



# CASE STUDY

LAW OFFICES OF JAMES LATIMER

Workers' Compensation Attorney in Oakland

# MONTHLY PERFORMANCE REPORT

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## Workers Compensation Lawyer Oakland CA

Workers compensation attorney in Oakland CA help work injury victims to fight for legal rights. Consult with the best workers comp lawyer, James Latimer to get max claim.

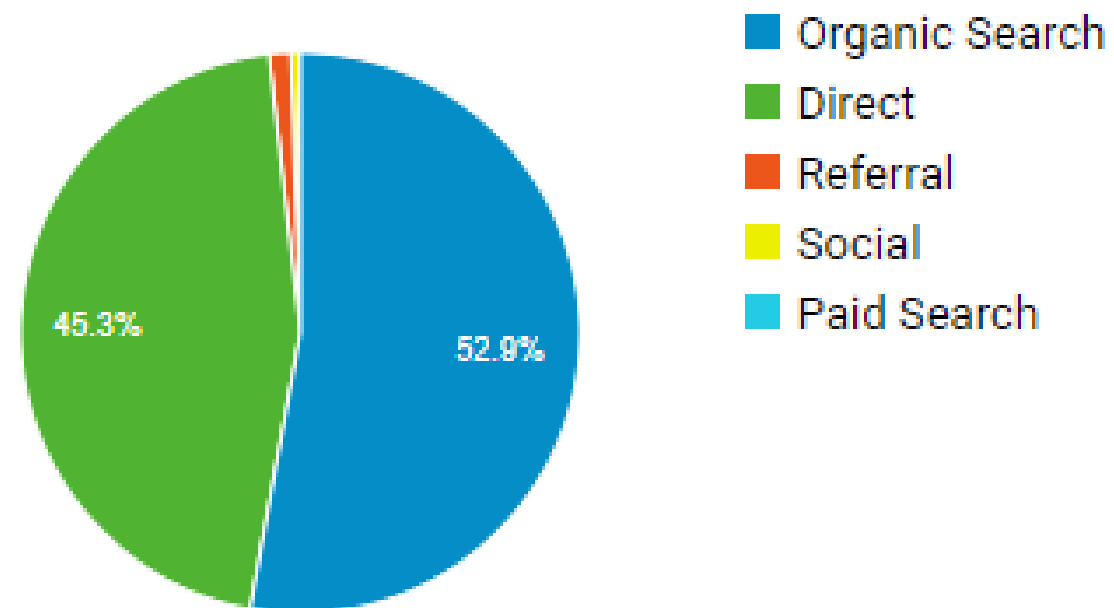
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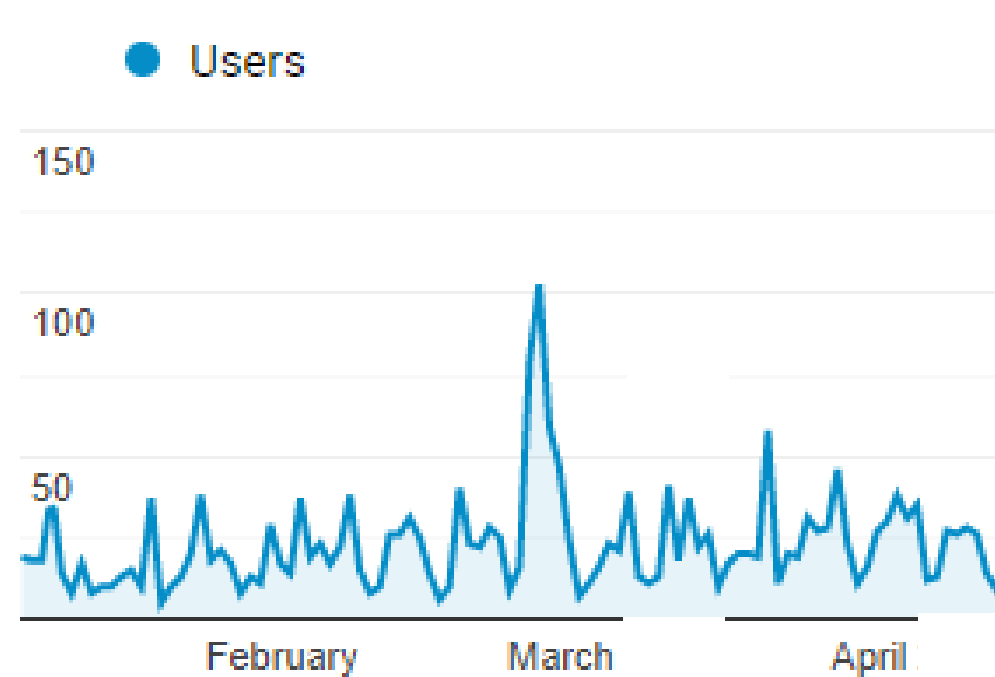
# TRAFFIC STATES

