



Washington D.C.

1. Connect to WiFi: GoogleGuest (no password)
2. Complete the following (if you can):
 - Log into Google Adwords (adwords.google.com)
 - Log into Google Analytics (analytics.google.com)
 - Log into Webmaster Tools/ Google Search Console (google.com/webmastertools)
 - Log into Google My Business (google.com/mybusiness)
 - Download ScreamingFrog (screamingfrog.co.uk/seo-spider/)

Speakers



Dana Morgan
Strategic Partner Manager,
Google



Conrad Saam
CEO, Mockingbird

Mindset Adjustment

1. This is fast, technical and intense.
2. There are lots of ways to skin a cat - we are showing you what we do and how we do it. That doesn't mean it's the only (or even best) way
3. You are going to get left behind. That's OK. Follow up later for "understanding."
4. We are going to be using a variety of different tools and jumping around.
Recommendation: open them in different tabs and keeping those tabs open.
5. We believe everything should be centered around Google Analytics.
6. **We are here to diagnose, not fix.**
7. **Now let's review the worksheet glossary**

Paid



Best Seattle DUI Lawyer - bestlawyernow.com

Ad www.bestlawyernow.com/Free-DUI-Consult

We Fight Your DUI For \$995 Or Less. Free Consultation - Call Now

Highlights: Free Consultation, 48 To 96 Hours Of Community Service...

2450 6th Ave S #210, Seattle - (206) 802-2703 - Open today · Open 24 hours

Fight Your DUI Now - Contact A Lawyer Who Wins.

Ad www.seattlecriminaldefenselawfirm.com/ (206) 512-8377

We Have Defended 1000s of Cases and Can Build You A Solid Defense. Call Now.

Affordable Rates · Available 24/7 · Experienced Attorneys · Free Case Review

200 W Mercer St #411, Seattle, WA - Open today · 7:00 AM – 9:00 PM

Local



Raymond W Ejarque Attorney-At-Law

1 review · General Practice Attorney
1001 4th Ave #3200 · (206) 621-1554



Aaron J. Wolff - Seattle DUI Attorney

1 review · Attorney
720 3rd Ave #2015 · (206) 504-2500
Open until 5:30 PM



Community Law Firm, PLLC

5.0 ★★★★★ (10) · Law Firm
701 5th Ave #4200 · (206) 262-7390
Open 24 hours



More places

Organic



Find the best DUI & DWI lawyer in Seattle, WA - Avvo

www.avvo.com Find a lawyer Washington Seattle Avvo

FREE detailed reports on 1139 DUI & DWI Attorneys in Seattle, Washington including disciplinary sanctions, peer endorsements, and reviews.

Seattle DUI Attorney | Drunk Driving Defense Lawyer in WA

seattleduidefenselawfirm.com/

Highly trained, talented, and experienced Seattle DUI lawyers zealously defending WA State drivers. Call Us For a FREE Consultation at 206-262-7390.

Agenda

10:00-11:00 Performing a Market Audit Using Google Analytics

11:10-12:10 LOCAL SEO

2:00-3:00 Organic SEO

3:10 - 4:10 AdWords

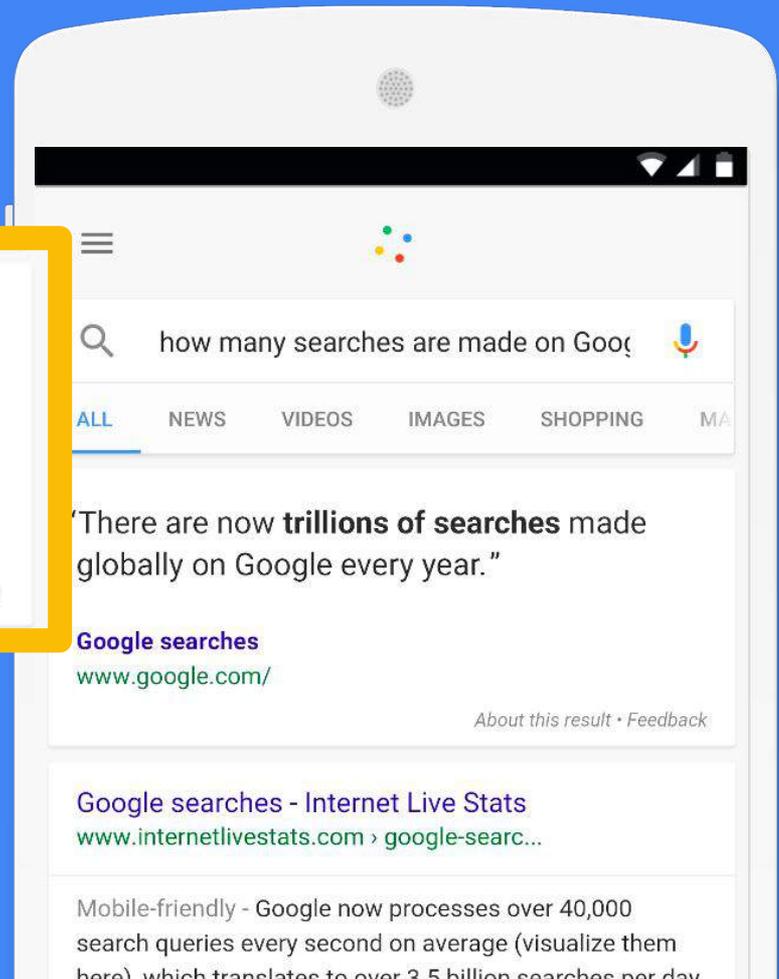


“There are now **trillions of searches** made globally on Google every year.”

[Google searches](#)
www.google.com/

[About this result](#) • [Feedback](#)

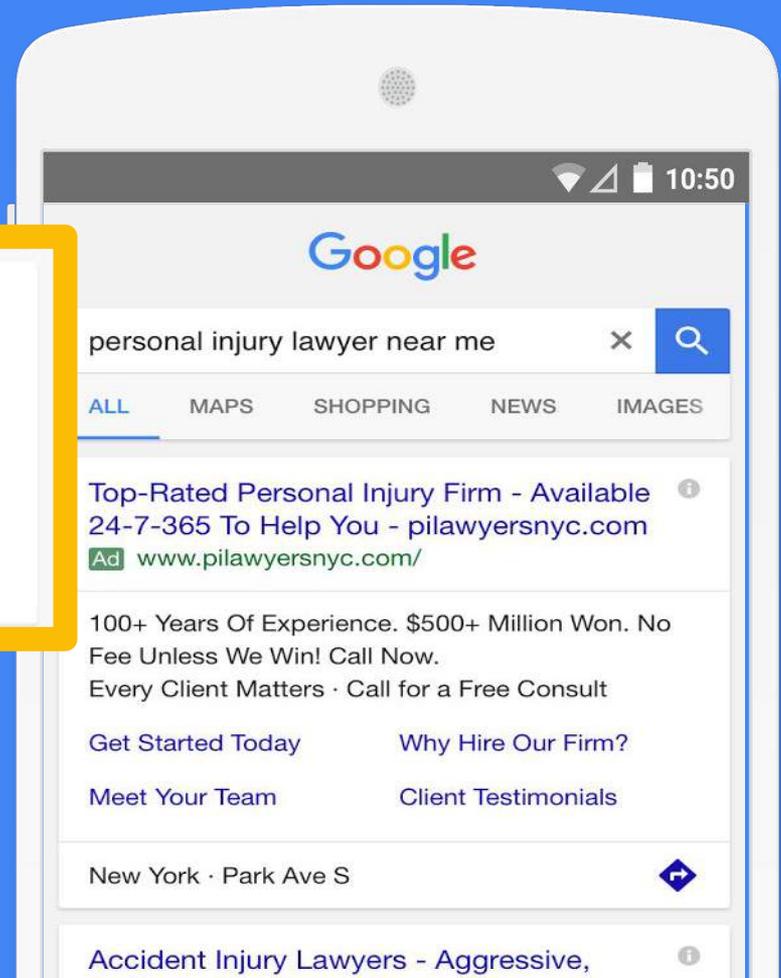
Google internal data, Global, March 2016.



6+ Billion

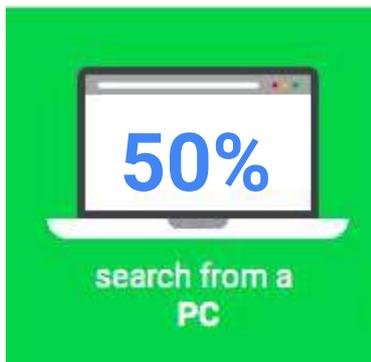
searches for Legal Services

Google internal data, Global, June 2017.

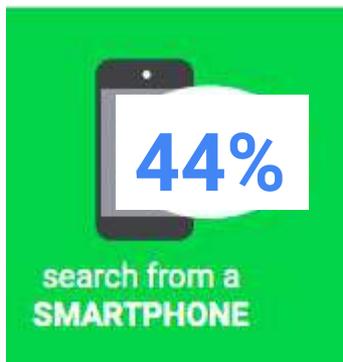


6 Billion

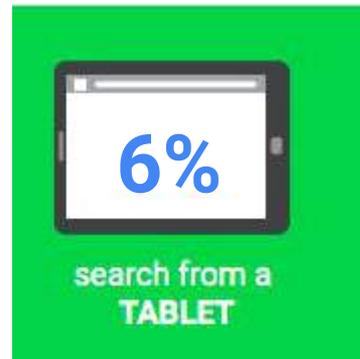
Legal Search Queries



3.1B



2.7B



375M

759 Million

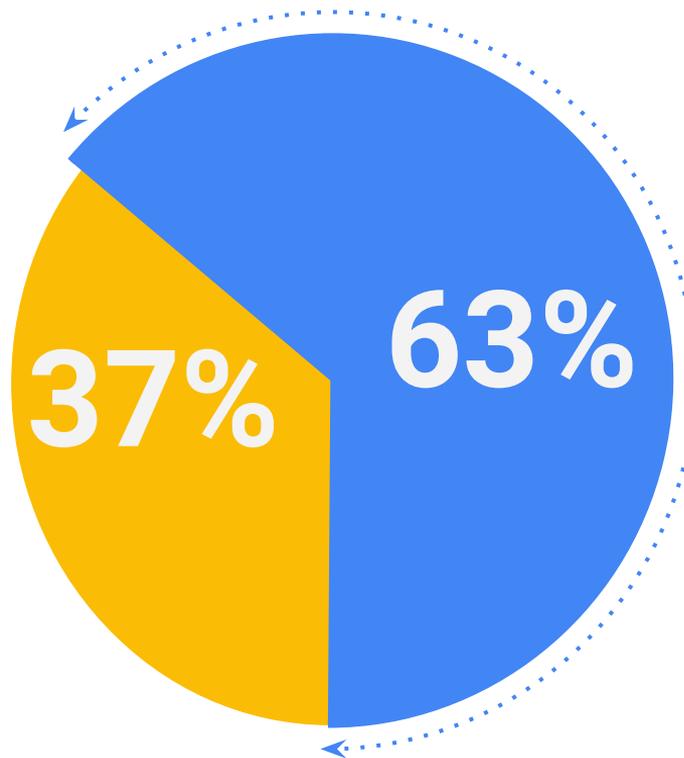
Visits from Ads

in the last 12 months

in the **Legal** industry



How customers research legal services

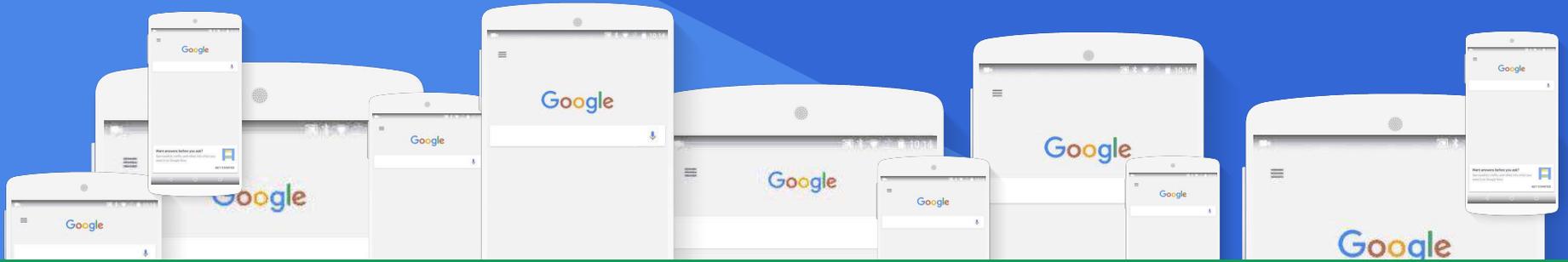


Use **Google Search** when looking for Legal Services

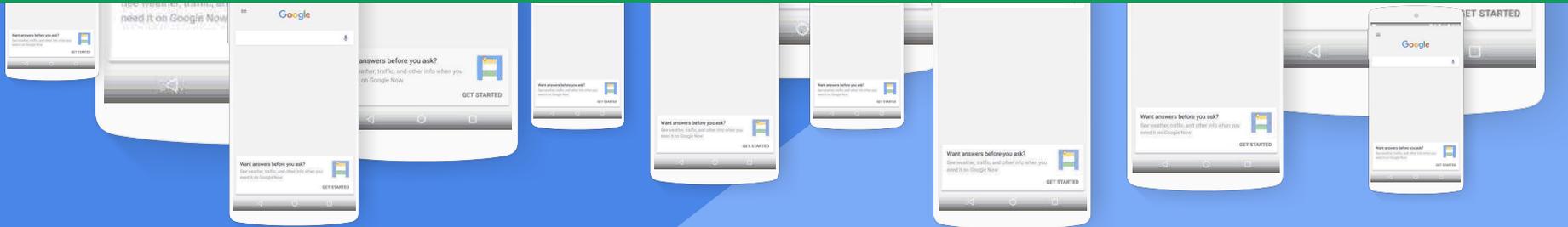
Use other means than Google Search such as word of mouth

Of those digital legal customers...





Why do you think over 40% of Legal Services searches happen on **mobile**?





How can you succeed in a digital world?

| Be There

| Be Useful

| Be Quick

Succeeding in a digital world

■ Be There

| Be Useful

| Be Quick

Showing up gets your brand in the game to be chosen, not just seen

Many consumers aren't brand committed



of smartphone users have discovered a new brand (law firm) or service (legal services) when conducting a search on their smartphones

You get a shot at your competitor's customers



smartphone users have purchased from a firm other than the one they were seeking because of information provided in the moment they needed it

Be There

Action: Identify your moments

Google search insights questions consumers are asking about your brand

Best lawyer near me		
Top lawyer reviews		
How much does a personal injury lawyer cost?		
Do I need a tax attorney?		
What to do if someone is suing me		

Be There

Key Takeaway

Consider the most searched topics for your brand or category. Try those searches on desktop and mobile.

Are you there, and do you like what you see?

Succeeding in a digital world

| Be There

■ Be Useful

| Be Quick

Be Useful

Without **utility** in the moment, not only will clients move on, they actually might not ever come back

69%

of smartphone users are more likely to buy from companies whose mobile sites or apps help them easily find answers to their questions



Action: Create snackable, educational content – not the hard sell

“Snackable Content”



Key Takeaways

What do consumers want to learn about your firm or services?

Are you being helpful when they search for you?

Succeeding in a digital world

| Be There

| Be Useful

■ Be Quick

The Era of Instant Gratification





Be Quick

If speed thrills, friction kills



of customers will **abandon a site** that takes **over 3 seconds** to load



of smartphone users will **immediately switch to another site** if it's too clumsy or slow

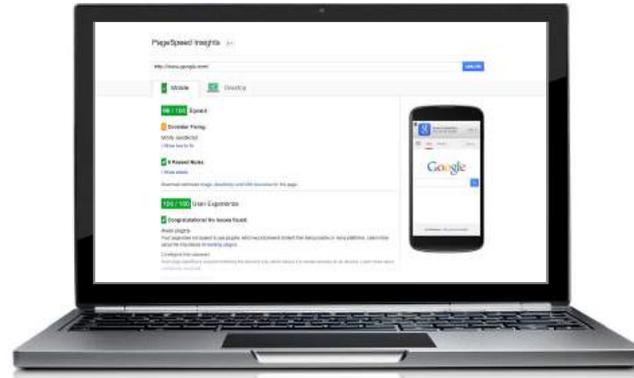


Dissatisfied visitors will **never return to a website** where problems have occurred

Be Quick

Key Takeaways

Load like lightening: how long does it take for your mobile site to load? Is it easily navigable?



Evaluate mobile site load time

Succeeding in a digital world

| Be There

| Be Useful

| Be Quick

■ **Connect the Dots**

LET'S CONNECT THE DOTS

1

Identify your
“moments”

2

Deliver on needs
in the moment

3

Measure every
moment that matters

Connect the Dots

Key Takeaway

- Pay attention today!
- Ask Questions! - Mockingbird people are here to help.
- Relax - you are going to get lost and that's okay!

Google Analytics & Business Metrics

1. Do you really own your website?

who.is

The screenshot shows a web browser window with the URL <https://who.is/whois/huntonimmigrationlawblog.com>. The page title is "who.is" and the search input contains "huntonimmigrationlawblog.com". The main content area is titled "Registrar Data" and displays the following information:

Registrar Data	
Registrant Contact Information:	
Name	Kevin O'Keefe
Organization	LexBlog, Inc.
Address	411 First Avenue
Address	Suite 304
City	Seattle
State / Province	Washington
Postal Code	98104
Country	US
Phone	+1.2063408204
Email	techsupport@lexblog.com

