

Overview

Click Through Rate & Impressions

Clicks  
105  
↓ -25.0%

Impressions  
1,817  
↓ -13.7%

CTR  
5.78%  
↓ -13.1%

Conversions

Conversions  
15  
↑ 0.5%

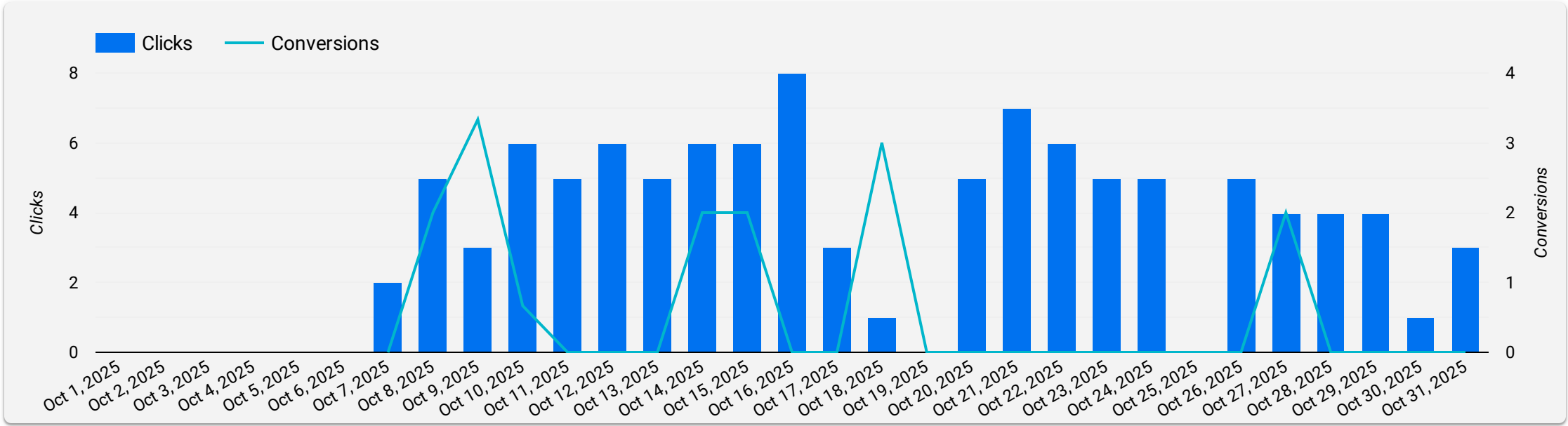
Conv. rate  
14.29%  
↑ 34.1%

Cost & Cost Per Click

Avg. CPC  
\$9.33  
↑ 17.3%

Cost  
\$979.37  
↓ -12.0%

Clicks vs Conversions



Campaign Details

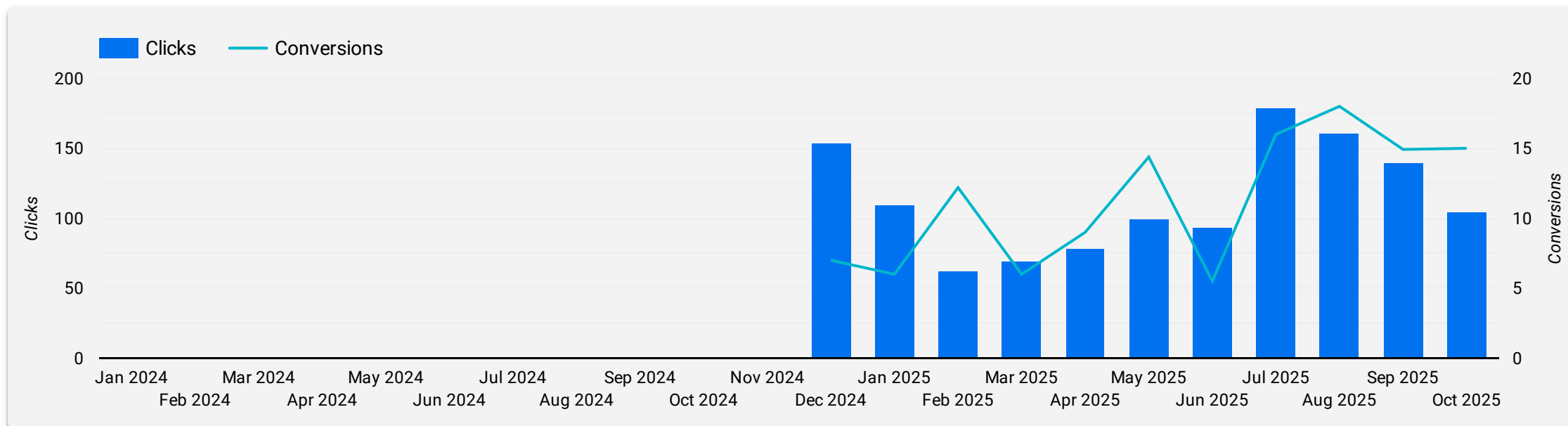
Campaign	Clicks	Impressions	CTR	Avg. CPC	Conversions	Conv. rate	Cost
Search-Campaign#1	105	1,817	5.78%	\$9.33	15	14.29%	\$979.37

## Month to Date

## Month to Month Details

Month ▾	Clicks	Impressions	CTR	Avg. CPC	Conversions	Conv. rate	Cost
Oct 2025	105	1,817	5.78%	\$9.33	15	14.29%	\$979.37
Sep 2025	140	2,106	6.65%	\$7.95	15	10.66%	\$1,113.48
Aug 2025	161	2,946	5.47%	\$6.83	18	11.18%	\$1,099.93
Jul 2025	179	3,042	5.88%	\$5.76	16	8.94%	\$1,031.52
Jun 2025	93	1,474	6.31%	\$11.1	6	5.93%	\$1,032.46
May 2025	100	1,656	6.04%	\$10.23	14	14.38%	\$1,023.19
Apr 2025	78	1,219	6.4%	\$14.36	9	11.54%	\$1,119.82
Mar 2025	69	939	7.35%	\$14.82	6	8.7%	\$1,022.64
Feb 2025	62	812	7.64%	\$15.06	12	19.67%	\$933.75
Jan 2025	110	1,815	6.06%	\$9.01	6	5.45%	\$991.63