JAN 1 -APR 11

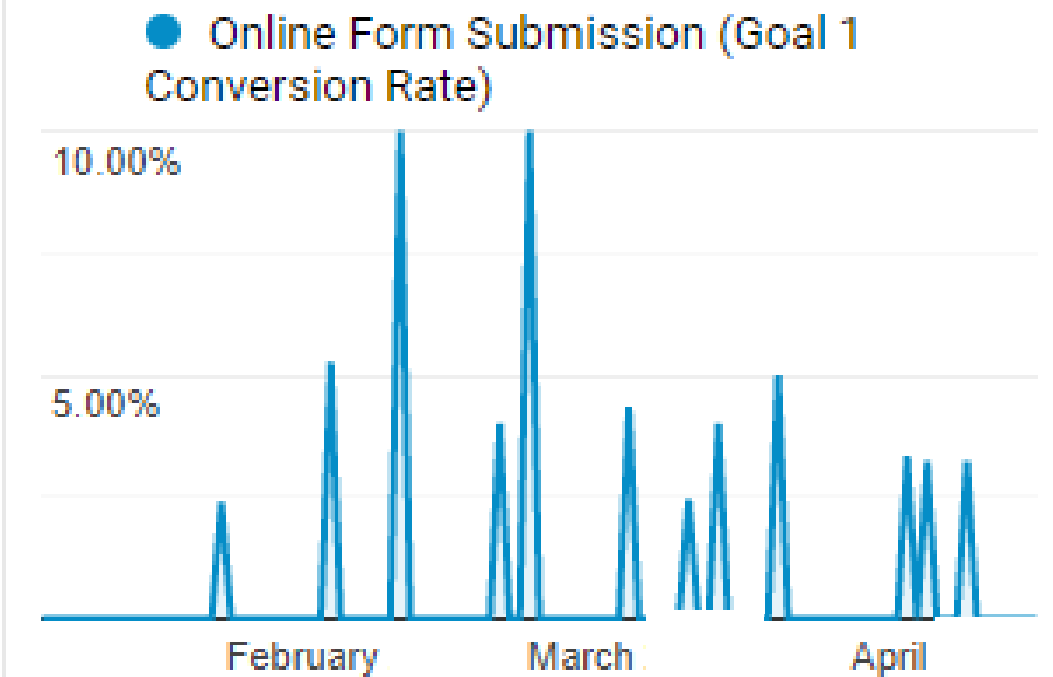
Top Channels



Users



Conversions



# ALL TRAFFIC

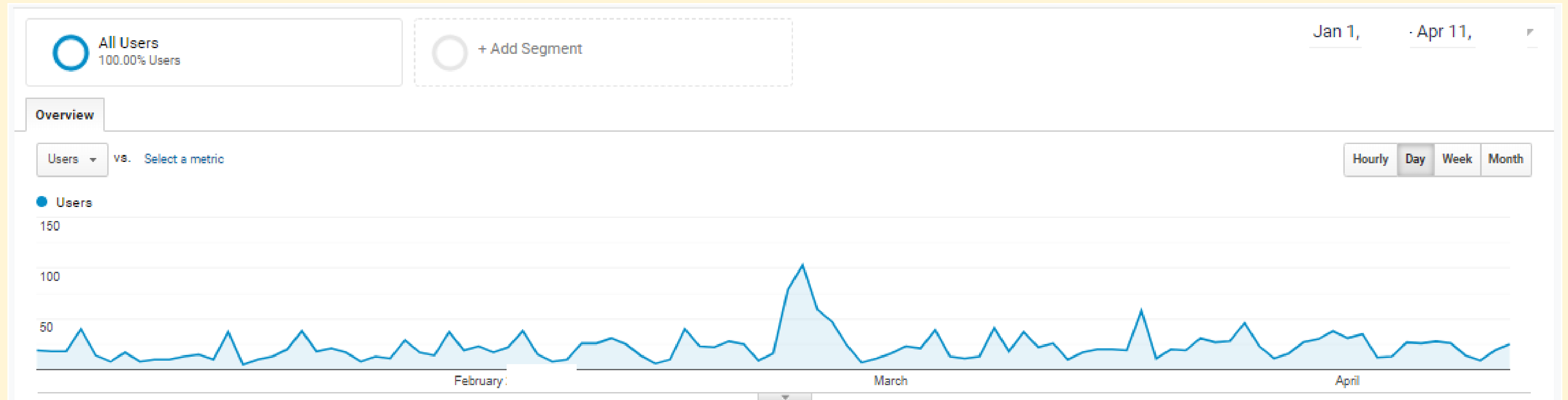
|                             | Acquisition |                        |            | Behavior      |                        |                         | Conversions              |                        |                |
|-----------------------------|-------------|------------------------|------------|---------------|------------------------|-------------------------|--------------------------|------------------------|----------------|
|                             | Users ↓     | New Users ↓            | Sessions ↓ | Bounce Rate ↓ | Pages / Session ↓      | Avg. Session Duration ↓ | Goal 1 Conversion Rate ↓ | Goal 1 Completion ↓    | Goal 1 Value ↓ |
|                             | 2,176       | 2,170                  | 2,410      | 88.51%        | 1.24                   | 00:00:32                | 0.50%                    | 12                     | \$0.00         |
| 1 <div>Organic Search</div> | 1,153       | <div><div></div></div> |            | 87.59%        | <div><div></div></div> |                         | 0.47%                    | <div><div></div></div> |                |
| 2 <div>Direct</div>         | 989         | <div><div></div></div> |            | 91.83%        | <div><div></div></div> |                         | 0.59%                    | <div><div></div></div> |                |
| 3 <div>Referral</div>       | 27          | <div><div></div></div> |            | 63.44%        | <div><div></div></div> |                         | 0.00%                    | <div><div></div></div> |                |
| 4 <div>Social</div>         | 11          | <div><div></div></div> |            | 100.00%       | <div><div></div></div> |                         | 0.00%                    | <div><div></div></div> |                |
| 5 <div>Paid Search</div>    | 1           | <div><div></div></div> |            | 100.00%       | <div><div></div></div> |                         | 0.00%                    | <div><div></div></div> |                |