2. What is my traffic trend?
3. What is my SEO traffic trend?
4. What is my paid traffic trend?

Audience Overview

Sep 25, 2015 - Aug 20, 2016

Email Export Add to Dashboard Shortcut



Organic Traffic
63.57% Sessions

+ Add Segment

Overview

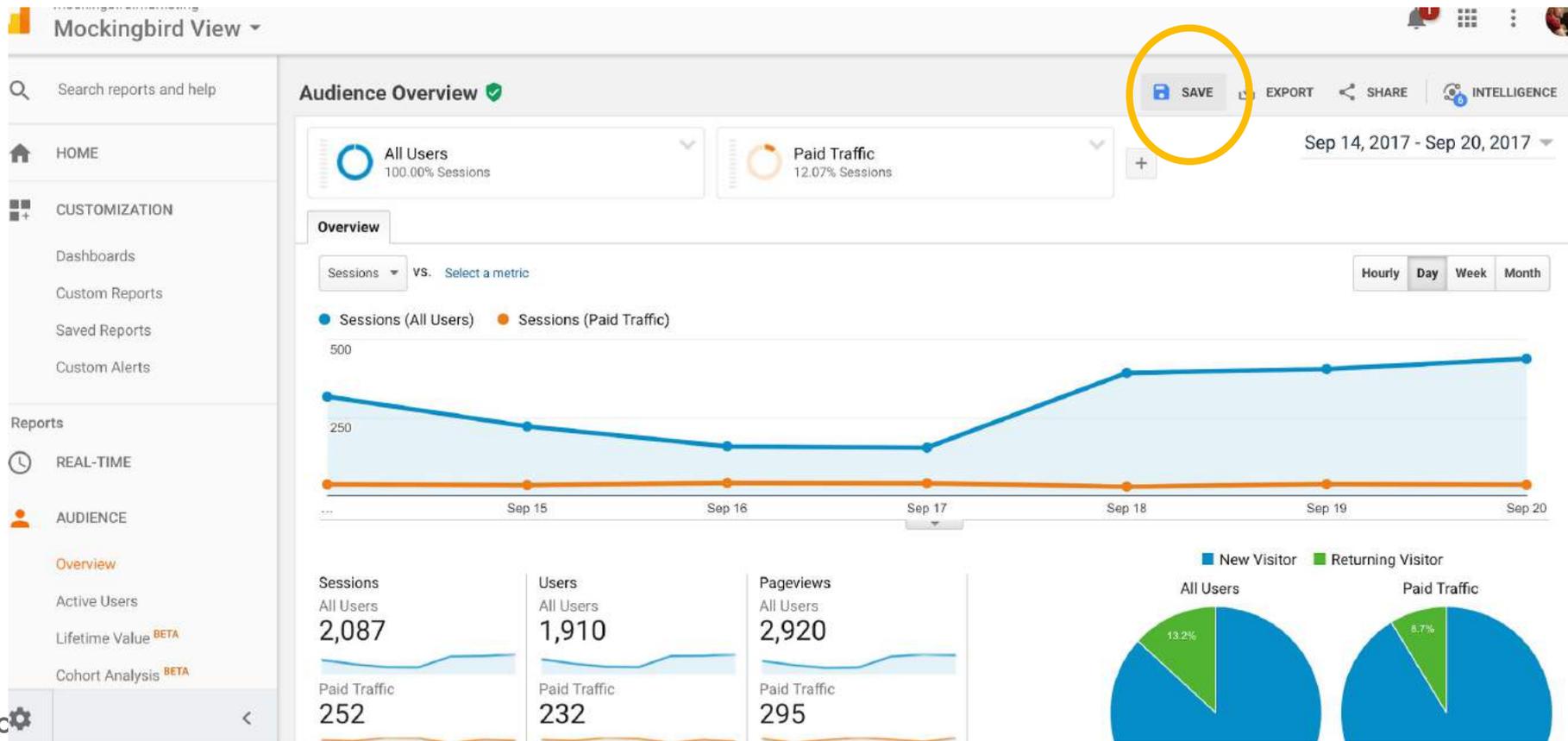
Sessions vs. Select a metric

Hourly Day Week Month

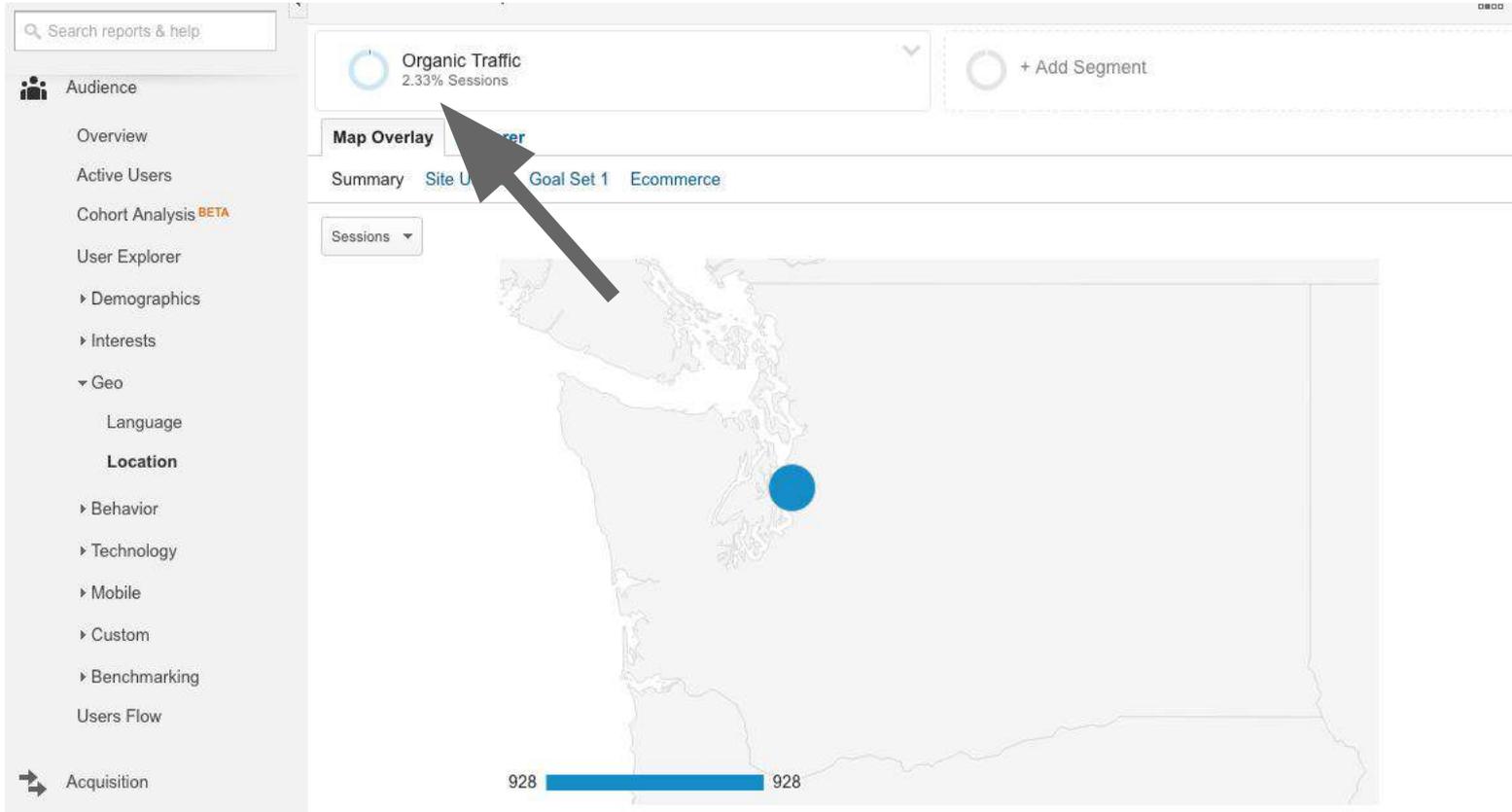
Sessions



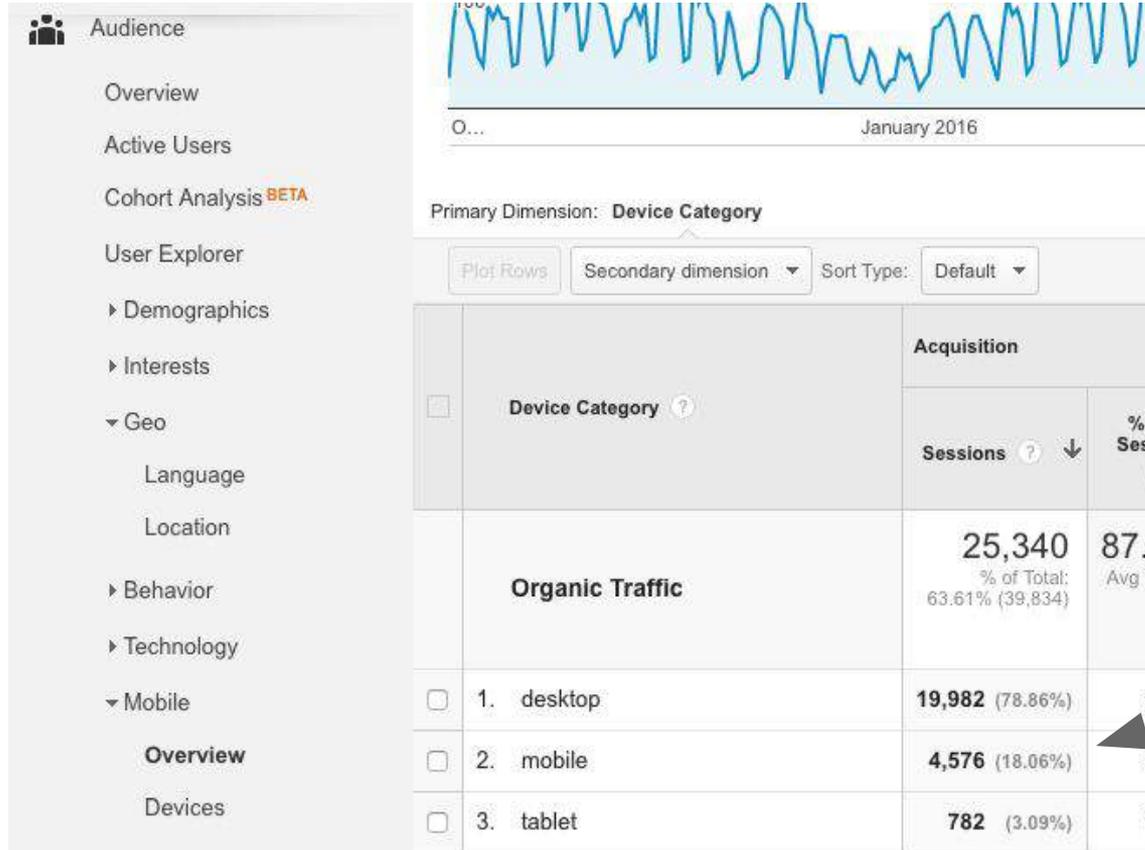
Extra Special Bonus Slide: Saved Reports!



5. What percentage of my traffic is near me?



6. What percentage of my traffic is mobile?



7. Am I counting myself (over and over and over and over)

Administration > Global Filters > Edit Filter

Mockingbird Marketing

ACCOUNT

Mockingbird Marketing

Account Settings

User Management

All Filters

Change History

Trash Can

Edit Filter

Filter Information

Filter Name

Exclude MB IP

Filter Type

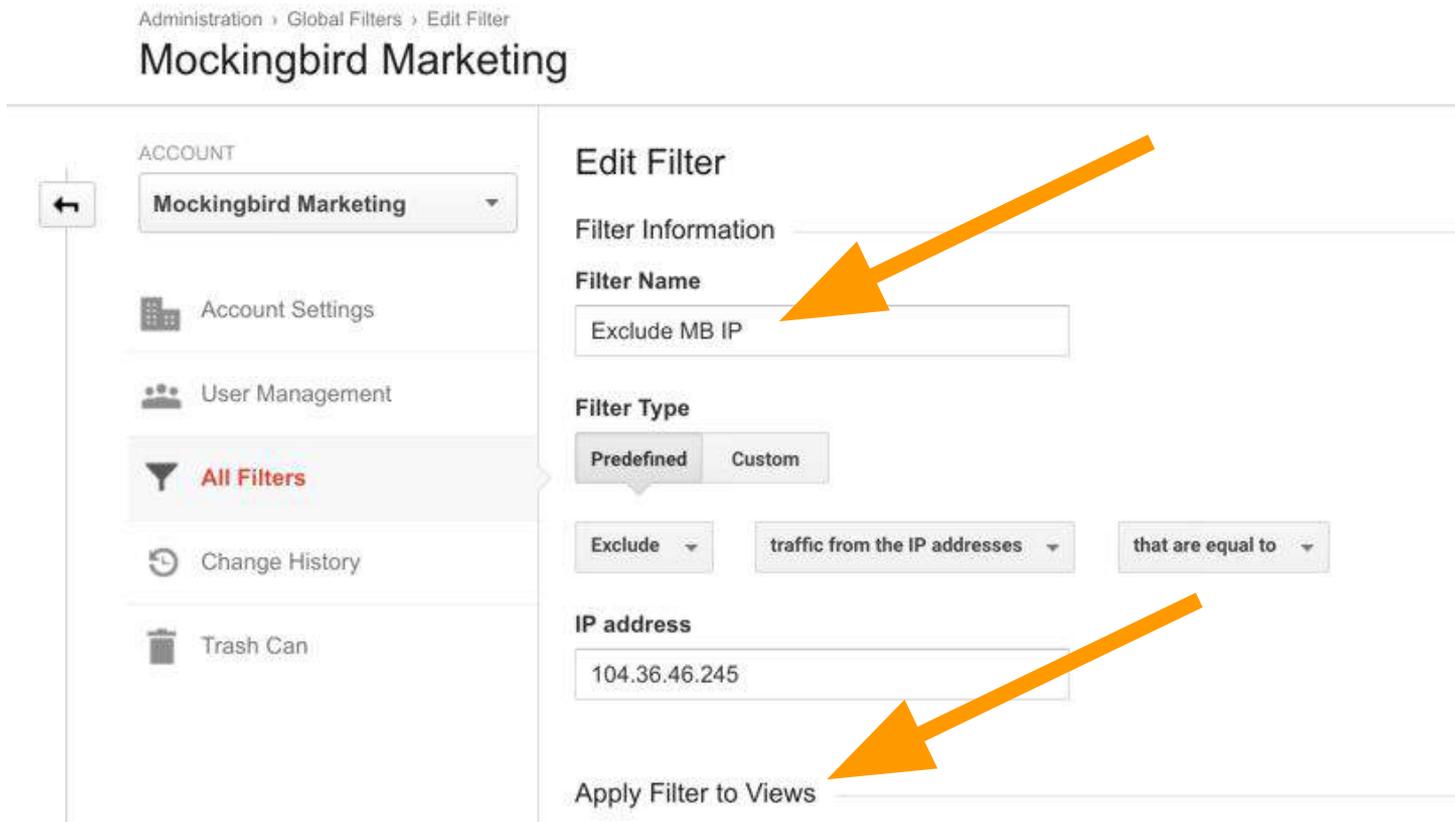
Predefined Custom

Exclude traffic from the IP addresses that are equal to

IP address

104.36.46.245

Apply Filter to Views



8. Am I counting bots?

Administration > Reporting View Settings

Mockingbird Marketing / Mockingbird Marketing / Mockingbird View

VIEW: Mockingbird View

View Settings Copy view Move to trash can

Basic Settings

View ID
107761006

View Name
Mockingbird View

Website's URL
https:// mockingbird.marketing

Time zone country or territory
United States (GMT-07:00) Pacific Time

Default page optional

Exclude URL Query Parameters optional

Currency displayed as ?
US Dollar (USD \$)

Bot Filtering
 Exclude all hits from known bots and spiders

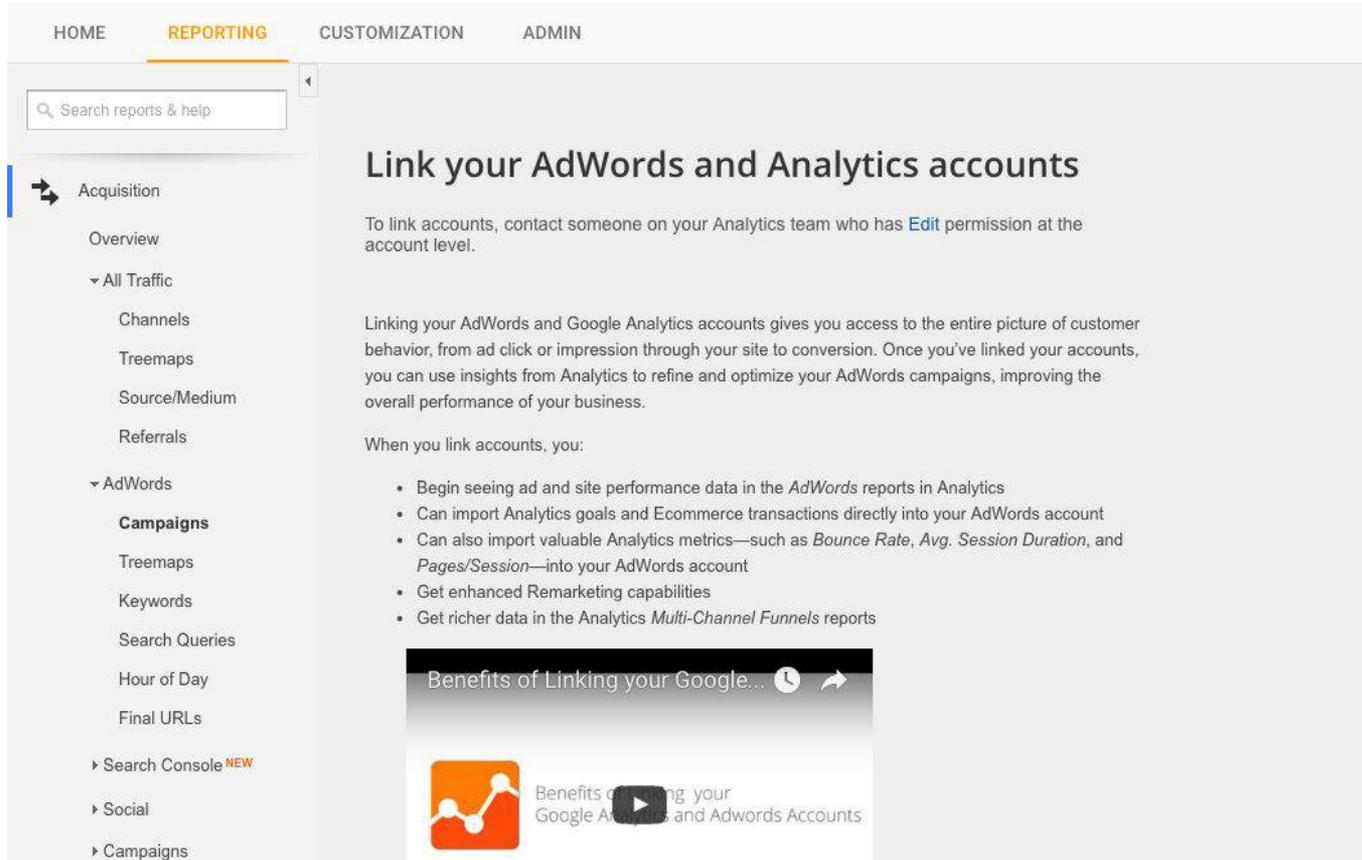
Linked AdWords Accounts

accounts linked to this view ?

A: Exclude Spambots

Source / Medium: not contain "semalt.com"
Source / Medium: not contain "free-share-buttons.com"
Source / Medium: not contain "buttons-for-website.com"
Source / Medium: not contain "savetubevideo.info"
Source / Medium: not contain "see-your-website-here.com"
Source / Medium: not contain "see-your-website-here.com"
Source / Medium: not contain "smallik.org"
Source / Medium: not contain "buttons-for-your-website.com"
Source / Medium: not contain "blackhatworth.com"
Source / Medium: not contain "social-buttons.com"
Source / Medium: not contain "darodar.com"
Source / Medium: not contain "simple-share-buttons.com"
Source / Medium: not contain "econom.co"
Source / Medium: not contain "best-seo-offer.com"
Source / Medium: not contain "4webmasters.org"
Source / Medium: not contain "free-share-buttons.com"
Source / Medium: not contain "best-seo-solution.com"
Source / Medium: not contain "hullingtonpost.com"
Source / Medium: not contain "pricgem.com"
Source / Medium: not contain "lumb.co"
Source / Medium: not contain "7makemoneyonline.com"
Source / Medium: not contain "ranksonic.info"
Source / Medium: not contain "pornhub-forum.ga"
A: Exclude : Source / Medium: not contain "www.Get-Free-Traffic-Now.com"
Source / Medium: not contain "buy-cheap-online.info"
Source / Medium: not contain "sexyteens.hol.es"
AA: Remove Source / Medium: not contain "pornhub-forum.uni.me"
Source / Medium: not contain "event-tracking.com"
AG Geograp Source / Medium: not contain "openmultipleurl.com"
Source / Medium: not contain "guardlink.org / referral"
Source / Medium: not contain "4webmasters.org / referral"
All Users Source / Medium: not contain "trafficmonetize.org / referral"
Source / Medium: not contain "100dollars-seo.com / referral"
Source / Medium: not contain "floating-share-buttons.com"
Arizona Traf Source / Medium: not contain "success-seo.com / referral"
Source / Medium: not contain "videos-for-your-business.com"
Source / Medium: not contain "placelocal.com / referral"
Big Bad G Source / Medium: not contain "semaltmedia.com / referral"
Source / Medium: not contain "webmonetizer.net / referral"
Source / Medium: not contain "trafficmonetizer.org"
Bing/Yahoo Source / Medium: not contain "focusonlandscapers.com / referral"
Keyword: not contain "http://w3javascript.com"
Keyword: not contain "http://website-stealer-warning.hdmoviecamera.net"
Keyword: not contain "claim70916308.copyrightclaims.org"
Source / Medium: not contain "black-friday.ga / referral"
Source / Medium: not contain "website-stealer.nufaq.com"
Source / Medium: not contain "traffic2cash.org / referral"
Source: not contain "alert-fdm.xyz"
Source: not contain "alert-hgd.xyz"

9. Have I linked Adwords to Google Analytics?



The screenshot shows the Google Analytics Reporting interface. The top navigation bar includes 'HOME', 'REPORTING' (highlighted), 'CUSTOMIZATION', and 'ADMIN'. A search bar is present with the text 'Search reports & help'. The left sidebar lists various report categories: Acquisition (Overview, All Traffic, Channels, Treemaps, Source/Medium, Referrals), AdWords (Campaigns, Treemaps, Keywords, Search Queries, Hour of Day, Final URLs), Search Console (NEW), Social, and Campaigns. The main content area is titled 'Link your AdWords and Analytics accounts'. It contains the following text: 'To link accounts, contact someone on your Analytics team who has [Edit](#) permission at the account level.' Below this, it states: 'Linking your AdWords and Google Analytics accounts gives you access to the entire picture of customer behavior, from ad click or impression through your site to conversion. Once you've linked your accounts, you can use insights from Analytics to refine and optimize your AdWords campaigns, improving the overall performance of your business.' A section titled 'When you link accounts, you:' is followed by a bulleted list of benefits: 'Begin seeing ad and site performance data in the *AdWords* reports in Analytics', 'Can import Analytics goals and Ecommerce transactions directly into your AdWords account', 'Can also import valuable Analytics metrics—such as *Bounce Rate*, *Avg. Session Duration*, and *Pages/Session*—into your AdWords account', 'Get enhanced Remarketing capabilities', and 'Get richer data in the Analytics *Multi-Channel Funnels* reports'. At the bottom, there is a video player thumbnail with the title 'Benefits of Linking your Google...' and a play button icon.

HOME REPORTING CUSTOMIZATION ADMIN

Search reports & help

Link your AdWords and Analytics accounts

To link accounts, contact someone on your Analytics team who has [Edit](#) permission at the account level.

Linking your AdWords and Google Analytics accounts gives you access to the entire picture of customer behavior, from ad click or impression through your site to conversion. Once you've linked your accounts, you can use insights from Analytics to refine and optimize your AdWords campaigns, improving the overall performance of your business.