## Monthly Clicks vs Conversions



## Search Keywords

Search keyword	Clicks ▾	Impressions	CTR	Avg. CPC	Conversions	Conv. rate	Cost
camden divorce lawyers	62	1,265	4.9%	\$9.85	4	6.45%	\$610.62
family law camden	15	25	60%	\$7.69	6.33	42.22%	\$115.32
lawyers near me	12	177	6.78%	\$9.91	0	0%	\$118.97
attorney near me	3	69	4.35%	\$8.4	0	0%	\$25.2
family law solicitor near me	2	6	33.33%	\$8.6	3	150%	\$17.2
camden Lawyer	2	16	12.5%	\$6.76	1	50%	\$13.52
lawyers camden	2	27	7.41%	\$7.4	0	0%	\$14.8
family solicitors camden	2	8	25%	\$9.45	0.67	33.33%	\$18.89
property settlement	1	12	8.33%	\$9.23	0	0%	\$9.23
mediation property settlement	1	4	25%	\$6.85	0	0%	\$6.85
lawyer for family	1	2	50%	\$11.56	0	0%	\$11.56
female family lawyers near me	1	4	25%	\$6.69	0	0%	\$6.69
family lawyer	1	42	2.38%	\$10.52	0	0%	\$10.52
family lawyer camden	0	4	0%	\$0	0	0%	\$0
uncontested divorce lawyers near me	0	1	0%	\$0	0	0%	\$0
family law lawyer	0	16	0%	\$0	0	0%	\$0
family law lawyers	0	2	0%	\$0	0	0%	\$0
family law near me	0	2	0%	\$0	0	0%	\$0
family law property settlement	0	5	0%	\$0	0	0%	\$0
family law solicitor	0	0	0%	\$0	0	0%	\$0
family law firm	0	2	0%	\$0	0	0%	\$0
family law solicitors	0	1	0%	\$0	0	0%	\$0
family law solicitors near me	0	0	0%	\$0	0	0%	\$0

