

ANALYTICS

A look at what numbers and data we have before
and after the redesign

Search data collected 3/1-3/7

What pages search is happening on and what users are searching.

Site Content	Search Term	Total Unique Searches	% Total Unique Searches
Search Term	1. Landlord and Tenant	25	0.30%
Site Search Category	2. Leases	16	0.19%
Start Page	3. Criminal Defense	13	0.15%
	4. Estate Planning	12	0.14%
	5. incorporation	12	0.14%
	6. Bankruptcy	11	0.13%
	7. Real Estate	11	0.13%
	8. Wills	11	0.13%
	9. Landlord-Tenant	10	0.12%
	10. Business Formation	9	0.11%

Site Content	Start Page	Total Unique Searches	% Total Unique Searches
Search Term	1. /referral/front-form	6,416	76.24%
Site Search Category	2. /search2	1,355	16.10%
Start Page	3. (entrance)	170	2.02%
	4. /index.html	23	0.27%
	5. /search2?actionType=getResults&return=1	19	0.23%
	6. /lawyers	10	0.12%
	7. /search2?actionType=getResults	10	0.12%
	8. /inbox/profile	5	0.06%
	9. /lawyers/profile/greeman-toomey-pllc	4	0.05%
	10. /lawyers/profile/law-offices-costello-mains	3	0.04%

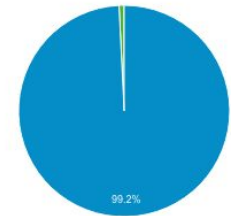
Search: This data was from January 1st to March 1st.

Site Content	Site Search Category	Total Unique Searches	% Total Unique Searches
Search Term	1. (not set)	152,691	89.27%
Site Search Category	2. article	8,518	4.98%
Start Page	3. all	5,006	2.93%
	4. product	4,085	2.39%
	5. ldir	739	0.43%

0.78% of your visits used site search



■ Visits Without Site Search ■ Visits With Site Search



According to GA: few are selecting the drop down options.

Looking at keywords being searched we can see a few that stand out.


Site Content	Search Term	Total Unique Searches	% Total Unique Searches
Search Term	1. Landlord and Tenant	338	0.20%
Site Search Category	2. Wills	155	0.09%
Start Page	3. Landlord-Tenant	144	0.08%
	4. Estate Planning	124	0.07%
	5. Leases	101	0.06%
	6. Real Estate	100	0.06%
	7. Criminal Defense	93	0.05%
	8. Bankruptcy	85	0.05%
	9. Immigration Law	82	0.05%
	10. 00601	81	0.05%

ARTICLES- collected 1/1-3/8

These are both the same time frame, not sure what the differences are but showed up as top article pages viewed.

Page path level 2 ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?	Bounce Rate ?	% Exit ?
	22,359,503 <small>% of Total: 85.37% (26,191,954)</small>	19,605,035 <small>% of Total: 86.63% (22,632,002)</small>	00:03:10 <small>Avg for View: 00:02:40 (19.05%)</small>	79.04% <small>Avg for View: 78.10% (1.21%)</small>	68.95% <small>Avg for View: 63.66% (8.31%)</small>
1. /free-books/	1,609,143 (7.20%)	1,475,257 (7.52%)	00:04:28	82.69%	76.63%
2. /content/	109,865 (0.49%)	92,617 (0.47%)	00:02:14	83.58%	65.03%
3. /difference-between-us-green-card-us-citizenship.html	60,921 (0.27%)	56,005 (0.29%)	00:03:46	82.06%	81.07%
4. /evictions-renters-tenants-rights-29824.html	59,537 (0.27%)	53,937 (0.28%)	00:04:29	78.84%	72.30%
5. /avoid-capital-gains-tax-selling-home-29901.html	59,221 (0.26%)	55,503 (0.28%)	00:06:16	91.24%	89.72%
6. /will-i-get-penalized-working-while-collecting-social-security-retirement.html	56,686 (0.25%)	52,689 (0.27%)	00:05:58	91.00%	90.17%
7. /statute-of-limitations-state-laws-chart-29941.html	54,448 (0.24%)	50,132 (0.26%)	00:02:43	88.38%	71.40%
8. /can-the-irs-take-tax-refund-child-support-arrears.html	50,097 (0.22%)	45,977 (0.23%)	00:04:52	87.41%	86.71%
9. /getting-patent-yourself-29493.html	48,869 (0.22%)	41,839 (0.21%)	00:03:16	67.16%	66.00%
10. /top-ten-tax-deductions-landlords-29497.html	48,589 (0.22%)	41,216 (0.21%)	00:03:03	70.57%	67.05%
11. /form-llc-how-to-organize-llc-30287.html	48,305 (0.22%)	42,291 (0.22%)	00:02:13	52.79%	51.88%
12. /how-estate-settled-if-theres-32442.html	48,270 (0.22%)	42,428 (0.22%)	00:03:38	69.44%	62.95%
13. /meal-rest-breaks-rights-employee-29773.html	47,845 (0.21%)	40,071 (0.20%)	00:03:09	74.79%	73.30%
14. /mold-rentals-landlord-liability-responsibility-prevention-30230.html	45,705 (0.20%)	39,571 (0.20%)	00:04:06	72.39%	68.19%
15. /how-llcs-are-taxed-29675.html	43,361 (0.19%)	38,908 (0.20%)	00:05:10	78.40%	75.68%
16. /when-apply-us-citizenship-46704.html	39,933 (0.18%)	37,183 (0.19%)	00:05:28	85.48%	83.93%
17. /what-home-improvements-tax-deductible.html	39,667 (0.18%)	37,470 (0.19%)	00:03:59	90.34%	88.60%
18. /wrongful-termination-was-firing-illegal-32282.html	38,786 (0.17%)	35,100 (0.18%)	00:04:51	79.99%	76.05%

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- Hurricanes and Flood Insurance Tips for Homeowners
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