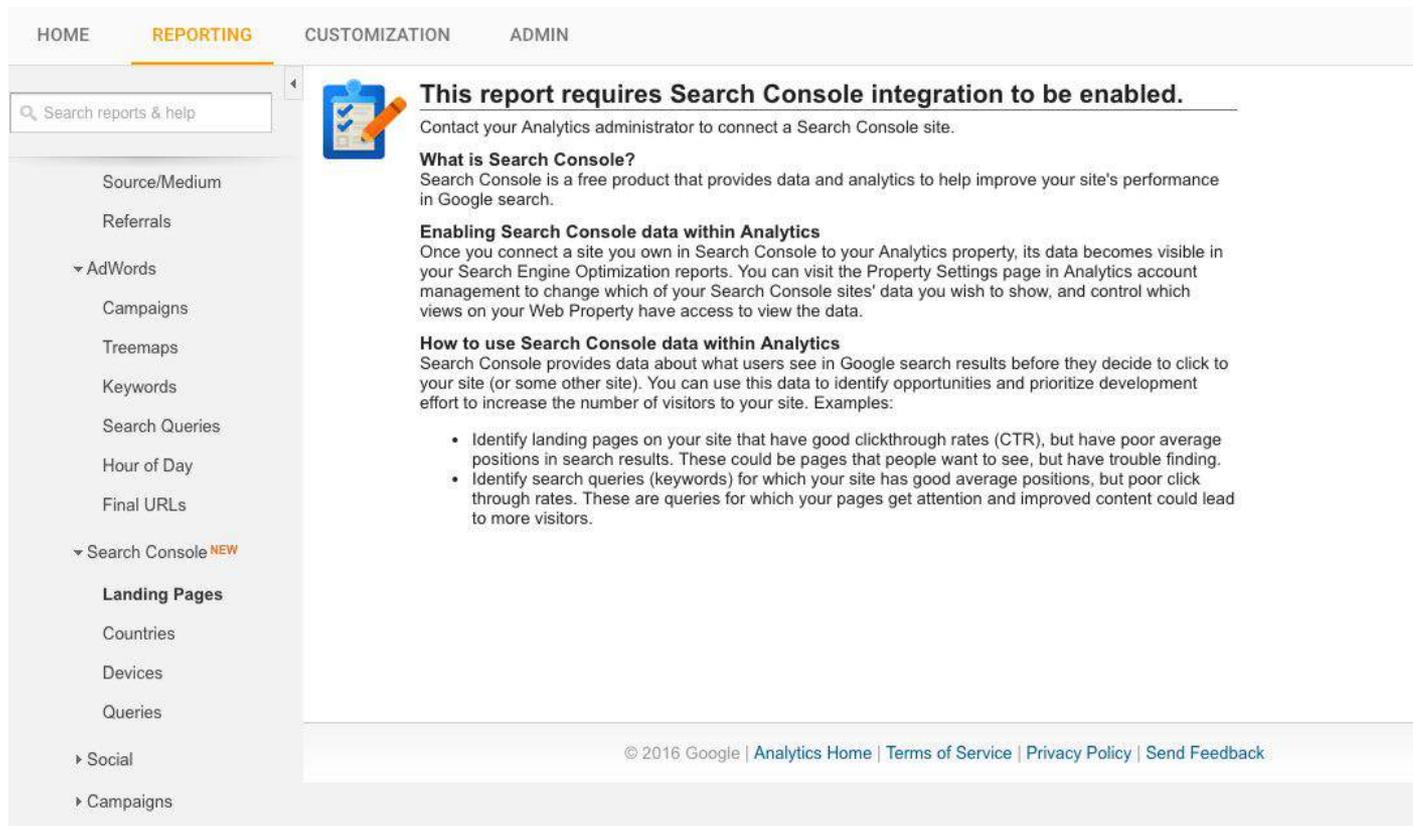
When you link accounts, you:

- Begin seeing ad and site performance data in the *AdWords* reports in Analytics
- Can import Analytics goals and Ecommerce transactions directly into your AdWords account
- Can also import valuable Analytics metrics—such as *Bounce Rate*, *Avg. Session Duration*, and *Pages/Session*—into your AdWords account
- Get enhanced Remarketing capabilities
- Get richer data in the Analytics *Multi-Channel Funnels* reports

Benefits of Linking your Google...

Benefits of Linking your Google Analytics and Adwords Accounts

10. Have I linked Search Console to Google Analytics?



The screenshot shows the Google Analytics interface. At the top, there are navigation tabs: HOME, REPORTING (highlighted), CUSTOMIZATION, and ADMIN. Below the navigation is a search bar with the text "Search reports & help". On the left side, there is a sidebar menu with various report categories: Source/Medium, Referrals, AdWords (expanded), Campaigns, Treemaps, Keywords, Search Queries, Hour of Day, Final URLs, Search Console (marked as NEW), Landing Pages (expanded), Countries, Devices, Queries, Social, and Campaigns. The main content area displays a message with a blue icon of a clipboard and pencil. The message reads: "This report requires Search Console integration to be enabled." Below this, it says "Contact your Analytics administrator to connect a Search Console site." There are three sub-sections: "What is Search Console?" which explains it's a free product for site performance; "Enabling Search Console data within Analytics" which describes how to connect a site; and "How to use Search Console data within Analytics" which provides examples of how to use the data to improve site performance.

HOME REPORTING CUSTOMIZATION ADMIN

Search reports & help

Source/Medium

Referrals

AdWords

Campaigns

Treemaps

Keywords

Search Queries

Hour of Day

Final URLs

Search Console **NEW**

Landing Pages

Countries

Devices

Queries

Social

Campaigns

This report requires Search Console integration to be enabled.

Contact your Analytics administrator to connect a Search Console site.

What is Search Console?

Search Console is a free product that provides data and analytics to help improve your site's performance in Google search.

Enabling Search Console data within Analytics

Once you connect a site you own in Search Console to your Analytics property, its data becomes visible in your Search Engine Optimization reports. You can visit the Property Settings page in Analytics account management to change which of your Search Console sites' data you wish to show, and control which views on your Web Property have access to view the data.

How to use Search Console data within Analytics

Search Console provides data about what users see in Google search results before they decide to click to your site (or some other site). You can use this data to identify opportunities and prioritize development effort to increase the number of visitors to your site. Examples:

- Identify landing pages on your site that have good clickthrough rates (CTR), but have poor average positions in search results. These could be pages that people want to see, but have trouble finding.
- Identify search queries (keywords) for which your site has good average positions, but poor click through rates. These are queries for which your pages get attention and improved content could lead to more visitors.

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Confidential + Proprietary

11. Where is traffic coming from? (source/medium)

Primary Dimension: Campaign Source Medium **Source / Medium** Other ▾

Plot Rows Secondary dimension ▾ Sort Type: Default ▾

Source / Medium ?	Acquisition			Behavior		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration
	3,282 % of Total: 8.24% (39,834)	63.92% Avg for View: 82.17% (-22.21%)	2,098 % of Total: 6.41% (32,733)	70.35% Avg for View: 81.62% (-13.81%)	1.53 Avg for View: 1.48 (2.86%)	00:00 Avg for View: 0 (1)
1. Adroll / retargeting	1,449 (44.15%)	72.60%	1,052 (50.14%)	84.68%	1.37	00:00
2. Mockingbird Marketing Newsletter / email	1,153 (35.13%)	49.87%	575 (27.41%)	67.74%	1.98	00:00
3. TW / Conrad's Twitter	137 (4.17%)	44.53%	61 (2.91%)	69.34%	1.74	00:00
4. search / organic	119 (3.63%)	100.00%	119 (5.67%)	0.00%	0.00	00:00
5. Twitter / social	119 (3.63%)	43.70%	52 (2.48%)	78.99%	1.64	00:00
6. (direct) / (none)	96 (2.93%)	100.00%	96 (4.58%)	0.00%	0.00	00:00
7. Facebook / social	43 (1.31%)	44.19%	19 (0.91%)	55.81%	2.23	00:00
8. twitter.com / social	33 (1.01%)	78.79%	26 (1.24%)	78.79%	1.73	00:00
9. facebook / cpc	25 (0.76%)	88.00%	22 (1.05%)	84.00%	1.20	00:00

12. I'm tracking my ads individually.

Primary Dimension: [Source / Medium](#) **Ad Content**

Plot Rows Secondary dimension

Ad Content ?

- Ad Content ?
- Campaign ?
- Keyword ?
- Landing Page ?
- Medium ?
- Source ?

▶ Behavior

▶ Technology

▶ Users

Display as alphabetical list

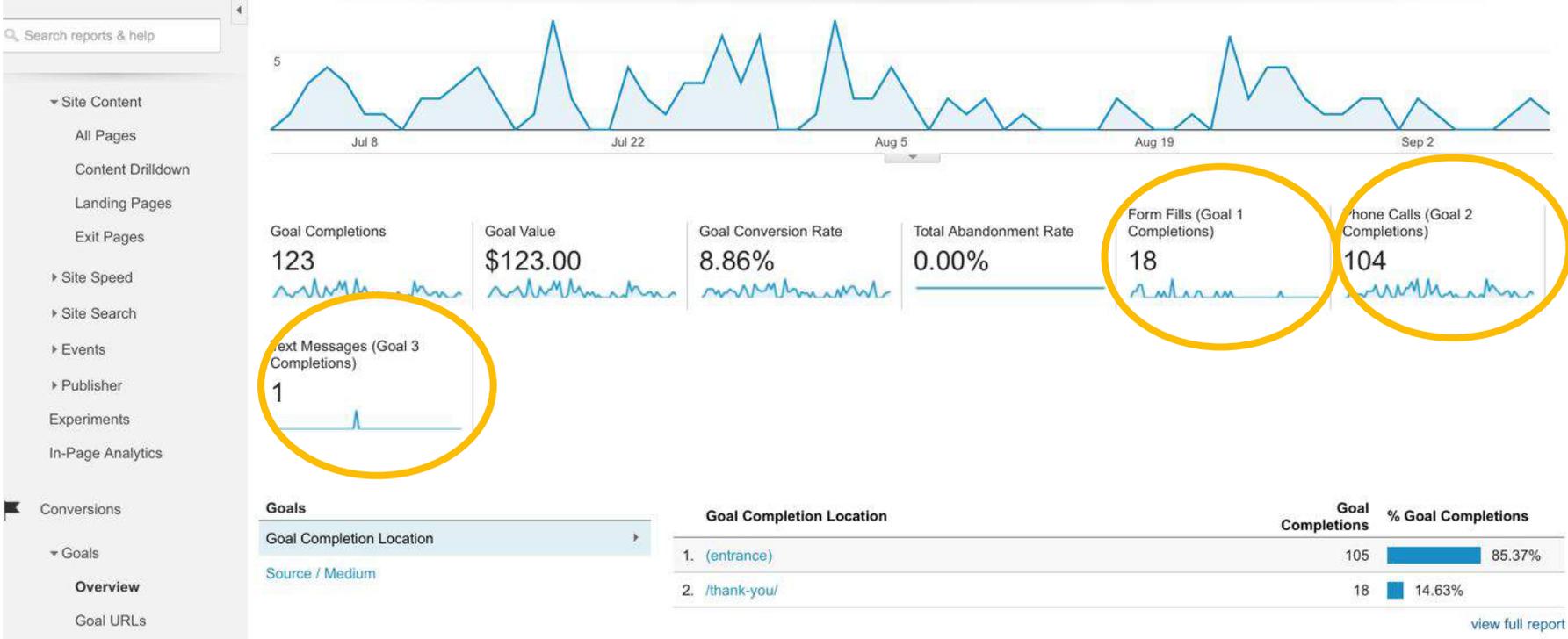
<input type="checkbox"/>	1.	gvi-display-320x50-mobil		
<input type="checkbox"/>	2.	gvi-display-728x90.jpg		
<input type="checkbox"/>	3.	gvi-display-300x250-option2.jpg	92 (7.99%)	72.83%
<input type="checkbox"/>	4.	gvi-display-300x250.jpg	65 (5.64%)	70.77%
<input type="checkbox"/>	5.	(not set)	47 (4.08%)	100.00%
<input type="checkbox"/>	6.	gvi-display-300x600.jpg	34 (2.95%)	64.71%

New Sessions
? **77.95%**
Avg for View
76.48% (1.93%)

79.23%

72.46%

Am I tracking all of my conversions? 13.Phones 14.Form fill, 15.Chat 16.Text
17.Are these the ONLY conversion goals in here?



Aside: Broken conversions!

Phone calls - intake experience
Form fills not working

18. What campaigns generate business? (source/medium)

- Experiments
- In-Page Analytics
- Conversions
 - Goals
 - Overview
 - Goal URLs
 - Reverse Goal Path
 - Funnel Visualization
 - Goal Flow
 - Smart Goals **NEW**

Goals

[Goal Completion Location](#)

[Source / Medium](#)

Source / Medium

	Goal Completions	% Goal Completions
1. google / cpc	214	90.30%
2. (direct) / (none)	9	3.80%
3. google / organic	9	3.80%
4. bing / organic	2	0.84%
5. gemini / cpc	2	0.84%
6. yahoo / organic	1	0.42%

[view full report](#)

19. Am I using dynamic call tracking numbers?



20. Can I calculate cost per marketing channel?
 21. Do I review this monthly or quarterly?



ADWORDS

Why Paid Search?

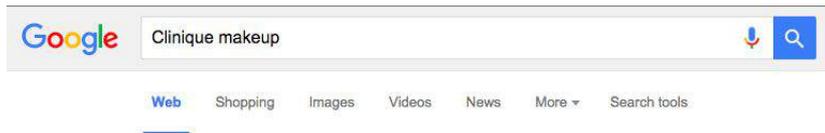
Driving **Incremental** clicks

The text '89%' is rendered in a decorative, floral font where each character is composed of numerous small, colorful flowers in shades of purple, yellow, and red.

OF CLICKS ARE
INCREMENTAL TO
ORGANIC CLICKS

Let branded search ads & organic listings work together

Ad clicks are largely incremental to organic search clicks, even when a brand is the top organic result.



ietary + Confidential

Incremental clicks from Ads

Top Organic

Makeup | Clinique
www.clinique.com/makeup-clinique Clinique
Shop Clinique Makeup, including foundation, eyes, lips and brushes. Read tips for expert application and find customer reviews. Allergy Tested.

50%

Organic 2-4

Clinique | Official Site | Custom-fit Skin Care, Makeup ...
www.clinique.com/ Clinique
Shop the official Clinique website for skin care, makeup, fragrances and gifts. Read reviews & get Free Shipping today. Allergy Tested. 100% Fragrance Free. Foundation | Makeup - Moisturizers - Eye and Lip Care - Offers

81%

Organic 5+

Foundation | Makeup | Clinique
www.clinique.com/products/1599/Makeup/Foundation Clinique
Shop best-selling Foundation Makeup from Clinique. Read reviews and browse expert application tips. Allergy Tested. 100% Fragrance Free.

Clinique Makeup & Skin Care | Sephora
www.sephora.com/clinique Sephora
Shop Clinique makeup and skin care at Sephora. Find dermatologist-developed skin and beauty products for flawless, glowing skin.

Clinique Makeup - Macy's
www1.macys.com/shop/makeup-and.../clinique-makeup?id... Macy's
Buy Clinique Makeup online & get FREE SHIPPING with \$50 purchase! Great selection of Clinique mascara, eyeshadow, foundation & more makeup at Macy's.

96%

1

Adwords Auction 101

2

AdWords Fundamentals

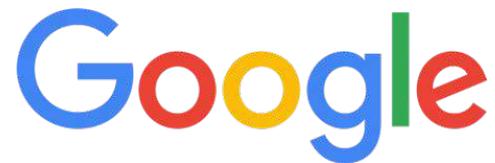
3

Benefits of working with a Google Partner

How Does The Auction Work?

Understanding how the Google ad auction functions,
and what it costs to achieve top positioning

The Auction



Google Search

I'm Feeling Lucky

New phone or tablet? [Deck out your device with Google.](#)

Winners & Losers

Top Positions

Google

All News Maps Images Videos More Settings Tools

About 62,000,000 results (1.05 seconds)

Accident Attorney Chicago - Recover From Total Catastrophe
www.illinois-personal-injury-attorneys.com/
 You Have Every Right To File A Claim For Fair Compensation. Let Us Help Today!
 Millions recovered. · Injured? Get compensated.
 Practice Areas: Auto Accidents, Bicycle Accidents, Catastrophic Injuries, Construction Accidents...
 70 W Madison St #4000, Chicago, IL · Open today · Open 24 hours
 Common Questions About Contact Us

Chicago+lawyers - Experienced aggressive trial lawyer - Siglaw.com
www.siglaw.com/ (312) 258-8188
 Call now for a free consultation
 Workers Comp · Auto Accidents · Contact Us
 345 N Canal St #1208, Chicago, IL · Open today · 8:00 AM – 6:00 PM

Chicago IL Attorneys - General & Specialized Fields - yellowpagecity.com
www.yellowpagecity.com/ChicagoIL/Attorneys
 Find a Lawyer in the Chicago Area. Get the Legal Help You Need Now.

Local Injury Attorneys - Injured and Not at Fault? - personalinjury-law.com
www.personalinjury-law.com/Free-Evaluation
 Reach a Local Attorney Today for Free. Your Case Could Be Worth \$1,000's.

Chicago Lawyer Magazine
www.chicagolawyeromagazine.com/
 Timely articles and surveys on attorneys, law firms, issues and events affecting the legal community have earned this monthly magazine numerous awards.
 Advertisers · About Us · Events · Subscribe

Organic

How Do I Appear In The Top Spot?

Advertisers with the **highest Ad Rank** will be rewarded with the **top Ad Position**



What is Quality Score?

Quality Score is a **rating measurement** Google gives keywords based upon:

Click-Through-Rate

Drive strong CTR across keywords

Relevancy

Clear link from keyword → ad → landing page

Landing Page Quality

Relevant, Original, Transparent, Navigable
(and fast)

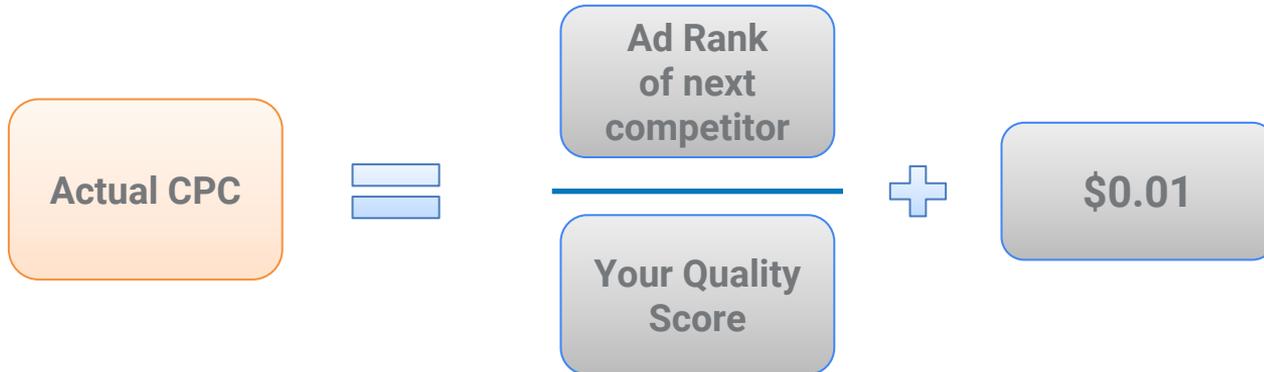
How does it work in practice?

If all 3 are bidding on the same keyword, who will win the top position?

	Ad Rank		Max CPC		Quality Score	
John Lawyer	8	=	\$1.00	×	8	2 nd
Dave Lawyer	10	=	\$1.00	×	10	1 st
Olivia Lawyer	7	=	\$2.35	×	3	3 rd

How much will I actually pay?

If I'm bidding \$5, will I pay \$5?



Key Takeaways

- A higher quality score drives up click-thru rates, and drives down costs
- You can pay less for a higher position
- Use more specific keywords to increase quality score
- For a good QS, your landing page must be ROTN (relevant, original, transparent, navigable)

AdWords Fundamentals

The essentials of a successful search
campaign

Login to AdWords by going to google.com/adwords

Google AdWords Home **Campaigns** Opportunities Reports Tools

Customer ID: 564-521-3522
elizabeth.olinger@g...

⚠ None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads. [Guide me](#) | [Learn more](#)

Search

All campaigns

App
Awareness
Call Only
Campaign #1
Campaign #10

All drafts
All experiments
Campaign groups

All campaigns Last 30 days: Aug 23, 2016 - Sep 21, 2016

Campaigns Ad groups Settings Ads Videos Keywords Audiences Ad extensions Video targeting Auto targets Dimensions Display Network

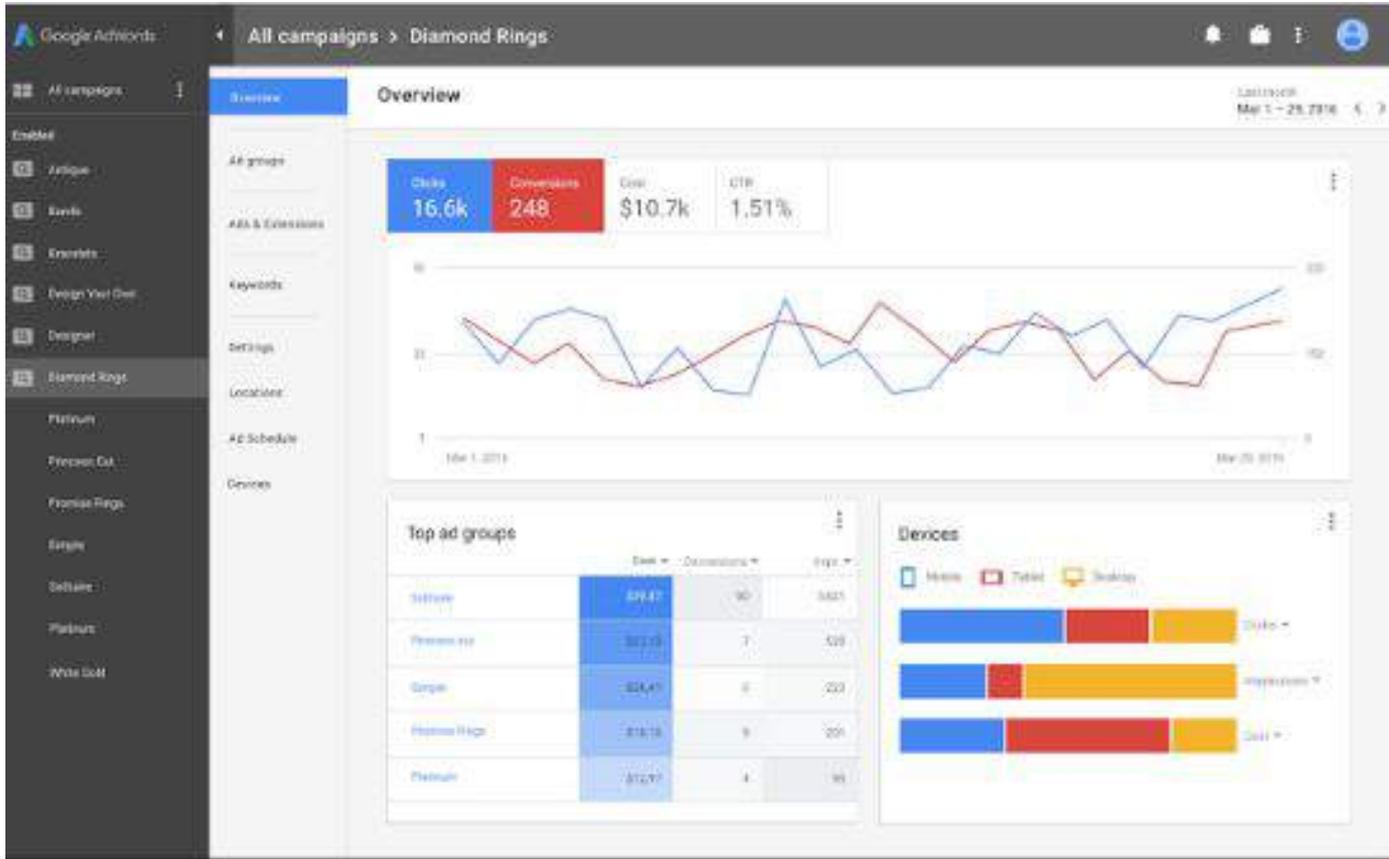
All but removed campaigns Segment Filter Columns Find campaigns View Change History

Clicks vs None Daily

1
0
Tuesday, August 23, 2016 Wednesday, September 21, 2016

+ CAMPAIGN Edit Details Bid strategy Automate Labels

<input type="checkbox"/>	<input type="radio"/>	Campaign	Budget ?	Status ?	Campaign type ?	Campaign subtype ↑	Impr. ?	Interactions ?	Interaction rate ?	Avg. cost	Cost
--------------------------	-----------------------	----------	----------	----------	-----------------	--------------------	---------	----------------	--------------------	-----------	------



Account Checklist

1. How are you measuring your return on investment?
2. How specific is your geo targeting? Are you optimizing based on geography?
3. Do you have the right amount of keywords in your ad groups?
4. Are you continually reviewing the search terms report and adding negative keywords?
5. Do you have Expanded Text Ads?
6. Are relevant ad extensions enabled?
7. Do you have a great quality score?
8. Are you testing different ads, bidding strategies, etc?
9. Are you running ads when no one is available to pick up the phone?
10. If your ads are managed by an agency, how often are they optimizing your account?
Are you checking the change history?