## Conversions & Engagement

### Conversions

Conversions

15

↑ 0.5%

Conv. rate

14.29%

↑ 34.1%

Ad Phone Calls

4

↓ -20.0%

Calls are counted as conversions if longer than 20secs

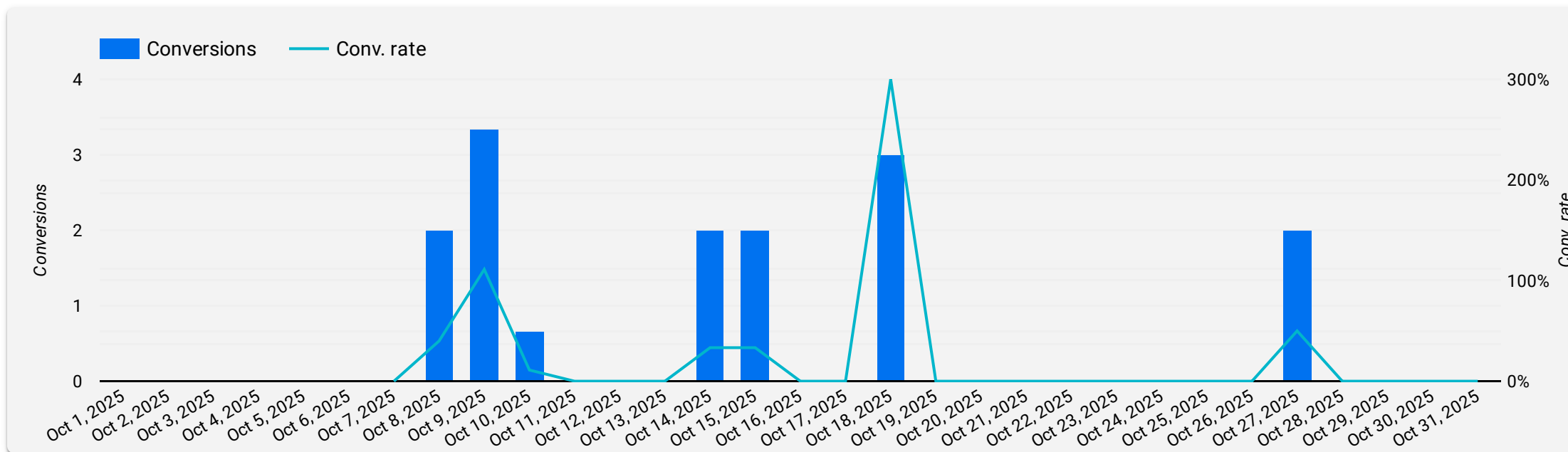
### Website Conversion Type

Event name	Key events
schedule_chat	7
start_journey	4

### Top Converting Pages

Page path	Key events
/your-family-our-focus/	4
/service/family-law/parenting/	2
/about/our-team/	1
/fees/	1
/navigating-divorce-together/	1
/service/conveyancing/purchas...	1
/service/family-law/child-suppo...	1