# CITIES TRAFFIC :

| City ?        | Users ? ↓                            | New Users ?                          | Sessions ?                           | Bounce Rate ?                          | Pages / Session ?                  | Avg. Session Duration ?                    |
|---------------|--------------------------------------|--------------------------------------|--------------------------------------|----------------------------------------|------------------------------------|--------------------------------------------|
|               | 2,176<br>% of Total: 100.00% (2,176) | 2,170<br>% of Total: 100.00% (2,170) | 2,410<br>% of Total: 100.00% (2,410) | 88.51%<br>Avg for View: 88.51% (0.00%) | 1.24<br>Avg for View: 1.24 (0.00%) | 00:00:32<br>Avg for View: 00:00:32 (0.00%) |
| (not set)     | 472 (21.42%)                         | 472 (21.75%)                         | 476 (19.75%)                         | 93.70%                                 | 1.20                               | 00:00:07                                   |
| Washington    | 166 (7.53%)                          | 166 (7.65%)                          | 166 (6.89%)                          | 100.00%                                | 1.00                               | 00:00:00                                   |
| Los Angeles   | 124 (5.63%)                          | 123 (5.67%)                          | 135 (5.60%)                          | 94.81%                                 | 1.12                               | 00:00:16                                   |
| Boardman      | 88 (3.99%)                           | 88 (4.06%)                           | 88 (3.65%)                           | 100.00%                                | 1.00                               | 00:00:00                                   |
| San Francisco | 52 (2.36%)                           | 50 (2.30%)                           | 53 (2.20%)                           | 83.02%                                 | 1.28                               | 00:00:31                                   |
| Ashburn       | 50 (2.27%)                           | 50 (2.30%)                           | 50 (2.07%)                           | 100.00%                                | 1.00                               | 00:00:00                                   |
| (not set)     | 31 (1.41%)                           | 29 (1.34%)                           | 32 (1.33%)                           | 78.12%                                 | 1.41                               | 00:02:35                                   |
| Oakland       | 27 (1.23%)                           | 26 (1.20%)                           | 29 (1.20%)                           | 89.66%                                 | 1.10                               | 00:00:01                                   |
| Sacramento    | 25 (1.13%)                           | 25 (1.15%)                           | 26 (1.08%)                           | 84.62%                                 | 1.23                               | 00:00:55                                   |
| San Jose      | 24 (1.09%)                           | 23 (1.06%)                           | 26 (1.08%)                           | 92.31%                                 | 1.15                               | 00:00:03                                   |



# AUDIENCE OVERVIEW



# RANKING IMPROVEMENT

| Sr. No | Keyword                               | Present Ranking | Initial Ranking |
|--------|---------------------------------------|-----------------|-----------------|
| 1      | Workers Compensation Lawyer Oakland   | 9               | 55              |
| 2      | Oakland Workers Compensation Attorney | 6               | 52              |
| 3      | Workers Compensation Attorney Oakland | 9               | 62              |
| 4      | Oakland Workers Compensation Lawyer   | 5               | 49              |
| 5      | Oakland Workers Comp Attorney         | 6               | 52              |
| 6      | Workers Comp Attorney Oakland CA      | 9               | 78              |
| 7      | Work Injury Lawyer Oakland            | 3               | 90              |

**?** How to use

PPC \$0

## Paid search

<1 <1%