Measuring

22. How are you measuring your ROI?

Proprietary

Paid

Make sure you're measuring Results with Conversion Tracking



**Leads
Generated**



Phone Calls



**Pages
Visited**



**Cross-Device
Conversions**



**Post>Returns
Conversions**

Tip: Adjust your conversion window based on how long it typically takes to convert a lead into a customer. For PI or DUI, you may want to consider a 30-60 day conversion window. For longer conversion cycles, consider a 90 day window.

Campaign Set-Up

Reach the Right Audience with Location Targeting

Radius Targeting Strategy:

- Set multiple local radius targets
- Create bid adjustments to increase bids on people searching nearby

Choose your locations

Search | Radius targeting | Location groups | Bulk locations

mountain view, ca 1 mi Search

Click the blue map marker above and select a point on the map.

<< Back to 1.0 mi around Mountain View, US (custom)

Targeted locations	Reach ?	Remove all
1.0 mi around Mountain View, US - custom	--	Remove Nearby
5.0 mi around Mountain View, US - custom	--	Remove Nearby
10.0 mi around Mountain View, US - custom	--	Remove Nearby
20.0 mi around Mountain View, US - custom	--	Remove Nearby

Hide locations on map ?

23. How specific is your Geo targeting?

24. Are you optimizing based on Geo?

Proprietary

Paid

Google AdWords Home **Campaigns** Opportunities Reports Tools Customer ID: 564-521-3522 elizabeth.olinger@g... [Settings] [Alert]

None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads. [Guide me](#) | [Learn more](#)

All campaigns [Search] [Filter] [Segment] [Columns] [View Change History]

1

Tuesday, August 23, 2016 Wednesday, September 21, 2016

+ LOCATIONS [Set bid adjustment] [Remove] [View location reports]

	Location	Campaign	Bid adj. ?	Clicks ? ↓	Impr. ?	CTR ?	Avg. CPC ?	Cost ?	Avg. Pos. ?	Converted clicks ?	Cost / converted click ?	Click conversion rate ?	Conversions ?
	Total			0	0	0.00%	\$0.00	\$0.00	0.0	0	\$0.00	0.00%	0.00
	30.0 mi	Search	--	0	0	0.00%	\$0.00	\$0.00	0.0	0	\$0.00	0.00%	0.00

Reminder: Structure Campaigns for Success

- Campaigns** Accounts should have a low campaign to ad group ratio
-
- Ad Groups** These campaigns should have many, tightly themed ad groups
-
- Ads** Each ad group should have 3-5 ads
-
- Keywords** Ad groups should have 15-30 keywords to ensure relevance

25. Do you have the right amount of **keywords** in ad groups?

Google AdWords Home **Campaigns** Opportunities Reports Tools

Customer ID: 564-521-3522
Customer ID: 564-521-3522 elizabeth.olinger@g...  

None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads. [Guide me](#) | [Learn more](#)

Search  

All enabled keywords Segment Filter Columns   Find keywords  [View Change History](#)

Clicks vs None Daily

1

0

Tuesday, August 23, 2016 Wednesday, September 21, 2016

+ KEYWORDS Edit Details Search terms Bid strategy Automate Labels

<input type="checkbox"/>	<input type="checkbox"/> 	Keyword	Status <input type="text"/>	Max. CPC <input type="text"/>	Clicks <input type="text"/>	Impr. <input type="text"/>	CTR <input type="text"/>	Avg. CPC <input type="text"/>	Cost <input type="text"/>	Avg. Pos. <input type="text"/>
<input type="checkbox"/>	<input checked="" type="checkbox"/>	motorcycle accident lawyer	 Campaign paused	\$1.00 	0	0	0.00%	\$0.00	\$0.00	0.0
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Motorcycle accident Attorney	 Campaign paused	\$1.00 	0	0	0.00%	\$0.00	\$0.00	0.0
Total - all enabled keywords <input type="text"/>					0	0	0.00%	\$0.00	\$0.00	0.0
Total - all ad group <input type="text"/>					0	0	0.00%	\$0.00	\$0.00	0.0

Show rows: 50 **1 - 2 of 2**

26. How many ads are your ad groups?

None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads. [Guide me](#) | [Learn more](#)

- Search
- All campaigns
- App
- Awareness
- Call Only
- Campaign #1
- Campaign #10
- All drafts
- All experiments
- Campaign groups
- Shared library
- Bulk operations
- Labels

Settings **Ads** Keywords Audiences Ad extensions Dimensions

All but removed ads Segment Filter Columns Search [View Change History](#)

Clicks vs None Daily

+ AD Edit Automate More actions... Labels

<input type="checkbox"/>	<input type="checkbox"/>	Ad	Status	Labels	% Served	Campaign type	Campaign subtype	Clicks	Impr.	CTR
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Best Personal Injury Lawyer Call Us Today For a Quote www.example.com/personalinjurylaw Example Text Here	Campaign paused	--	0.00%	Search Network only	All features	0	0	0.00%
Total - all but removed ads								0	0	0.00%
Total - all ad group								0	0	0.00%

Show rows: 50 **1 - 1 of 1**

27. Are your ad groups broken out by specific themes?

Ad Group Best Practices

Each ad group should highlight a specific part of your business and direct traffic to the most relevant landing page



Campaign: Personal Injury Law

- Ad Group 1: Motorcycle Accident
- Ad Group 2: Car Accident
- Ad Group 3: Dog Bite

Tip: To boost ad rank, create landing pages specific to each ad group

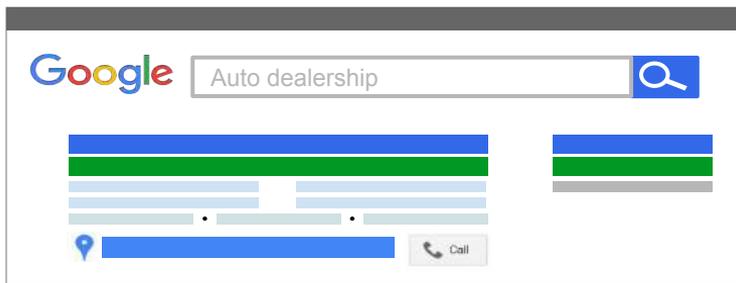
28. Are relevant ad extensions enabled?

Boosting Performance with Ad Extensions

Without ad extensions



With ad extensions



Improved visibility

Extra space can go a long way to help you stand out on the search results page.

Better qualify your customers

You can better quality customers who want to engage with your business, whether you'd like them to contact you by phone, come to your location, or visit your website.

More relevant traffic to your site

Giving users more information often translates to a higher clickthrough rate for you. More clicks means more potential customers.

Sitelink Extensions

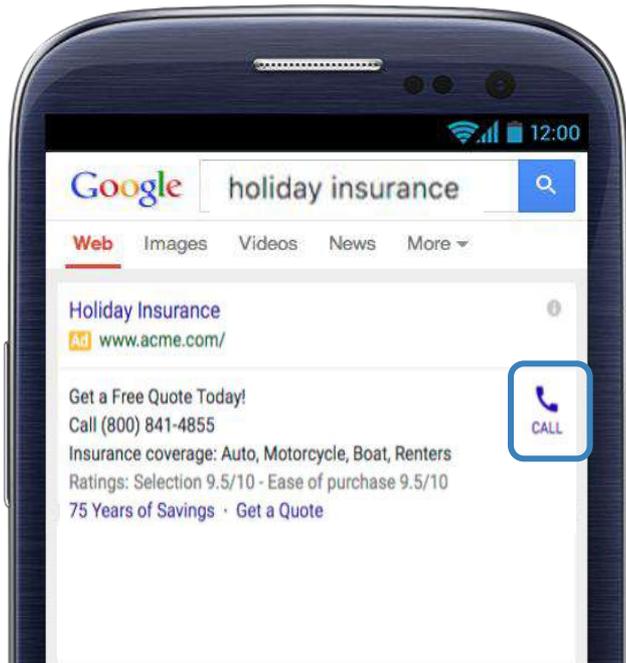


Giving more options to consumers by using sitelinks can allow them to find things faster even without a mobile optimized website

Include mobile preferred sitelinks in all campaigns to provide customized choices for mobile users

Increase CTR by ~10-20% by adding sitelinks extensions

Call Extensions

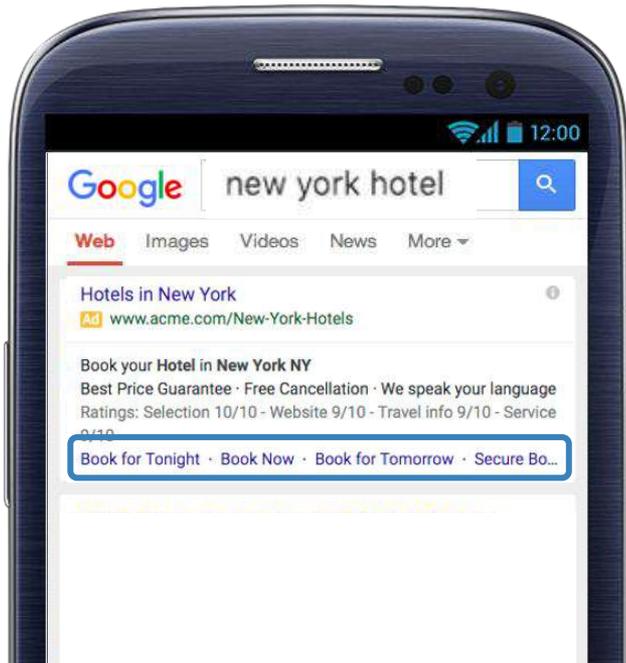


Add your business phone number to your ad to win more website visits and leads

70% of mobile searchers have used the call button in an ad

Increase CTR by ~8% by adding call extensions

Callout Extensions



Highlight what is unique about your business

Increase CTR by ~10% by adding callout extensions

Location Extensions



Location extensions make it easier for on-the-go customers to find you and boost CTR

1 in 3 mobile searches have local intent, and 70% of users contact a business after looking up info on their smartphone



None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads. [Guide me](#) | [Learn more](#)

Search

[All campaigns >](#)

Drafts

Last 30 days: Aug 23, 2016 - Sep 21, 2016

Campaign: Search Campaign

Paused Type: **Search Network only - All features** Edit Budget: \$1.00/day Edit Targeting: 30.0 mi around San Francisco, US; 15.0 mi around San Francisco, US; (6 more) Edit

Active bid adjustments: Location

Ad groups Settings Ads Keywords Audiences **Ad extensions** Dimensions

View: Sitelinks extensions

All but removed

Segment

Filter

Columns

[View Change History](#)

Sitelink	Status	Clicks ? ↓	Impr. ?	CTR ?	Avg. CPC ?	Cost ?	Avg. Pos. ?	Converted clicks ?	Cost / converted click ?	Click conversion rate ?	Conversions ?	All conv. ?
----------	--------	------------	---------	-------	------------	--------	-------------	--------------------	--------------------------	-------------------------	---------------	-------------

Your sitelink extensions don't have statistics for the selected date range.

[Learn more about sitelink extensions](#)

+ EXTENSION

Edit

Account extension

Campaign extension

Ad group extension



Campaign sitelink extension



Contact Us

Show rows: 50 1 - 1 of 1

Optimizing

29. Do you have a great quality score?

Understanding your Quality Score

The screenshot shows a Google Ads interface. At the top, a yellow bar indicates the ad is 'Eligible' with a bid of 'auto: \$48.00' and a position of '74'. Below this, a white box displays the 'Quality score - Learn more' section. On the left, a green arrow points to the score '5/10'. On the right, a red-bordered box highlights three metrics: 'Expected clickthrough rate: Below average', 'Ad relevance: Below average', and 'Landing page experience: Above average'. A large yellow arrow points downwards from the red-bordered box to the explanatory text below.

- **Expected CTR:** Is this keyword relevant enough to your business? If not, edit to make it more specific.
- **Ad Relevance:** Edit ads to be more relevant to the keyword. You may need to restructure your ad groups by keyword themes and update the ads to match.
- **Landing Page Experience:** Ensure landing page is relevant, original, transparent, navigable

None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads. [Guide me](#) | [Learn more](#)

- All campaigns
- App
- Awareness
- Call Only
- Campaign #1
- Campaign #10
- All drafts
- All experiments
- Campaign groups
- Shared library
- Bulk operations
- Labels

Campaign: Search Campaign

Paused Type: Search Network only - All features Edit Budget: \$1.00/day Edit Targeting: 30.0 mi around San Francisco, US; 15.0 mi around San Francisco, US; (6 more) Edit

Active bid adjustments: Location

Ad groups Settings Ads **Keywords** Audiences Ad extensions Dimensions

Keywords Negative keywords Search terms

All enabled keywords Segment Filter Columns Find keywords View Change History

Clicks vs None Daily



+ KEYWORDS Edit Details Search terms Bid

<input type="checkbox"/>	Keyword	Ad group	Status
<input type="checkbox"/>	motorcycle accident lawyer	Motorcycle Accident	Paused

Keyword: motorcycle accident lawyer

Showing ads right now? **No** Your ads can't start running until after you've entered your billing details. [What can I do?](#)

Guide me: [Enable a campaign](#)

Quality score - [Learn more](#)
6/10
Expected clickthrough rate: Average
Ad relevance: Average
Landing page experience: Average

[Ad Preview and Diagnosis](#)

Avg. CPC	Cost	Avg. Pos.
\$0.00	\$0.00	0.0

30. Are you reviewing search terms report and adding new negative keywords?

Eliminating Irrelevant Spend with Negative Keywords

<input type="checkbox"/>	Search term	Match type <small>?</small>	Added / Excluded <small>?</small>
Total			
<input type="checkbox"/>	motorcycle accident in dallas today involving keith young jr	Broad match	Excluded
<input type="checkbox"/>	car accidents in dallas	Broad match	None
<input type="checkbox"/>	car wreck in dallas man thrown from car someone killed	Broad match	Excluded
<input type="checkbox"/>	i need a medical malpractice lawyer	Phrase match	Added
<input type="checkbox"/>	car accident in forney tx	Broad match	None
<input type="checkbox"/>	is there a major accident on i 45 n bound sept 2 2016	Broad match	None
<input type="checkbox"/>	google i need the number for a medical malpractice attorney	Phrase match	None

Use the search terms report to find terms you're already matching to

None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads. [Guide me](#) | [Learn more](#)

- Search
- All campaigns
- App
- Awareness
- Call Only
- Campaign #1
- Campaign #10
- Campaign #11
- All drafts
- All experiments
- Campaign groups
- Shared library
- Bulk operations
- Labels

Paused Type: Search Network only - All features [Edit](#) Budget: \$1.00/day [Edit](#) Targeting: 30.0 mi around San Francisco, US; 15.0 mi around San Francisco, US; (6 more) [Edit](#)

Active bid adjustments: Location

- Ad groups
- Settings
- Ads
- Keywords**
- Audiences
- Ad extensions
- Dimensions

- Keywords
- Negative keywords**
- Search terms

Negative keywords

Negative keywords can prevent your ad from showing to people who search using those words. [Learn more](#)

Ad group level

- Filter
- + KEYWORDS**
- Edit
- Download

<input type="checkbox"/>	Negative keyword	↑	Ad group
There are no ad group level negative keywords. Find negative keywords now step-by-step.			

Campaign level

- Filter
- + KEYWORDS**
- Edit
- Download
- Keywords
- Lists

<input type="checkbox"/>	Negative keyword
<input type="checkbox"/>	free
Show rows: 50 1 - 1 of 1	

31. Are you running ads when no one can pick up the phone?

Proprietary

Paid

Eliminating Irrelevant Spend with Ad Scheduling

Edit ad schedule

By default, eligible ads may be shown at any time within a 24-hour day, any day of the week. Use the ad scheduling options below to select more specific days and times your ads can appear. [Learn more](#)

Monday	8 AM	:	00	to	6 PM	:	00	X
Tuesday	8 AM	:	00	to	6 PM	:	00	X
Wednesday	8 AM	:	00	to	6 PM	:	00	X
Thursday	8 AM	:	00	to	6 PM	:	00	X
Friday	8 AM	:	00	to	6 PM	:	00	X

+ Add

Display clock 12-hour 24-hour

Time zone: America/Los_Angeles (cannot be changed)

Save

Cancel

None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads. Guide me | Learn more

Search bar and left sidebar menu with categories like All campaigns, All drafts, All experiments, Campaign groups, Shared library, Bulk operations, Labels.

All campaigns >

Campaign: Search Campaign

Drafts

Last 30 days: Aug 23, 2016 - Sep 21, 2016

Paused Type: Search Network only - All features Edit Budget: \$1.00/day Edit Targeting: 30.0 mi around San Francisco, US; 15.0 mi around San Francisco, US; (6 more) Edit

Active bid adjustments: Location

Ad groups Settings Ads Keywords Audiences Ad extensions Dimensions

All settings Locations Ad schedule Devices

Ad schedule overview

Filter Segment Columns View Change History

Clicks VS None Daily



+ AD SCHEDULE Set bid adjustment Remove Schedule details

<input type="checkbox"/>	Day and	Bid	Clicks ? ↓	Impr. ?	CTR ?	Avg.	Cost ?	Avg.	Converted	Cost /	Click	Conversions ?	All	View-
--------------------------	---------	-----	------------	---------	-------	------	--------	------	-----------	--------	-------	---------------	-----	-------

32. Are you testing (ads, bidding strategies, etc)?

Regular Testing & Iteration to Improve Results

Give your experiment a name

Choose a start date

Optionally, provide an end date

Provide the traffic share you would like to use. This controls what % of your original campaign's traffic and budget will be allocated to the experiment

Create an experiment

Future changes you make to your original campaign will not be applied to this experiment. [Learn more](#)

Name

Bid Increases Test

Start date

Sep 14, 2015

End date

None

Oct 14, 2015

Experiment split [?](#)

50 % Example: 50%

Create

Cancel

33. Has the change history been touched?

All campaigns

Last 30 days: Aug 23, 2016 - Sep 21, 2016

Clicks vs None Daily



Filter Show all details Refresh

Manage campaigns

Show at most 50 rows. 1 - 25 of 25

Date & time / User	Campaign	Ad group	Changes	Undo status
Aug 30, 2016 3:49:24 PM eolinger+aw@google.com	Search Campaign	Ad Group #2	▲ 1 bid adjustment change Show details	
Aug 30, 2016 3:48:42 PM eolinger+aw@google.com	Search Campaign		+ 1 negative boom user list added Show details	
	Search Campaign	Ad Group #2	+ 1 boom user list added Show details	

34. Are you attracting racist, sexist, religiousist(????) clients? (You should)

<input type="checkbox"/>	african american female divorce attorney raleigh nc	Phrase match	None	1	1
<input type="checkbox"/>	divorce lawyer in sanford nc	Phrase match	None	1	2
<input type="checkbox"/>	can t afford a divorce lawyer	Phrase match	None	1	1
<input type="checkbox"/>	divorce attorney cary nc	Phrase match	None	1	3

BONUS Slide

Are you running a brand campaign?

BONUS: How to Check Your Ads without Hurting your CTR



None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads. [Guide me](#) | [Learn more](#)

Ad Preview and Diagnosis
Search for your ad on Google

Enter search terms

Preview

Share this search

Preview your search results page using the options below

Location

Language

Device

Domain

www.google.