### Conversions vs Conversion Rate

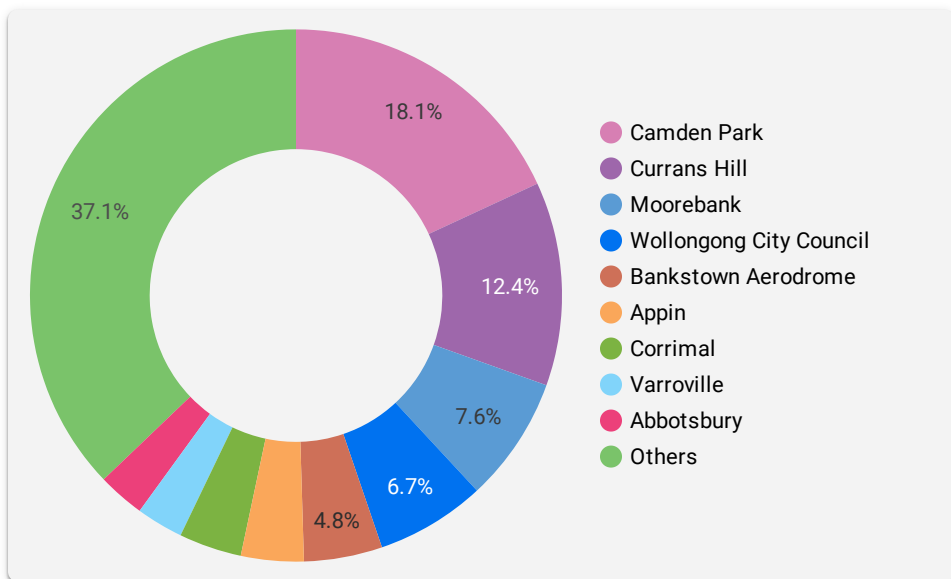


## Where your Ads Showed

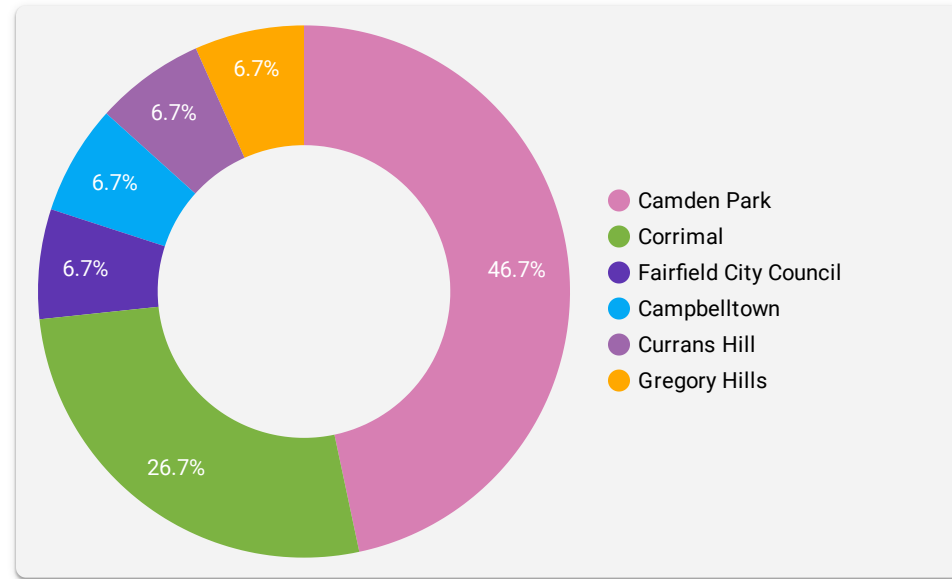
### Location Details

City	Clicks ▾	Impressions	CTR	Avg. CPC	Conversions	Conv. rate	Cost
Camden Park	19	164	11.59%	\$8.63	7	36.84%	\$163.9
Currans Hill	13	138	9.42%	\$8.6	1	7.69%	\$111.75
Moorebank	8	164	4.88%	\$9.11	0	0%	\$72.9
Wollongong City Council	7	77	9.09%	\$11.1	0	0%	\$77.69
Bankstown Aerodrome	5	101	4.95%	\$7.67	0	0%	\$38.36
Appin	4	103	3.88%	\$9.71	0	0%	\$38.84
Corrimal	4	18	22.22%	\$10.64	4	100%	\$42.55
Abbotsbury	3	37	8.11%	\$7.21	0	0%	\$21.63
Yagoona	3	20	15%	\$8.75	0	0%	\$26.26
Varroville	3	47	6.38%	\$9.76	0	0%	\$29.29

