with recommendations marked “Ad Manager,” no action is required by you. Such recommendations will be implemented by default after 7 business days from the date this report is submitted to you, unless you object to any of the proposed improvements. If you have questions or comments about the recommendations, then please drop us a line or phone us.*