Enter any search term to get started
Preview a Google search results page to see if your ads appear



- Measure results with conversion tracking
 - Calls
 - Online Leads
- Expand your conversion window



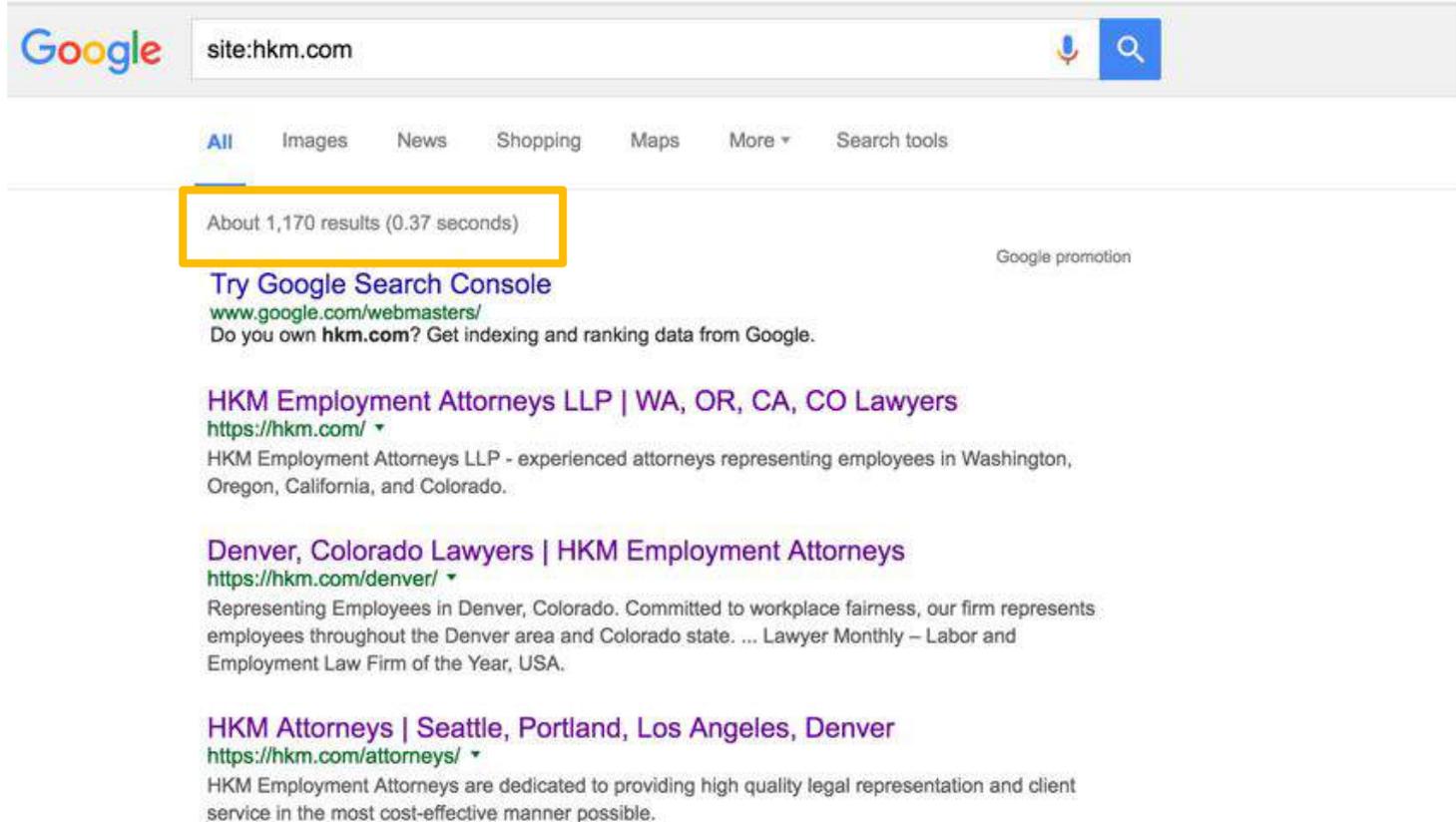
- Target the right geo and implement bid strategies
- Structure ad groups by keyword theme
- Implement Expanded Text Ads
- Enable extensions



- Eliminate irrelevant search terms
- Schedule ads to drive calls/leads
- Improve quality score to reduce cost
- Test and iterate new strategies

ORGANIC

35. How many pages (does Google think) are on my site?



The screenshot shows a Google search interface. The search bar contains the text "site:hkm.com". Below the search bar, there are navigation tabs for "All", "Images", "News", "Shopping", "Maps", "More", and "Search tools". The "All" tab is selected. Below the tabs, a yellow box highlights the text "About 1,170 results (0.37 seconds)". To the right of this text is a "Google promotion" link. Below the search results, there are three search results for HKM Employment Attorneys LLP. Each result includes a title, a URL, and a brief description.

Google

site:hkm.com

All Images News Shopping Maps More Search tools

About 1,170 results (0.37 seconds)

Google promotion

[Try Google Search Console](#)
www.google.com/webmasters/
Do you own **hkm.com**? Get indexing and ranking data from Google.

[HKM Employment Attorneys LLP | WA, OR, CA, CO Lawyers](#)
<https://hkm.com/>
HKM Employment Attorneys LLP - experienced attorneys representing employees in Washington, Oregon, California, and Colorado.

[Denver, Colorado Lawyers | HKM Employment Attorneys](#)
<https://hkm.com/denver/>
Representing Employees in Denver, Colorado. Committed to workplace fairness, our firm represents employees throughout the Denver area and Colorado state. ... Lawyer Monthly – Labor and Employment Law Firm of the Year, USA.

[HKM Attorneys | Seattle, Portland, Los Angeles, Denver](#)
<https://hkm.com/attorneys/>
HKM Employment Attorneys are dedicated to providing high quality legal representation and client service in the most cost-effective manner possible.

37. How many pages generate traffic?

Landing Pages Mar 15, 2016 - Sep 15, 2016

Email Export Add to Dashboard Shortcut

Organic Traffic
67.56% Entrances

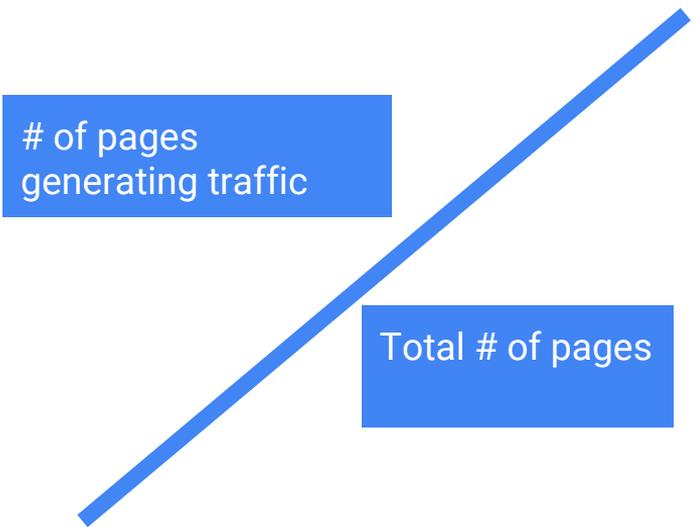
+ Add Segment

8.	/foolish-lawyers-lining-up-for-law-domains/	349 (2.08%)	95.13%	332 (2.22%)	91.98%	1.20
9.	/google-playing-with-click-to-call-mobile-organic-results/	261 (1.55%)	90.80%	237 (1.59%)	88.51%	1.17
10.	/linkedin-publishing-wont-eat-up-your-seo-traffic-and-you-wont-get-google-penalized-either/	259 (1.54%)	94.21%	244 (1.63%)	96.53%	1.08

Show rows: 10 Go to: 1 1 - 10 of 259

38. What percentage of my pages generate traffic?

(i.e. how much of my site is useless?)



39. Do I have copied practice area content? Blogs? Attorney Bios? (note: on your own site or cribbed from others?)

google

"We focus on providing a speedy and thorough investigation of your case"  

All News Images Videos Shopping More Settings Tools

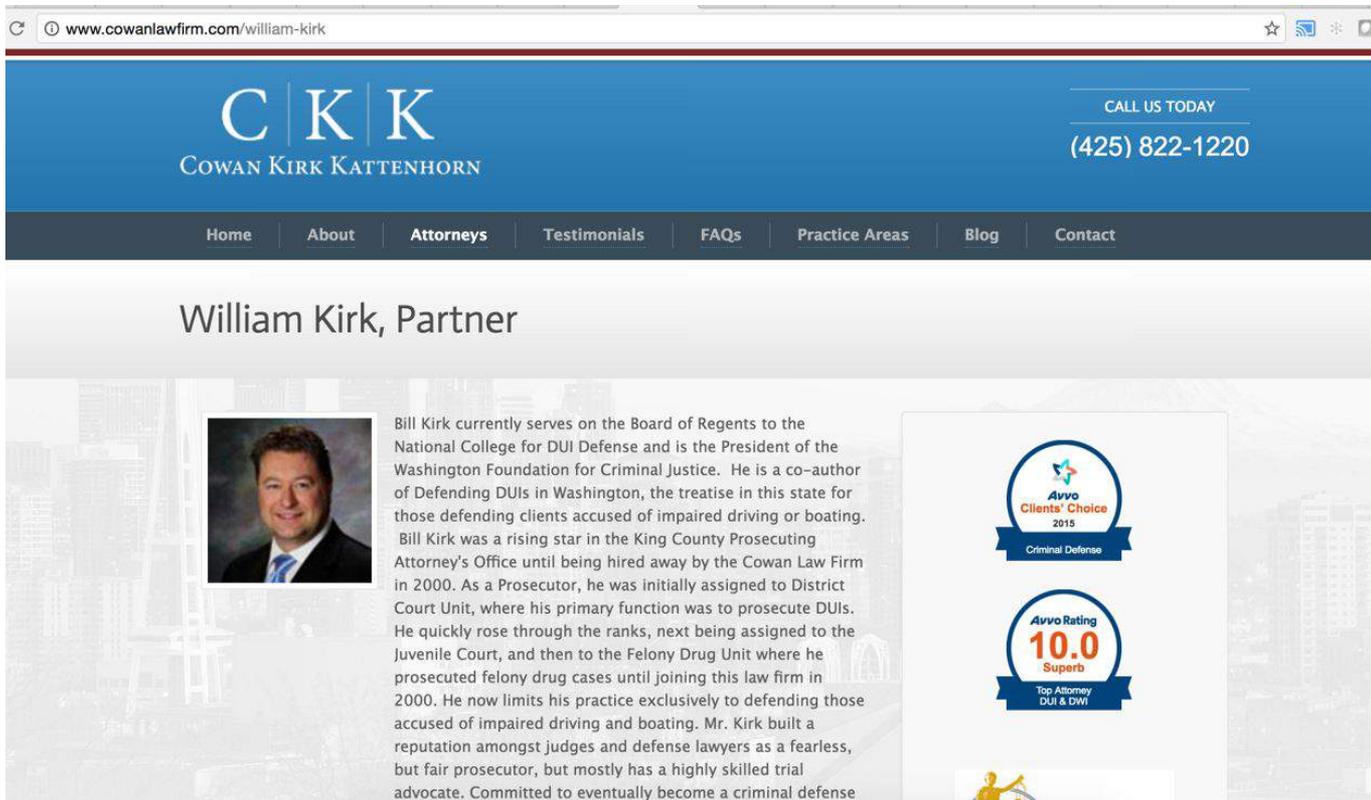
3 results (0.63 seconds)

Olympia Auto Accidents Attorney | Auto Accident Lawyer Tacoma ...
www.haroldcarrattorney.com/auto-accidents-attorney/ ▾
We focus on providing a speedy and thorough investigation of your case in order to hold those responsible for your accident accountable for their actions.

Product Liability
www.feldmanleeinjurylaw.com/injury-law/product-liability ▾
We focus on providing a speedy and thorough investigation of your case in order to hold those responsible for your injuries accountable for their actions.

Car/Auto Accidents
www.feldmanleeinjurylaw.com/injury-law/car-auto-accidents ▾
We focus on providing a speedy and thorough investigation of your case in order to hold those responsible for your accident accountable for their actions.

40. Does each lawyer have her own page?



The screenshot shows a web browser window with the URL www.cowanlawfirm.com/william-kirk. The website header features the firm's logo "C | K | K" and "COWAN KIRK KATTENHORN" on the left, and a "CALL US TODAY" button with the phone number "(425) 822-1220" on the right. A navigation menu includes links for Home, About, Attorneys, Testimonials, FAQs, Practice Areas, Blog, and Contact.

William Kirk, Partner



Bill Kirk currently serves on the Board of Regents to the National College for DUI Defense and is the President of the Washington Foundation for Criminal Justice. He is a co-author of *Defending DUIs in Washington*, the treatise in this state for those defending clients accused of impaired driving or boating.

Bill Kirk was a rising star in the King County Prosecuting Attorney's Office until being hired away by the Cowan Law Firm in 2000. As a Prosecutor, he was initially assigned to District Court Unit, where his primary function was to prosecute DUIs. He quickly rose through the ranks, next being assigned to the Juvenile Court, and then to the Felony Drug Unit where he prosecuted felony drug cases until joining this law firm in 2000. He now limits his practice exclusively to defending those accused of impaired driving and boating. Mr. Kirk built a reputation amongst judges and defense lawyers as a fearless, but fair prosecutor, but mostly has a highly skilled trial advocate. Committed to eventually become a criminal defense


Avvo
Clients' Choice
2015
Criminal Defense


Avvo Rating
10.0
Superb
Top Attorney
DUI & DWI

41. Do I have broken pages on my website?

The screenshot shows a web crawler tool interface for the website cowanlawfirm.com. The tool has several tabs: Internal, External, Protocol, Response Codes, URI, Page Titles, Meta Description, Meta Keywords, and H1. The URI tab is selected. Below the tabs, there is a filter set to 'All', an 'Export' button, a 'View' dropdown set to 'List', and a search box. The main area displays a table of 18 broken pages, all with a 404 status code.

	Address	Content	Status Code	S+
1	http://www.cowanlawfirm.com/boatingunderinfluence/statutes-and-penalties/ww...	text/html; charset=utf-8	404 !	
2	http://www.cowanlawfirm.com/dui/www.cowanlawfirm.com/contact-us	text/html; charset=utf-8	404 !	
3	http://www.cowanlawfirm.com/www.cowanlawfirm.com/contact-us	text/html; charset=utf-8	404 !	
4	http://www.cowanlawfirm.com/dui/felony-dui/www.cowanlawfirm.com/contact-us	text/html; charset=utf-8	404 !	
5	http://www.cowanlawfirm.com/more-faqs/	text/html; charset=utf-8	404 !	
6	http://www.cowanlawfirm.com/dui/misdemeanor-dui/www.cowanlawfirm.com/con...	text/html; charset=utf-8	404 !	
7	http://www.cowanlawfirm.com/blog/2013/11/08/www.cowanlawfirm.com/contact...	text/html; charset=utf-8	404 !	
8	http://www.cowanlawfirm.com/blog/2014/01/20/www.cowanlawfirm.com/contact...	text/html; charset=utf-8	404 !	
9	http://www.cowanlawfirm.com/blog/2008/11/06/www.cowanlawfirm.com/contact...	text/html; charset=utf-8	404 !	
10	http://www.cowanlawfirm.com/bellevue/www.cowanlawfirm.com/contact-us	text/html; charset=utf-8	404 !	
11	http://www.cowanlawfirm.com/blog/2013/09/16/dui/	text/html; charset=utf-8	404 !	
12	http://www.cowanlawfirm.com/blog/2008/11/20/www.cowanlawfirm.com/contact...	text/html; charset=utf-8	404 !	
13	http://www.cowanlawfirm.com/blog/2014/01/20/dui/	text/html; charset=utf-8	404 !	
14	http://www.cowanlawfirm.com/blog/2013/09/16/www.cowanlawfirm.com/contact...	text/html; charset=utf-8	404 !	
15	http://www.cowanlawfirm.com/dui/commercial-dui/www.cowanlawfirm.com/conta...	text/html; charset=utf-8	404 !	
16	http://www.cowanlawfirm.com/blog/2013/	text/html; charset=utf-8	404 !	
17	http://www.cowanlawfirm.com/blog/2008/10/21/www.cowanlawfirm.com/contact...	text/html; charset=utf-8	404 !	
18	http://www.cowanlawfirm.com/attnprofiles_matthewknauss.php	text/html; charset=utf-8	404 !	

Filter Total: 423

42. Does each page of content have one and only one URL?

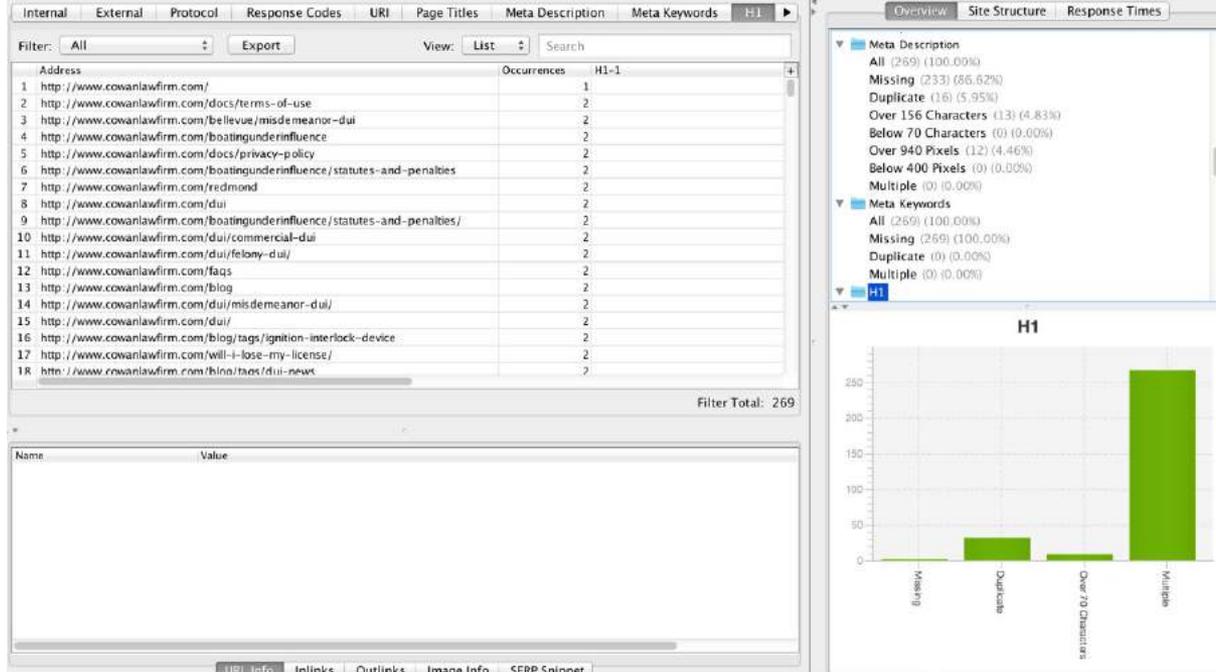
The screenshot shows a web crawler interface for the domain `cowanlawfirm.com/`. The main table lists 13 URLs with their corresponding titles. Two URLs are circled in yellow: `http://www.cowanlawfirm.com/boatingunderinfluence/statutes-and-penalties/` and `http://www.cowanlawfirm.com/dui/`. The right-hand panel displays a summary of findings, including a section for 'Page Titles' with a 'Duplicate' count of 26 (9.67%).

Address	Occurr...	Title 1
1 http://www.cowanlawfirm.com/boatingunderinfluence/statutes-and-penalties/	1	Statutes and Penalties Cowan Kirk Katten
2 http://www.cowanlawfirm.com/boatingunderinfluence/statutes-and-penalties	1	Statutes and Penalties Cowan Kirk Katten
3 http://www.cowanlawfirm.com/dui/	1	Seattle DUI Defense Lawyers Cowan Kirk
4 http://www.cowanlawfirm.com/dui	1	Seattle DUI Defense Lawyers Cowan Kirk
5 http://www.cowanlawfirm.com/blog?page=1	1	Blog Cowan Kirk Kattenhorn
6 http://www.cowanlawfirm.com/blog?page=4	1	Blog Cowan Kirk Kattenhorn
7 http://www.cowanlawfirm.com/blog?page=5	1	Blog Cowan Kirk Kattenhorn
8 http://www.cowanlawfirm.com/blog?page=6	1	Blog Cowan Kirk Kattenhorn
9 http://www.cowanlawfirm.com/blog?page=7	1	Blog Cowan Kirk Kattenhorn
10 http://www.cowanlawfirm.com/blog?page=8	1	Blog Cowan Kirk Kattenhorn
11 http://www.cowanlawfirm.com/blog?page=9	1	Blog Cowan Kirk Kattenhorn
12 http://www.cowanlawfirm.com/blog?page=3	1	Blog Cowan Kirk Kattenhorn
13 http://www.cowanlawfirm.com/blog?page=2	1	Blog Cowan Kirk Kattenhorn

Summary of Findings:

- Parameters (9) (2.13%)
- Over 115 Characters (4) (0.95%)
- Page Titles**
 - All (269) (100.00%)
 - Missing (0) (0.00%)
 - Duplicate (26) (9.67%)**
 - Over 65 Characters (142) (52.79%)
 - Below 30 Characters (10) (3.72%)
 - Over 568 Pixels (121) (44.98%)
 - Below 200 Pixels (0) (0.00%)
 - Same as H1 (0) (0.00%)
 - Multiple (0) (0.00%)
- Meta Description**
 - All (269) (100.00%)
 - Missing (233) (86.62%)

43. Does each page have one and only one Heading (H1)?
44. Is it unique and descriptive of the page?
45. Is it too long?



46. Does each page have a metadescription? 47. Is it duplicated? 48. Or too long?

The screenshot shows a web crawler interface for the domain `cowanlawfirm.com/`. The main table lists 18 pages with their addresses and the number of occurrences of a meta description. The 'Filter Total' is 269.