### Clicks per Location



### Conversions per Location

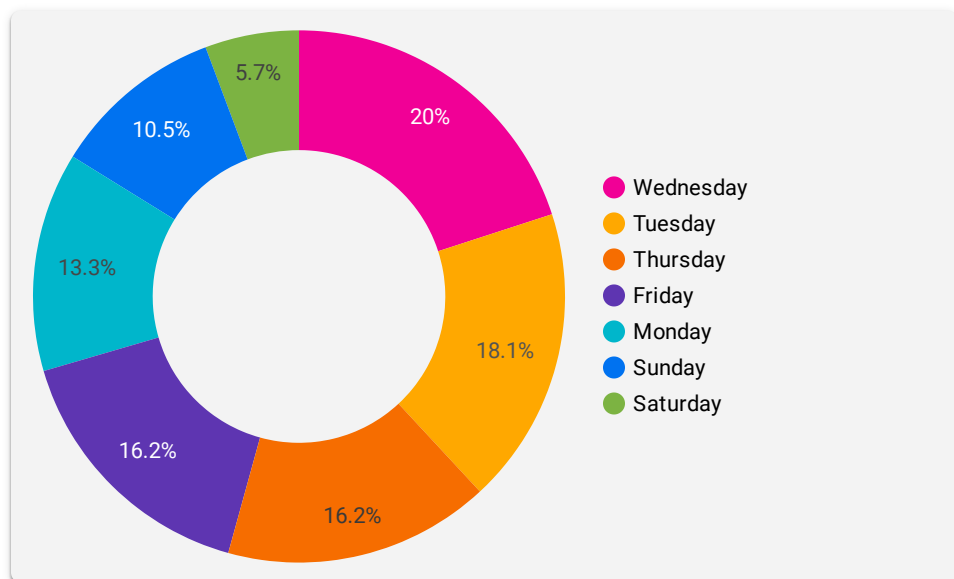


## When your Ads showed - Day

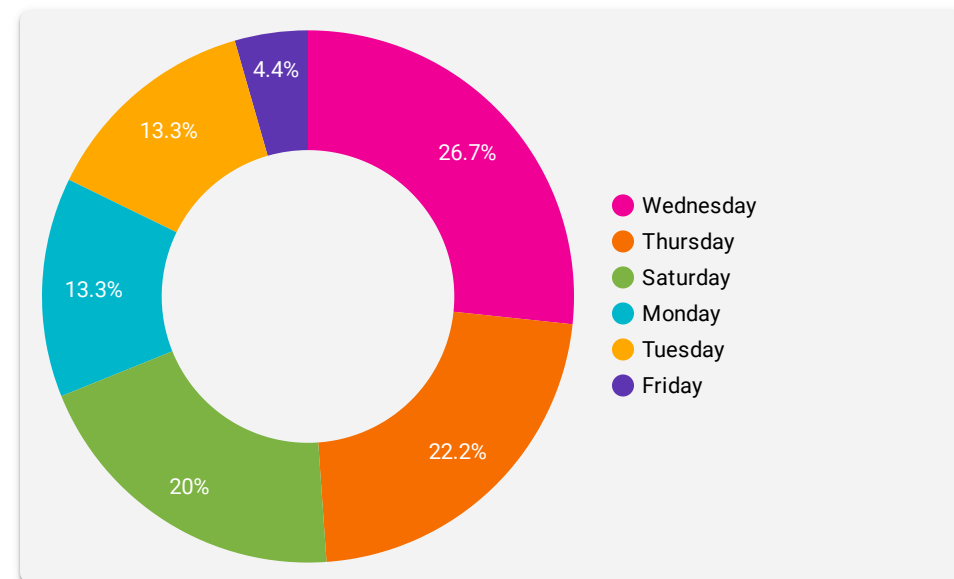
### Day of the Week Details

Day of week	Clicks ▾	Impressions	CTR	Avg. CPC	Conversions	Conv. rate	Cost
Wednesday	21	411	5.11%	\$7.7	4	19.05%	\$161.73
Tuesday	19	317	5.99%	\$8.56	2	10.53%	\$162.61
Thursday	17	143	11.89%	\$8.73	3.33	19.61%	\$148.34
Friday	17	306	5.56%	\$8.87	0.67	3.92%	\$150.79
Monday	14	326	4.29%	\$10.95	2	14.29%	\$153.23
Sunday	11	174	6.32%	\$12.94	0	0%	\$142.36
Saturday	6	140	4.29%	\$10.05	3	50%	\$60.31