Address	Occurrences	Meta Description 1
1 http://www.cowanlawfirm.com/docs/terms-of-use	0	
2 http://www.cowanlawfirm.com/docs/privacy-policy	0	
3 http://www.cowanlawfirm.com/blog	0	
4 http://www.cowanlawfirm.com/blog/tags/ignition-interlock-device	0	
5 http://www.cowanlawfirm.com/blog/tags/dui-news	0	
6 http://www.cowanlawfirm.com/texas-citys-anti-dui-program-waives-parking-tick...	0	
7 http://www.cowanlawfirm.com/michigan-politician-blames-dui-on-dentures	0	
8 http://www.cowanlawfirm.com/tacoma-man-tells-cops-theyll-find-holy-spirit-in-...	0	
9 http://www.cowanlawfirm.com/man-arrested-for-driving-50-mph-over-speed-li...	0	
10 http://www.cowanlawfirm.com/blog/tags/marijuana-dui	0	
11 http://www.cowanlawfirm.com/blog/tags/plea-deal	0	
12 http://www.cowanlawfirm.com/blog/2008/10/21/matt-knauss-now-certified-on...	0	
13 http://www.cowanlawfirm.com/blog/2008/11/06/the-ignition-interlock-license	0	
14 http://www.cowanlawfirm.com/blog?page=2	0	
15 http://www.cowanlawfirm.com/how-accurate-are-breathalyzer-tests	0	
16 http://www.cowanlawfirm.com/william-kirk	0	
17 http://www.cowanlawfirm.com/blog/2013/11/08/twin-sisters-involved-in-suspe...	0	
18 http://www.cowanlawfirm.com/blog/2014/01/20/seahawks-fullback-blaver-bust...	0	

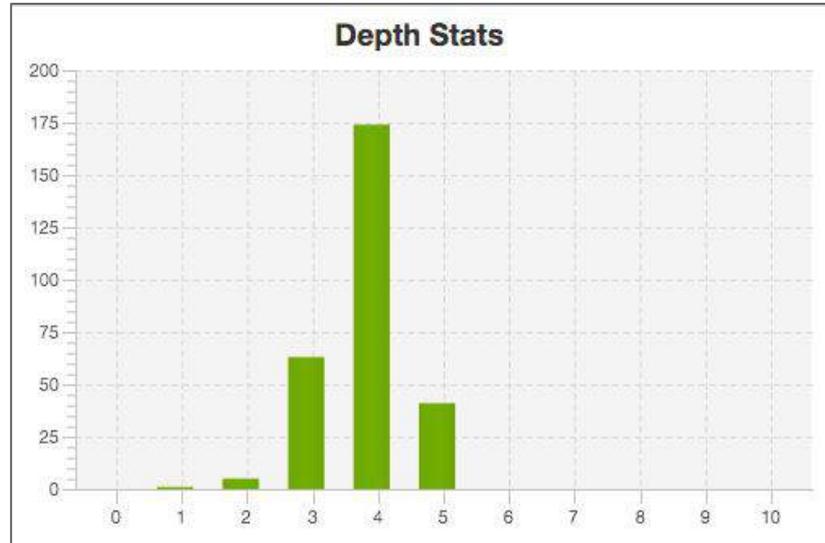
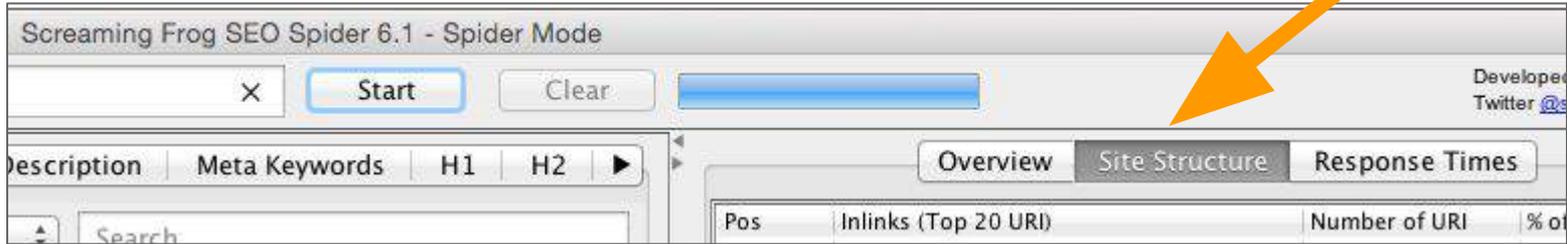
Summary of Meta Description Issues:

- Parameters: 91 (2.13%)
- Over 115 Characters: 4 (0.95%)
- Page Titles:
 - All: 269 (100.00%)
 - Missing: 0 (0.00%)
 - Duplicate: 26 (9.67%)
 - Over 65 Characters: 142 (52.79%)
 - Below 30 Characters: 10 (3.72%)
 - Over 568 Pixels: 121 (44.98%)
 - Below 200 Pixels: 0 (0.00%)
 - Same as H1: 0 (0.00%)
 - Multiple: 0 (0.00%)
- Meta Description:
 - All: 269 (100.00%)
 - Missing: 233 (86.62%)

Bar chart titled 'Meta Description' showing the distribution of issues:

Issue	Count
Missing	233
Duplicate	26
Over 115 Characters	4
Below 30 Characters	10
Over 568 Pixels	121
Below 200 Pixels	0
Multiple	0

How far away from the homepage are most of your pages?



52. Is there a robots.txt file?

53. Does it have a sitemap?

54. Are there multiple sitemaps?

55. If you have video, is there a video sitemap?



56. Does the sitemap open anything?

← → ↻ ⓘ www.cowanlawfirm.com/sitemap.xml

This XML file does not appear to have any style information associated with it. The document tree is shown below.

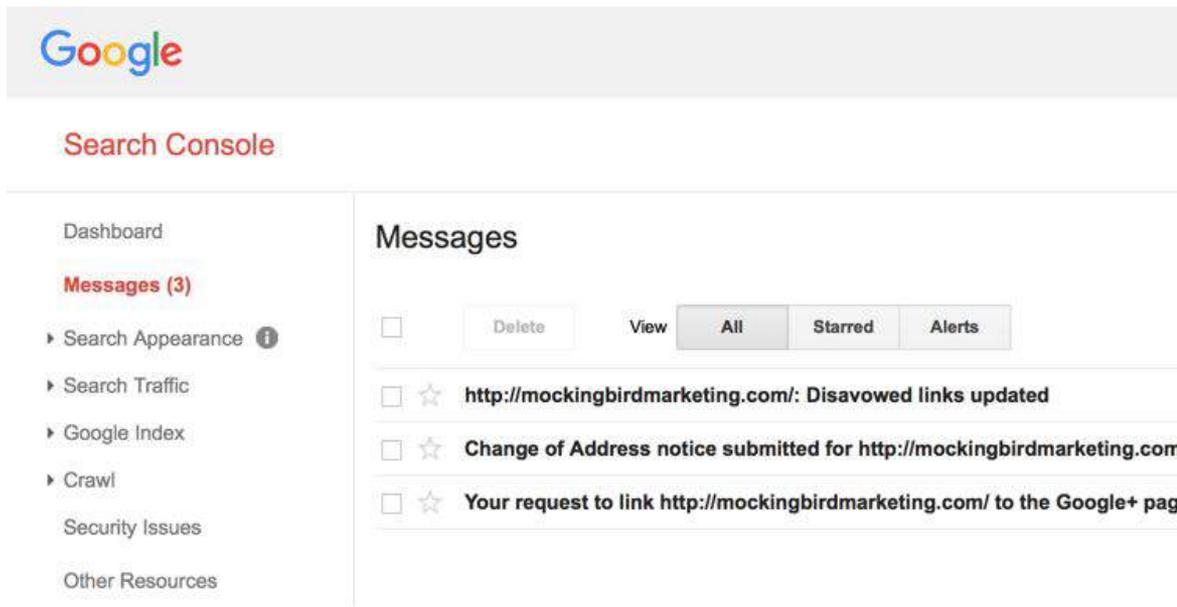
```
▼ <urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9">
  ▼ <url>
    ▼ <loc>
      http://www.cowanlawfirm.com/seafair-2016--what-you-need-to-know-to-avoid-a-bui
    </loc>
    <lastmod>2016-08-01</lastmod>
    <priority>1.0</priority>
  </url>
  ▼ <url>
    ▼ <loc>
      http://www.cowanlawfirm.com/mercer-island/field-sobriety-tests-on-the-water
    </loc>
    <lastmod>2015-11-05</lastmod>
    <priority>0.9</priority>
  </url>
  ▼ <url>
    ▼ <loc>
      http://www.cowanlawfirm.com/blog/2013/01/15/new-information-released-in-wakeboarding-death
    </loc>
    <lastmod>2014-03-13</lastmod>
    <priority>0.9</priority>
  </url>
  ▼ <url>
    ▼ <loc>
      http://www.cowanlawfirm.com/click-it-or-ticket-patrol-may-mean-more-dui-arrests
    </loc>
    <lastmod>2014-05-14</lastmod>
    <priority>0.9</priority>
  </url>
  ▼ <url>
```

57. Are my foreign language pages handled correctly?
58. Are they on another domain?

```
<link rel="alternate"  
<link rel="alternate"
```

```
hreflang="en-US"  
hreflang="es-ES"
```

59. Is Google mad at my Technology?



The screenshot shows the Google Search Console interface. At the top is the Google logo. Below it is the 'Search Console' header. On the left is a navigation menu with options: Dashboard, Messages (3), Search Appearance (with an info icon), Search Traffic, Google Index, Crawl, Security Issues, and Other Resources. The main content area is titled 'Messages' and contains a list of three messages. Each message has a checkbox and a star icon on the left. Above the messages are buttons for 'Delete', 'View', 'All', 'Starred', and 'Alerts'.

Google

Search Console

Dashboard

Messages (3)

Search Appearance ⓘ

Search Traffic

Google Index

Crawl

Security Issues

Other Resources

Messages

Delete View All Starred Alerts

☆ <http://mockingbirdmarketing.com/>: Disavowed links updated

☆ Change of Address notice submitted for <http://mockingbirdmarketing.com>

☆ Your request to link <http://mockingbirdmarketing.com/> to the Google+ pag

60.Am I using structured data?

<https://search.google.com/structured-data/testing-tool>

<https://www.washingtontrafficdefense.com/contact/>

NEW TEST



```

1 <!DOCTYPE html>
2 <html lang="en-US" prefix="og: http://ogp.me/ns#">
3 <head >
4 <meta charset="UTF-8" />
5 <title>Contact us for a Free Case Review | Leist Law Office, PS</title><meta
6 name="viewport" content="width=device-width, initial-scale=1" />
7 <!-- This site is optimized with the Yoast SEO plugin v5.0.2 -
8 https://yoast.com/wordpress/plugins/seo/ -->
9 <link rel="canonical" href="https://www.washingtontrafficdefense.com/contact/" />
10 <meta property="og:locale" content="en_US" />
11 <meta property="og:type" content="article" />
12 <meta property="og:title" content="Contact us for a Free Case Review | Leist Law
13 Office, PS" />
14 <meta property="og:url"
15 content="https://www.washingtontrafficdefense.com/contact/" />
16 <meta property="og:site_name" content="Leist Law Office, PS" />
17 <meta name="twitter:card" content="summary" />
18 <meta name="twitter:title" content="Contact us for a Free Case Review | Leist Law
19 Office, PS" />
20 <!-- / Yoast SEO plugin. -->
21 <link rel="dns-prefetch" href="//ajax.googleapis.com" />
22 <link rel="dns-prefetch" href="//fonts.googleapis.com" />
23 <link rel="dns-prefetch" href="//maxcdn.bootstrapcdn.com" />
24 <link rel="dns-prefetch" href="//s.w.org" />
25 <link rel="alternate" type="application/rss+xml" title="Leist Law Office, PS
26 &raquo; Feed" href="https://www.washingtontrafficdefense.com/feed/" />
27 <link rel="alternate" type="application/rss+xml" title="Leist Law Office, PS
28 &raquo; Comments Feed"
29 href="https://www.washingtontrafficdefense.com/comments/feed/" />
30 <link rel="stylesheet" id="washington-traffic-defense-theme-css'

```

← LegalService

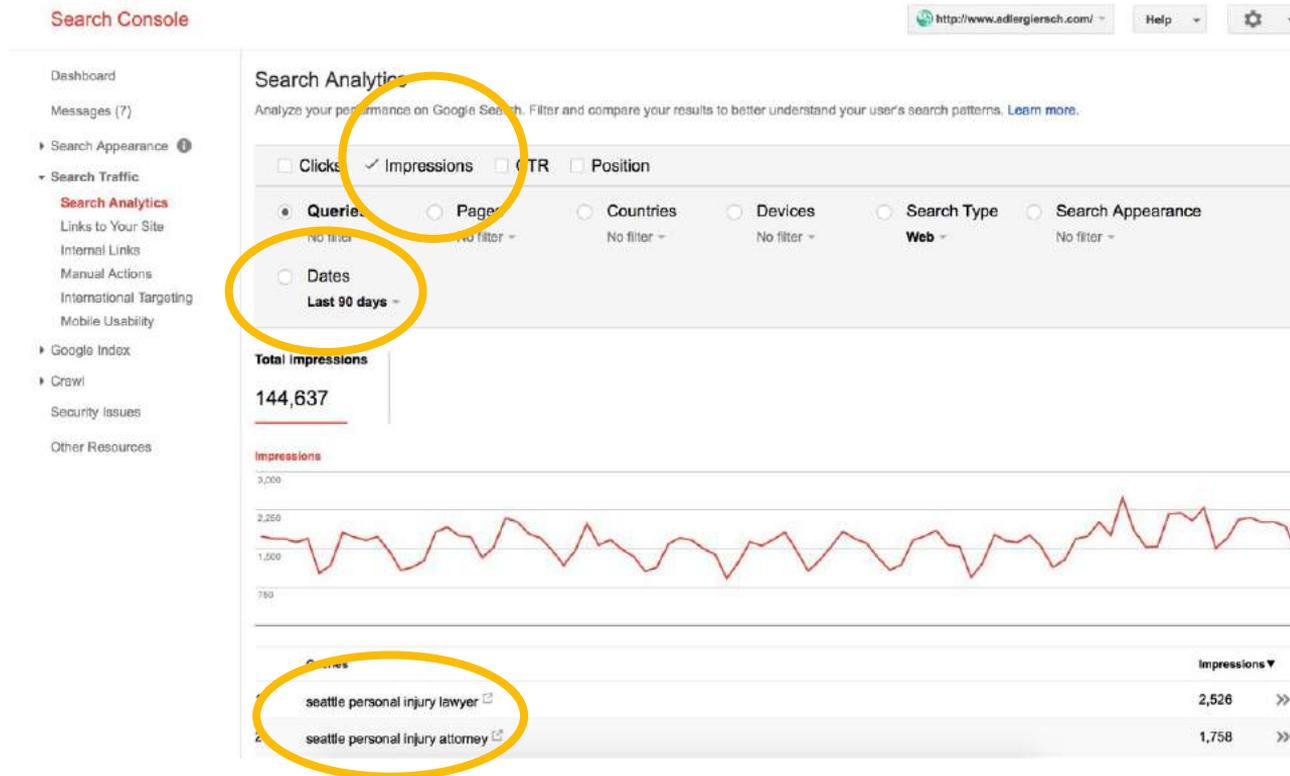
All (1) ▾

LegalService

0 ERRORS 2 WARNINGS ^

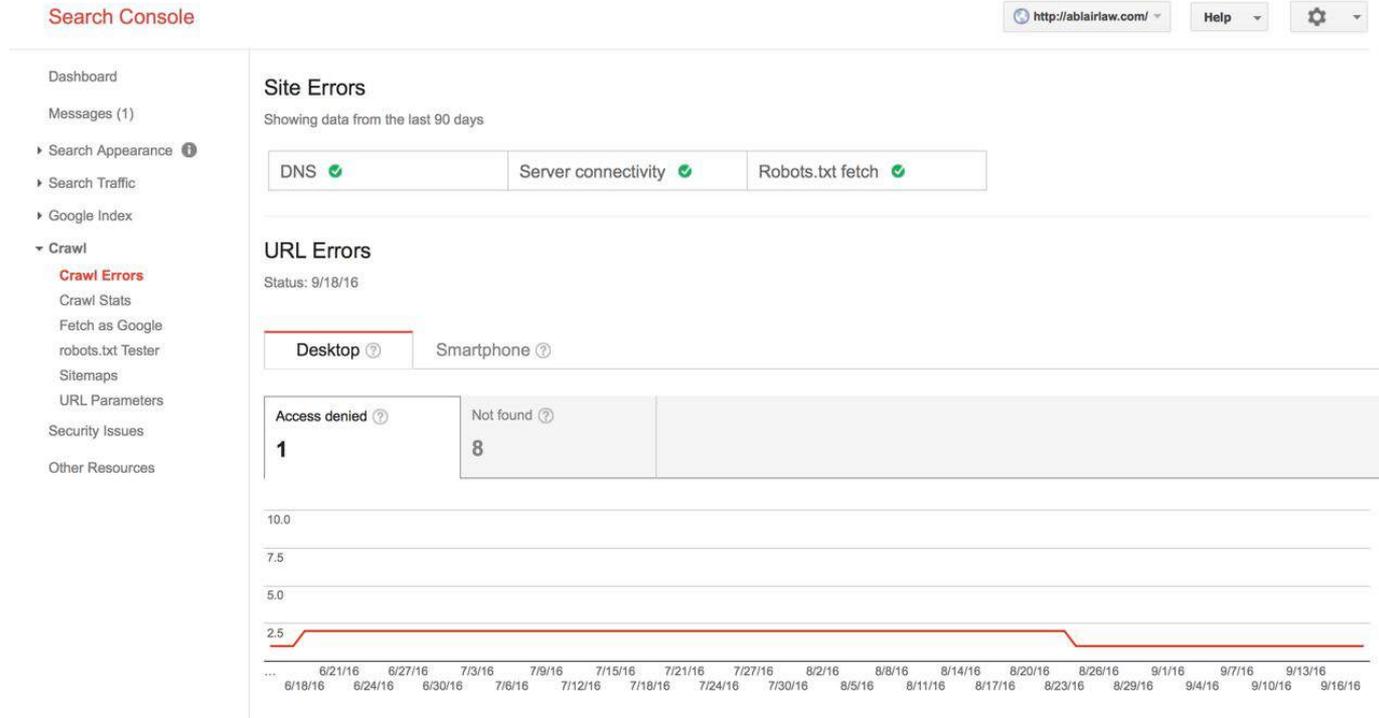
@type	LegalService
image	https://www.washingtontrafficdefense.com/wp-content/themes/wa-traffic-defense-theme/assets/images/logo.png
name	Leist Law Office, PS
address	
@type	PostalAddress
streetAddress	705 2nd Avenue #1111
addressLocality	Seattle
addressRegion	WA
postalCode	98104
▲ priceRange	The <i>priceRange</i> field is recommended. Please provide a value if available.
▲ telephone	The <i>telephone</i> field is recommended. Please provide a value if available.

61. Is my presence in search results growing?
62. Is it for the terms I want?



63. Can Google see all of my site?

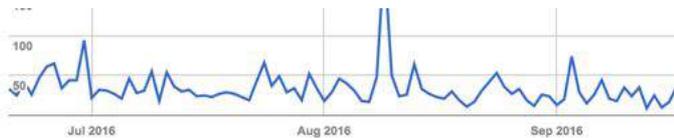
Are there 64. DNS 65. Server connectivity or 66. robots errors?



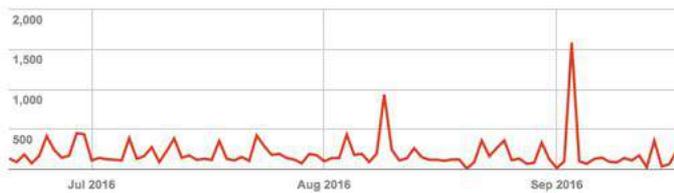
67. Has my site speed changed dramatically?