### Clicks per Day



### Conversions per Day

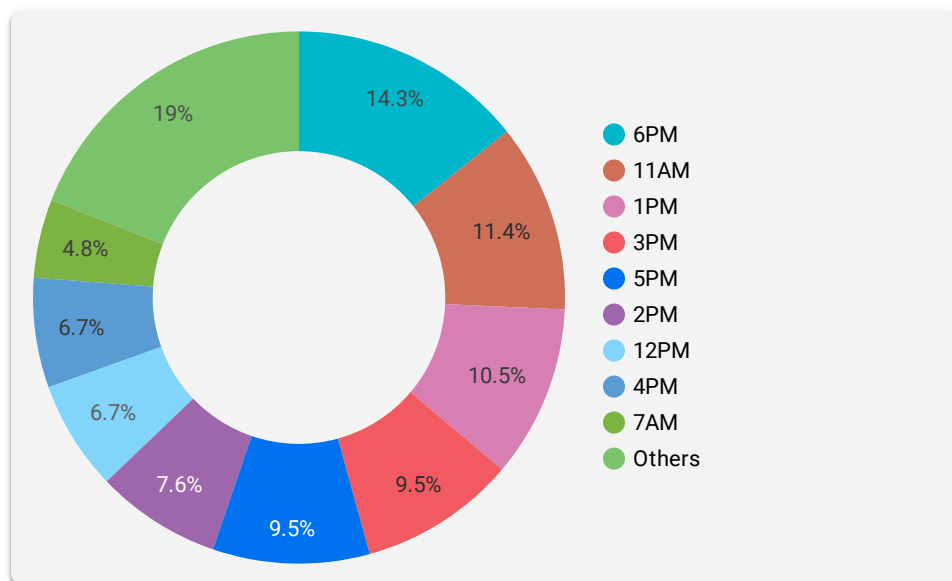


## When your Ads showed - Hour

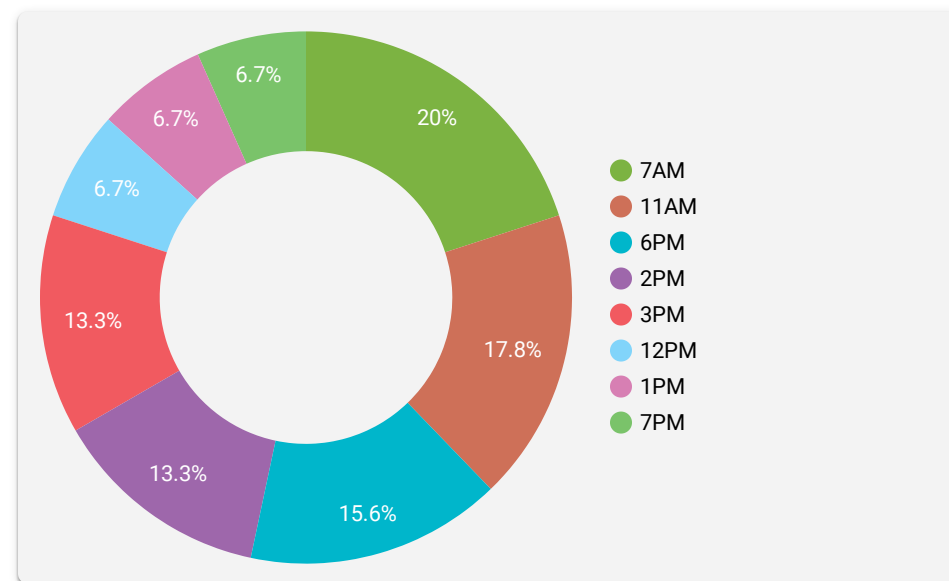
### Hourly Details

Hour of day	Clicks ▾	Impressions	CTR	Avg. CPC	Conversions	Conv. rate	Cost
6PM	15	123	12.2%	\$8.38	2.33	15.56%	\$125.77
11AM	12	147	8.16%	\$11.72	2.67	22.22%	\$140.67
1PM	11	144	7.64%	\$8.13	1	9.09%	\$89.48
3PM	10	184	5.43%	\$8.03	2	20%	\$80.3
5PM	10	148	6.76%	\$9.72	0	0%	\$97.18
2PM	8	161	4.97%	\$10.03	2	25%	\$80.25
12PM	7	147	4.76%	\$7.73	1	14.29%	\$54.12