▼ Crawl

- Crawl Errors
- Crawl Stats**
- Fetch as Google
- robots.txt Tester
- Sitemaps
- URL Parameters
- Security Issues
- Other Resources



Kilobytes downloaded per day



High	Average	Low
1,583	196	10

Time spent downloading a page (in milliseconds)

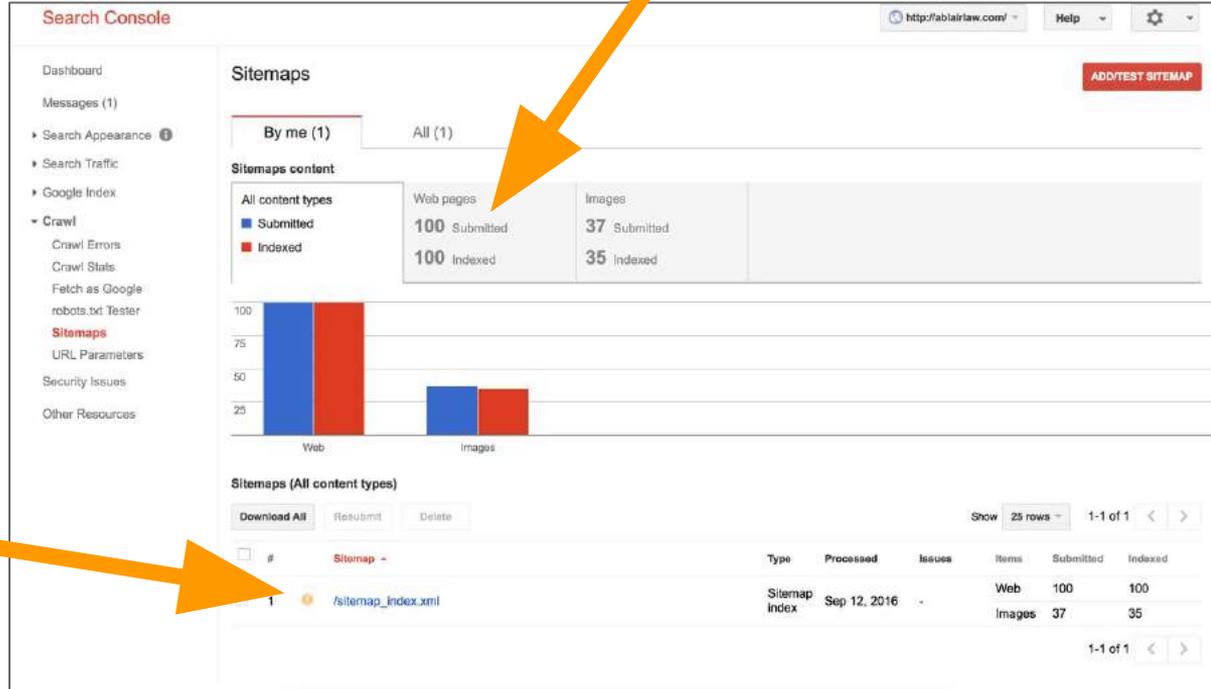


High	Average	Low
1,769	208	66

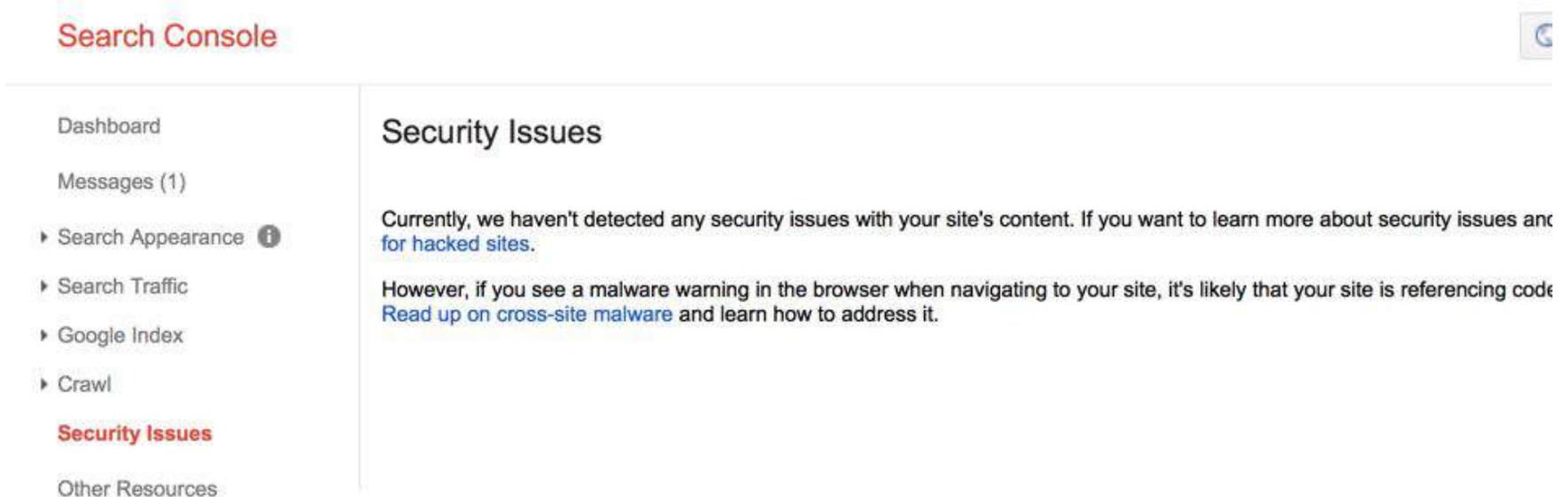
68. Have I submitted my sitemap to Google Search Console?

69. Are there errors?

Bonus: % of pages indexed!



70. Has my site been hacked (as far as Google knows)?



The screenshot shows the Google Search Console interface. The top left has the 'Search Console' logo. A left-hand navigation menu includes 'Dashboard', 'Messages (1)', 'Search Appearance' (with an info icon), 'Search Traffic', 'Google Index', 'Crawl', 'Security Issues' (highlighted in red), and 'Other Resources'. The main content area is titled 'Security Issues' and contains two paragraphs of text. The first paragraph states that no security issues have been detected and provides a link for more information. The second paragraph explains that a malware warning in a browser indicates a potential issue with code referencing and provides a link to learn how to address it.

Search Console

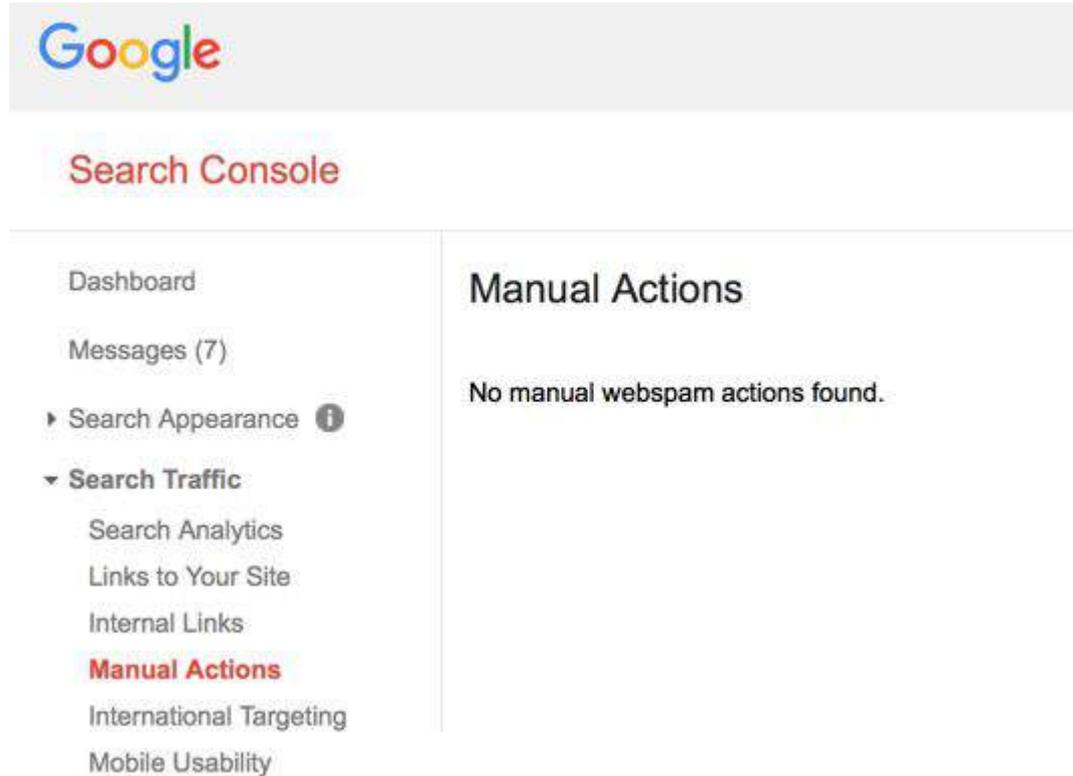
- Dashboard
- Messages (1)
- ▶ Search Appearance ⓘ
- ▶ Search Traffic
- ▶ Google Index
- ▶ Crawl
- Security Issues**
- Other Resources

Security Issues

Currently, we haven't detected any security issues with your site's content. If you want to learn more about security issues and [for hacked sites](#).

However, if you see a malware warning in the browser when navigating to your site, it's likely that your site is referencing code [Read up on cross-site malware](#) and learn how to address it.

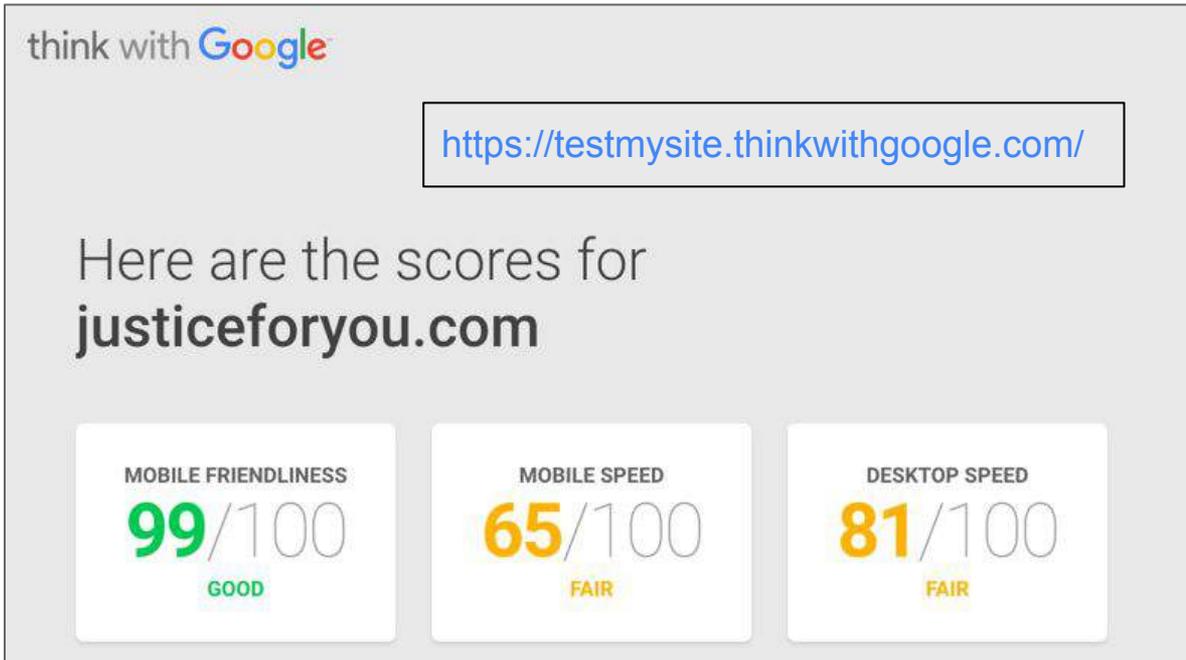
71. Do I have a manual penalty?



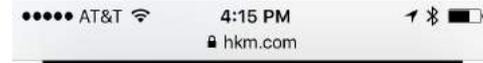
The image shows a screenshot of the Google Search Console interface. At the top left is the Google logo. Below it, the text "Search Console" is displayed in red. A navigation menu on the left side includes: Dashboard, Messages (7), Search Appearance (with an information icon), Search Traffic (expanded), Search Analytics, Links to Your Site, Internal Links, Manual Actions (highlighted in red), International Targeting, and Mobile Usability. The main content area is titled "Manual Actions" and contains the text "No manual webspam actions found."

72 & 73. Is my site mobile optimized?

- a. Mobile Friendly Score?
- b. Mobile Speed Score?
- c. Desktop Speed Score?



74. Is there a persistent, functional phone number on mobile?

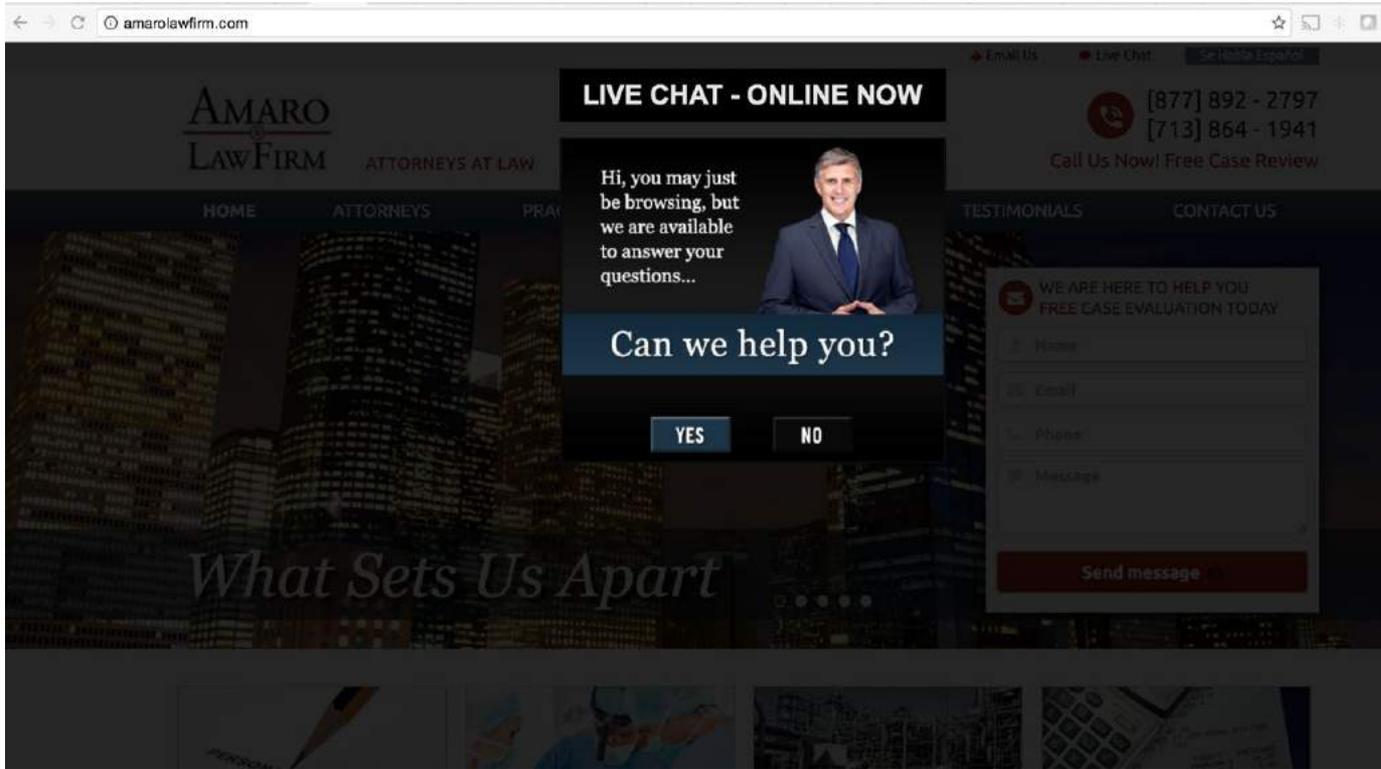


We have been consistently recognized in Washington and nationally for our skills helping our employee clients:

- Super Lawyers
- National Employment Lawyers Association
- Martindale Hubbel Rated
- Overall Employment Law Firm of the Year
- Lawyer Monthly - Labor and Employment Law Firm of the Year, USA
- Global Mobility - Employment

Tap To Call

75. Look at your mobile site for 30 seconds. Does chat OBNOXIOUSLY bogart your site?



Extra Special Bonus Slide: Linkbuilding

Audience Overview

Jan 1, 2015 - Jun 18, 2016

Email Export Add to Dashboard Shortcut

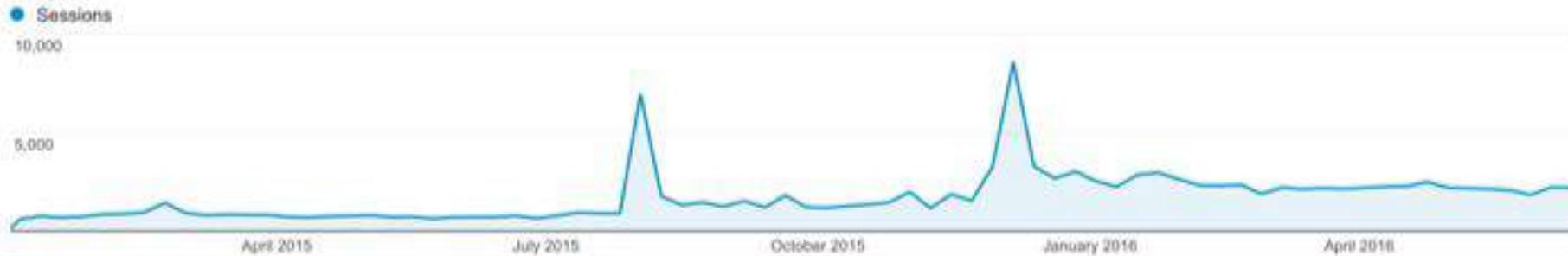
All Users
100.00% Sessions

+ Add Segment

Overview

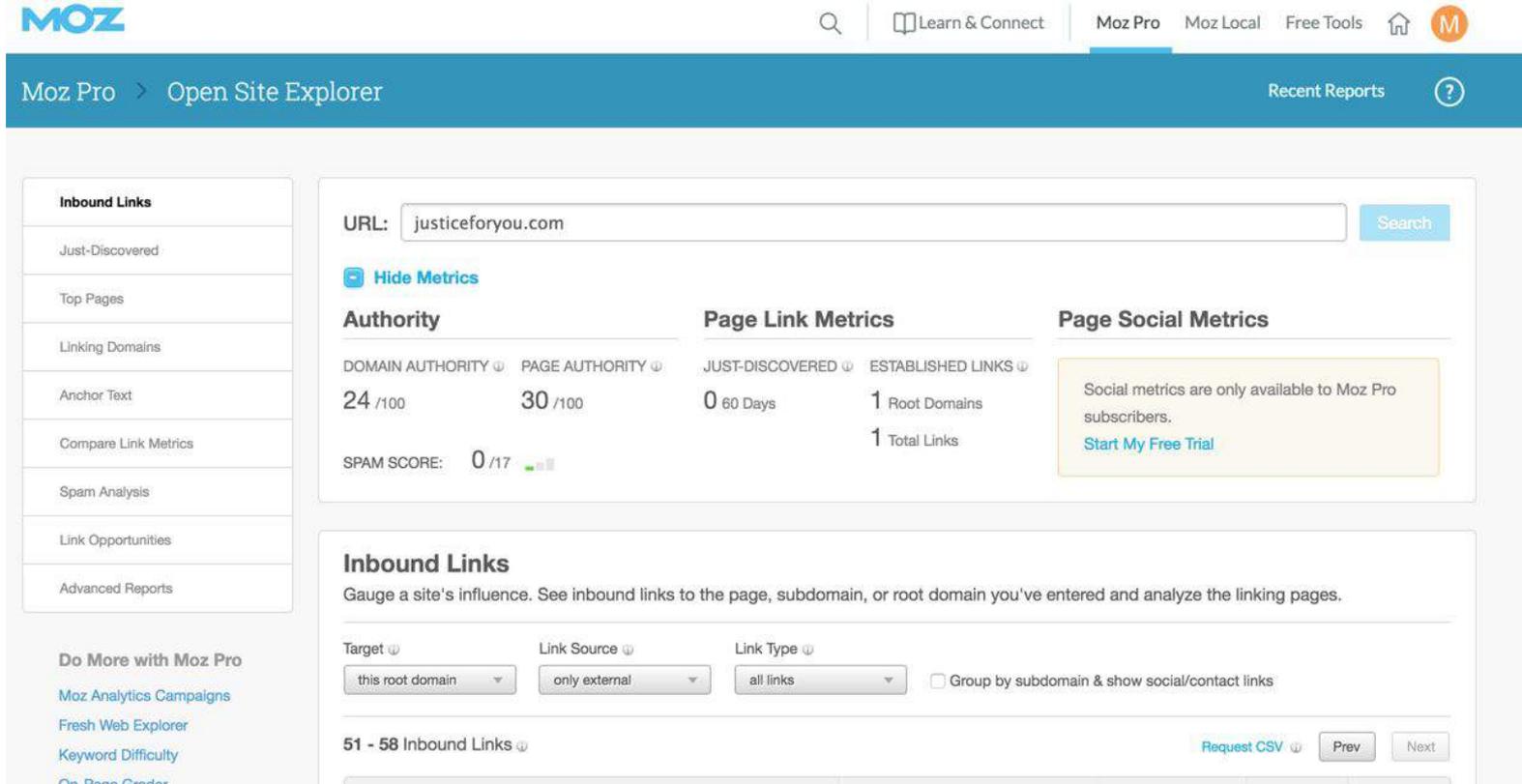
Sessions vs. Select a metric

Hourly Day Week Month



76.How authoritative is my website?

Go to: opensiteexplorer.com



The screenshot shows the Moz Pro Open Site Explorer interface for the URL `justiceforyou.com`. The interface includes a navigation bar with the Moz logo, search, and navigation icons. A sidebar on the left lists various analysis tools like Inbound Links, Top Pages, and Spam Analysis. The main content area displays key metrics for Authority, Page Link Metrics, and Page Social Metrics. A warning box indicates that social metrics are only available to Moz Pro subscribers. Below the metrics, there is a section for Inbound Links with filters for Target, Link Source, and Link Type, and a table showing 51 to 58 inbound links.

MOZ Learn & Connect Moz Pro Moz Local Free Tools Home M

Moz Pro > Open Site Explorer Recent Reports ?

Inbound Links

- Just-Discovered
- Top Pages
- Linking Domains
- Anchor Text
- Compare Link Metrics
- Spam Analysis
- Link Opportunities
- Advanced Reports

Do More with Moz Pro

- [Moz Analytics Campaigns](#)
- [Fresh Web Explorer](#)
- [Keyword Difficulty](#)
- [On-Page Grader](#)

URL: Search

[Hide Metrics](#)

Authority		Page Link Metrics		Page Social Metrics
DOMAIN AUTHORITY [⌵]	PAGE AUTHORITY [⌵]	JUST-DISCOVERED [⌵]	ESTABLISHED LINKS [⌵]	Social metrics are only available to Moz Pro subscribers. Start My Free Trial
24 /100	30 /100	0 60 Days	1 Root Domains	
SPAM SCORE: 0 /17 ■■■			1 Total Links	

Inbound Links

Gauge a site's influence. See inbound links to the page, subdomain, or root domain you've entered and analyze the linking pages.

Target [⌵] Link Source [⌵] Link Type [⌵] Group by subdomain & show social/contact links

51 - 58 Inbound Links [⌵] [Request CSV](#) [⌵]

77. Do I have spammy backlinks?

The screenshot shows the 'Search Console' interface. On the left is a navigation menu with options like 'Dashboard', 'Messages (19)', 'Search Appearance', 'Search Traffic', 'Links to Your Site', 'Internal Links', 'Manual Actions', 'International Targeting', 'Mobile Usability', 'Google Index', 'Crawl', 'Security Issues', and 'Other Resources'. The main content area is titled 'Search Console' and shows a notification for 'Jan-22: Search Console performed an infrastructure update'. Below this, it says 'Overview » All domains' and 'Top 414 domains that have links to pages on your site.' There are two buttons: 'Download this table' and 'Download more sample links'. A table titled 'Domains' lists the following domains: ferrarichat.com, searchgirlfriend.xyz, americanbar.org, communityrehab.online, anxietyrehabcenters.xyz, getlifeinsuranceusa.top, letthecatcookies.ca, hotcats.xyz, 10selects.com, rehabdrugaddiction.xyz, roadglide.org, triumphrat.net, carlaking.com, prawodrogowe.pl, friendsofgraysoncreek.org, and penisump.pw.