4PM	7	137	5.11%	\$11.72	0	0%	\$82.04
7AM	5	77	6.49%	\$8.7	3	60%	\$43.49
9AM	5	150	3.33%	\$8.85	0	0%	\$44.25

### Clicks per Hour



### Conversions per Hour

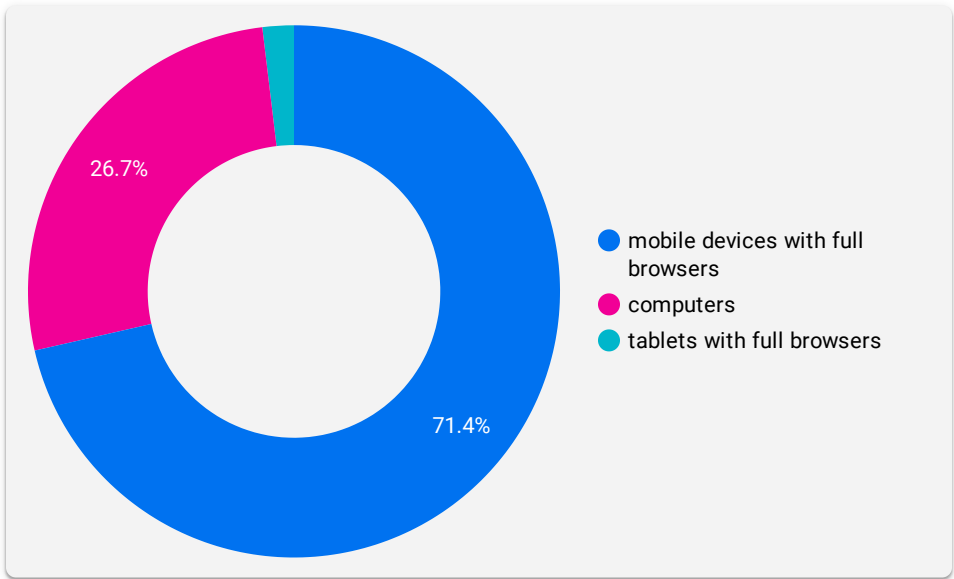


## Which Device Was Used

### Device Details

Device	Clicks ▾	Impressions	CTR	Avg. CPC	Conversions	Conv. rate	Cost
mobile devices with full browsers	75	1,257	5.97%	\$9.29	15	20%	\$696.94
computers	28	525	5.33%	\$9.48	0	0%	\$265.38
tablets with full browsers	2	35	5.71%	\$8.53	0	0%	\$17.05

### Clicks per Device



### Conversions per Device