Penisump.pw?
hmmmm?



78. Do you have a blog(s) (or other websites) on a different domain?

Google

All News Images Videos Shopping More Search tools

About 3,980,000 results (0.27 seconds)

Call Jason Turchin today - Cruise Injury Attorneys - victimaid.com
www.victimaid.com/ (954) 515-5000
Accident attorneys for cruise injury claims - Disney, NCL, Carnival, Royal Car
We Make House Calls · 24 Hour On Call Service · Free Consultation
Highlights: Free Consultation, Contingency Fee...
Carnival Cruise Lines Royal Caribbean
Norwegian (NCL)

Cruise Injury & Accident Blog | LWM Legal - Cruise Ship Injury Lawyer
www.lwmcruiseinjurylawyers.com/blog/
Jun 1, 2016 - If you feel that the negligence of a cruise line or one of their employees caused you harm,
Make your voice heard and the system is ...

Cruise Ship Accident News, Updates | The Cruise Lawyers Blog
cruiselawyers.com/blog/
This usually follows a description of an incident or accident that a passenger (or crewmember) has
suffered while traveling on a cruise ship vacation.

: blog : Cruise Law News
www.cruiselawnews.com/tags/blog/ Walker & O'Neill, P.A.
Jan 31, 2016 - Tags: Firm News, Legal, blog, cruise, cruise law news, jim walker, law, Popular
Cruise Law and Maritime Personal Injury blog in the U.S..

Seattle Cruise Ship Injury Attorneys | Holland America Focused
harrismoure.com/practice-areas/cruise-injury/
Industry leaders in cruise ship injury cases. Over ten years of success helping injured passengers
collect fair compensation. Free case consultation and ...

- 79. How much of your budget is spent on linkbuilding?
- 80. Is your firm integral to linkbuilding projects?



A vertical bar on the left side of the slide, composed of four colored segments: blue at the top, red, yellow, and green at the bottom.

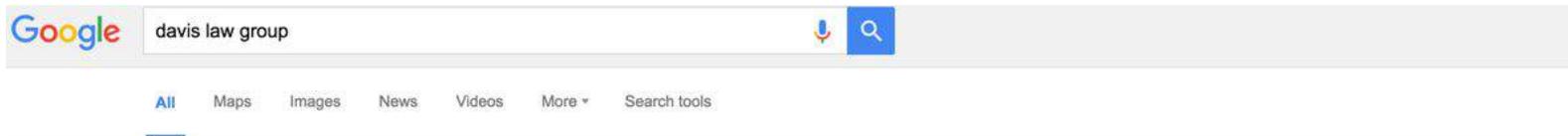
Search: Local

81.How Many Locations/Names/Addresses (i.e. Citations)

(does Google think) I have?

POWERLISTINGS SCAN RESULTS				
<div style="border: 1px solid gray; padding: 10px; display: inline-block;"> <h2 style="margin: 0;">101</h2> <p style="margin: 0;">Location Data Errors Detected</p> </div>				
Phillips Law Firm 1420 Fifth Ave, Seattle, WA 98028 (888) 333-1648				
 				
	Business Name	Address	Phone	Status
 Yahoo! view listing	Phillips Law Firm	1420 5th Ave Ste 2200, Seattle, WA	(425) 984-2500	 Alert
 Bing view listing	Phillips Law Firm	1420 5th Ave Ste 2200, Seattle, WA	(425) 984-2500	 Alert
 Facebook view listing	Phillips Law Firm	1420 5th Ave, Seattle, WA 98101	(425) 984-2500	 Alert
 Foursquare view listing	Phillips Law Firm	1420 5th Ave, Seattle, WA 98101	(425) 984-2500	 Alert
 Yelp view listing	Phillips Law Firm	1420 5th Ave Ste 2200, Seattle, WA 98101	(425) 984-2500	 Alert
 WhitePages		Not found!		 Not found

82. Do you show up in the Knowledge graph for your firm name?



About 5,990,000 results (0.43 seconds)

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📍 2101 4th Ave #1030, Seattle, WA - Open today · Open 24 hours

Phillips Law Firm - No Upfront Costs. Trusted Law Firm

Ad www.justiceforyou.com/seattle-law-firm

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📍 1420 5th Ave #2200, Seattle, WA

Davis Law Group: Best Personal Injury & Car Accident Lawyers in ...

www.injurytriallawyer.com/

Davis Law Group named Best Injury Law Firm in Washington. Seattle attorney Chris Davis helps victims of serious car crashes, injury & wrongful death claims.

[Washington Accident Books](#) · [Awards](#)

About Davis Law Group, P.S. | Injury Lawyers in Seattle, WA

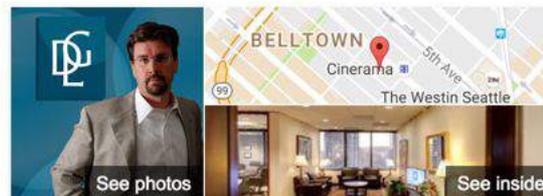
www.injurytriallawyer.com/aboutus.cfm

★★★★★ Rating: 5 - Review by Scott P.

206-727-4000 Davis Law Group named Best Injury Law Firm in Washington.

Contact Us for a Free Case Evaluation | Davis Law Group, P.S.

www.injurytriallawyer.com/contact.cfm



Davis Law Group, P.S. ★

[Website](#)

[Directions](#)

4.9 ★★★★★ 73 Google reviews

Personal injury attorney in Seattle, Washington

Address: 2101 4th Ave #1030, Seattle, WA 98121

Phone: (206) 727-4000

Hours: Open today · Open 24 hours

[Suggest an edit](#)

Reviews from the web

4.9/5 [Facebook](#) · 38 votes

83. How many Google Reviews?

(note - make sure there's an exact NAP match)



The image shows a Google Business Profile for Davis Law Group, P.S. At the top, there are two photo thumbnails: one showing two men in suits with a 'See photos' button, and another showing a modern office interior with a 'See inside' button. Below the photos, the business name 'Davis Law Group, P.S.' is displayed with a star icon. To the right of the name are two buttons: 'Website' and 'Directions'. Below the name, the rating '4.9' is shown with five stars, followed by '73 Google reviews'. Underneath the rating is the text 'Personal injury attorney in Seattle, Washington'. A horizontal line separates this section from the contact information below. The contact information includes: 'Address: 2101 4th Ave #1030, Seattle, WA 98121', 'Phone: (206) 727-4000', and 'Hours: Open today · Open 24 hours' with a dropdown arrow.

See photos

See inside

Davis Law Group, P.S. ★

Website Directions

4.9 ★★★★★ 73 Google reviews

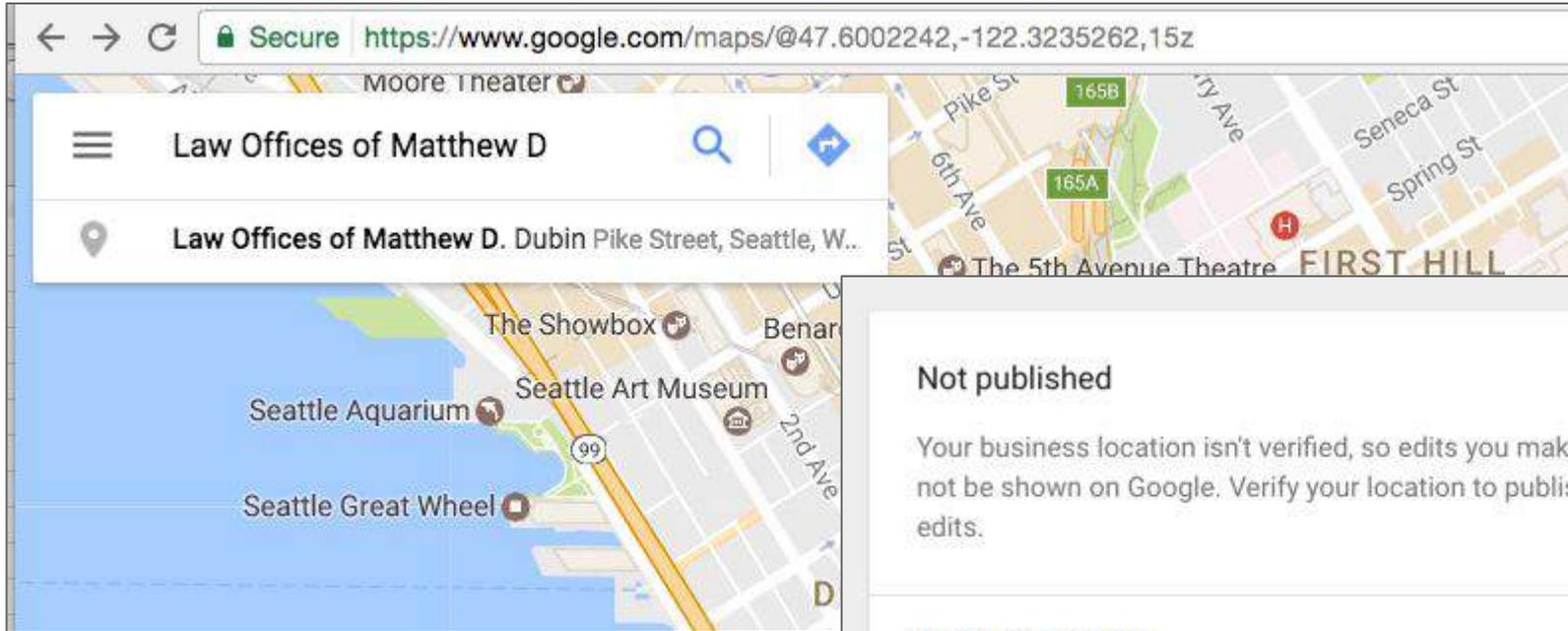
Personal injury attorney in Seattle, Washington

Address: 2101 4th Ave #1030, Seattle, WA 98121

Phone: (206) 727-4000

Hours: Open today · Open 24 hours ▾

84. Has your Google My Business location been verified?



maps.google.com

Not published

Your business location isn't verified, so edits you make may not be shown on Google. Verify your location to publish your edits.

[Verify this location](#)

[Verify all locations](#)

85. Is your Google My Business Listing NAP Accurate?

Location details

GS-1 · Law Offices of David A. Shulman, P.L. · 401 E. Las Olas Blvd., Suite 1400, Fort Lauderdale, FL, US

	Store code	GS-1
	Business name	Law Offices of David A. Shulman, P.L.
	Address	401 E. Las Olas Blvd., Suite 1400, Fort Lauderdale, FL, US
	Phone numbers	(954) 990-0896 (Primary)
	Website	http://davidshulmanlaw.com/

86. Do you have appropriate categories in Google My Business?

87. Is your (primary) category really your primary category?



88.If you have multiple locations - does each *Google My Business* listing link to a unique page for each specific location?

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- Palmerton Law Office**
- Bethlehem Law Office
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Contact our Palmerton Law Office

If you need to speak with an attorney at Anders Riegel & Masington, schedule a consult at any of our 5 locations. We'll gladly meet at your convenience. Our Palmerton law office handles all sorts of cases, but specializes in divorce and family law. Contact our Palmerton law firm today for legal counsel from experienced attorneys.

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Anders, Riegel & Masington, LLC
226 Delaware Ave
Palmerton, PA 18071
Fax: 610-826-4927

Send us a message

First & Last Name

89. How many reviews on Yelp?

(note - make sure there's an exact NAP match)

The screenshot shows the Yelp profile for Mirick O'Connell, a law firm. The profile is located at 2 Center Plz, Boston, MA 02108. The phone number is (617) 261-2417 and the website is mirickoconnell.com. The profile is currently showing 0 reviews. The address is 2 Center Plz, Boston, MA 02108, Downtown. The phone number is (617) 261-2417 and the website is mirickoconnell.com. The profile is currently showing 0 reviews. The address is 2 Center Plz, Boston, MA 02108, Downtown. The phone number is (617) 261-2417 and the website is mirickoconnell.com. The profile is currently showing 0 reviews.

90. How many FaceBook reviews?

The screenshot shows the Facebook profile for Leppard Law. The profile picture is a logo with the letters 'L' and 'P' in a stylized font. The cover photo features a man in a suit and tie, smiling, with a city skyline in the background. The cover photo also includes the Leppard Law logo and the text 'Determined • Experienced • Accessible', 'GET A FREE CONSULTATION', and the phone number '407-476-4111'. Below the cover photo, there are buttons for 'Like', 'Follow', 'Share', 'Call Now', and 'Message'. The 'Reviews' section is highlighted, showing a 5.0 star rating with 20 reviews. A review from Janice Howland, dated December 26, 2016, is visible, praising the service.

Leppard Law
@LeppardLaw

Home
About
Reviews
Photos
Likes
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5.0 ★ 5.0 of 5 stars
20 reviews

5 stars — 20
4 stars
3 stars
2 stars
1 star

MOST HELPFUL MOST RECENT STAR RATING

Tell people what you think

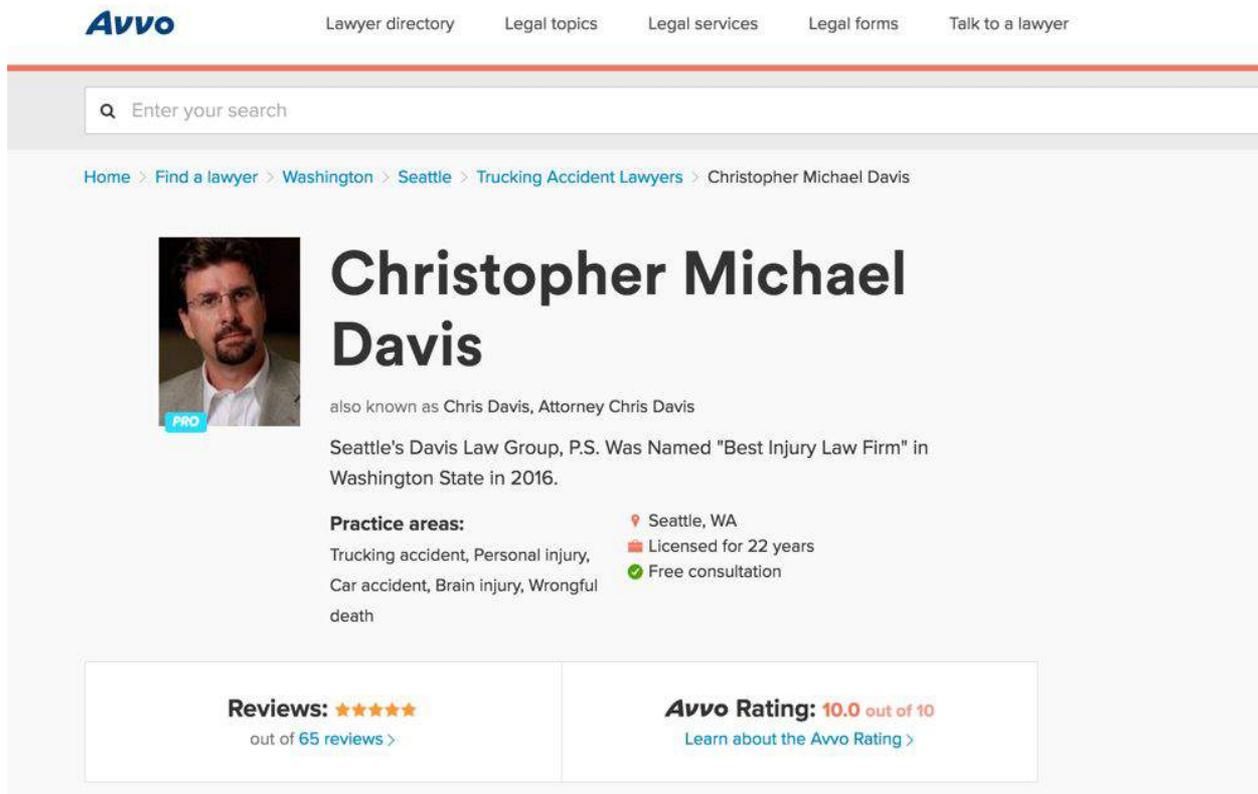
Janice Howland reviewed Leppard Law — 5.0
December 26, 2016

I rarely review businesses but have to take a moment to review Joel Leppard... I've worked with attorneys in the past and can say that Joel is definitely different. Super responsive, followed up and best of all he resolved the situation that I had ASAP! He is very down to earth, listened to my entire story and totally handled it and I'm thrilled! Would definitely recommend!

Like Comment Share

91. How many Avvo reviews?

(note - make sure there's an exact NAP match)



The screenshot shows the Avvo profile for Christopher Michael Davis. The profile includes a search bar at the top, a breadcrumb trail, a profile picture with a 'PRO' badge, and a large title. Below the title is a bio, practice areas, location, and other details. At the bottom, there are two boxes: one for reviews (5 stars, 65 reviews) and one for the Avvo Rating (10.0 out of 10).

Avvo Lawyer directory Legal topics Legal services Legal forms Talk to a lawyer

Q Enter your search

[Home](#) > [Find a lawyer](#) > [Washington](#) > [Seattle](#) > [Trucking Accident Lawyers](#) > Christopher Michael Davis

 **Christopher Michael Davis**

also known as Chris Davis, Attorney Chris Davis

Seattle's Davis Law Group, P.S. Was Named "Best Injury Law Firm" in Washington State in 2016.

Practice areas: Trucking accident, Personal injury, Car accident, Brain injury, Wrongful death

📍 Seattle, WA
📅 Licensed for 22 years
✅ Free consultation

Reviews: ★★★★★
out of 65 reviews >

Avvo Rating: 10.0 out of 10
[Learn about the Avvo Rating >](#)

92. Do you have one **functional** phone number in the header?

93. Is it consistent with your NAP?

The screenshot shows the top portion of a website. At the top left, there is a dark blue bar with the text "NEW IMMIGRATION LAW" in white. To the right of this bar are language selection options: a UK flag for "English" and a Spanish flag for "Español". Further right are social media icons for Facebook, Google+, and RSS. Below this bar is a light grey header area. On the left is a globe icon with a silhouette of a person. To its right is the company name "OLTARSH & ASSOCIATES, P.C." in a large, blue, serif font. On the right side of this header area, the address "494 8th Avenue #174, New York, NY 10001, USA" is listed. Below the address is a phone icon followed by the number "(212)944-9420" and an email icon followed by the text "Email Us". Below the header area is a dark blue navigation menu with white text for the following items: "Home" (highlighted with a red background), "About The Firm", "Attorneys", "Practice Areas", "EN ESPANOL", "Immigration News", "Describe Your Case", and "Testimonials". Below the navigation menu is a large banner area. On the left, the text "IMMIGRATION ATTORNEYS YOU CAN TRUST" is displayed in a large, blue, serif font. Below this, smaller text reads "Business Visas, Work related and family-based Immigrant Visas, Waivers, Deportation Hearings, and Naturalization Proceedings". On the right side of the banner area, there is a dark blue box with white text that says "FREE CASE EVALUATION" and "Contact Oltarsh for a Free Case Evaluation". Below this text are two white input fields labeled "Name" and "E-mail".

94. Is your NAP in the footer? (and consistent)

Oltarsh & Associates

Immigration Attorneys in New York,
our Lawyers have the experience to
handle your Immigration case.
494 8th Avenue #174
New York, NY 10001, USA

Contact Information

Oltarsh & Associates, P.C.
494 8th Avenue #174
New York, NY 10001, USA

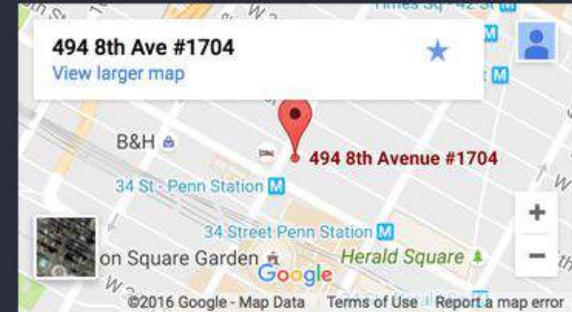
 (212) 944-9420

 Email Us

Connect With Us



Location



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95. Do you have a specific location page on your site with (accurate) NAP information?

crc *Cathy R. Cook*
Attorneys at Law

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Cincinnati, OH 45202
[513.241.4029](tel:513.241.4029)
info@cathycooklaw.com

"We help people rebuild their lives"

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Cincinnati Divorce Attorney

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114 East Eighth Street
Cincinnati, Ohio
45202-1103

Phone: 513-241-4029
Fax: 513-723-8634

Receptionist available: Monday - Friday 8:30 AM - 5 PM

cathy.cook@cathycooklaw.com

The law office of Cathy R. Cook represents clients throughout Southwestern Ohio, including those in Cincinnati, Hamilton County, Clermont County, and Warren County.

Practice Areas:

- Family Law**
- Divorce / Dissolution
- Child Custody
- Child Support
- Spousal Support
- Property Division
- Post-Divorce Issues
- Domestic Violence
- Paternity
- Prenuptial Agreements
- Cohabitation Agreements
- Wills and Trusts
- Non-Traditional Family Law
- Relocations
- Grandparent Issues
- Step Parent Adoption



96. Are you faking locations with virtual/fake offices?



So...Where to go from here?

Desired level of understanding	Desired level of involvement	
Low	Low	Hire an agency
High	Low	Hire an agency
High	High	Do it yourself (if you have the time!)
Low	High	Hire an agency

Last reminder: be creative!



Thank You for Attending
Legal Connect with Google!