

Example Attorney Report
For June, July, August of 2024



TopSpot Listings (4)

Total cost: \$414.52 per month.

Avg CPC over all topspots: \$82.90 - BAD


Suggestion - cancel overpriced topspot listings.

In Plain Language...

You're paying \$400+ per month and getting an average of 5 clicks. That's \$80 per click. We would do much much better on Google Ads or buying LSAs.

TopSpot Listing

Superior, WI - Criminal Defense - \$64.80/month - traffic is terrible.



Ad Stocke Law Office
Criminal Defense Lawyers Serving Superior, WI
(Duluth, MN)

Past client? [Leave a review.](#)

VISIT WEBSITE

☎ 888-861-2452

👤 Law Firm Profile

✉ Contact us

✓ FREE CONSULTATION

I will protect your rights, no matter how serious the accusation,
CALL TODAY for a free consultation from an experienced lawyer.

<https://lawyers.findlaw.com/lawyer/firm/criminal-law/superior/wisconsin>

Cost: \$59.40/ month. Avg CPC: \$64.80

Only 11 clicks in the past 12 months.

How it Appears on Your Bill

Ship/Post date: April 30
April 1, 2023 - April 30, 2023

FindLaw Directory Topspot, Subscription	6154159727	1	59.40	59.40	0.00	59.40
---	------------	---	-------	-------	------	-------

In Plain Language...


You're paying \$60 a month and getting one click for it. This directory got 83 visits in the entire year. It's not a place you should advertise.



Suggestion: cancel & replace with Google Adwords

TopSpot Listing

Duluth, MN - Sex Crimes Defense - \$39.60/month - traffic is non-existent



Christopher G. Stocke,
Attorney at Law
Sex Crime Lawyers Serving Duluth, MN (Duluth)

Past client? [Leave a review.](#)

VISIT WEBSITE

☎ 888-861-2452

👤 Law Firm Profile

✉ Contact us

✓ FREE CONSULTATION

Defending your rights! When your freedom and future are at stake I can help. Contact me today!

<https://lawyers.findlaw.com/lawyer/firm/sex-crime/duluth/minnesota>

Cost: \$39.60/ month. Avg CPC: \$inf - **\$475.20 paid for ZERO clicks**
NO clicks in the past 12 months.

How it Appears on Your Bill

Ship/Post date: April 30
April 1, 2023 - April 30, 2023

FindLaw Directory Topspot, Subscription	6154159724	1	39.60	39.60	0.00	39.60
DULUTH-SUPERIOR, MN / SEXUAL OFFENSES						

In Plain Language...


You're paying \$40 a month and getting NO traffic. \$450+... ZERO clicks. Obviously this is a very thin market, but if you're getting zero clicks, your bill should reflect that.



Suggestion: cancel & replace with Google Adwords

TopSpot Listing

Duluth, MN - DUI Defense - \$67.32/month - traffic is terrible



Ad Stocke Law Office
DUI & DWI Lawyers Serving Duluth, MN (Duluth, MN)

Past client? [Leave a review.](#)

VISIT WEBSITE

☎ 888-861-2452

👤 Law Firm Profile

✉ Contact us

✓ FREE CONSULTATION

Protecting the rights of St. Louis County drivers for over a decade. Call Today for a free consultation.

<https://lawyers.findlaw.com/lawyer/firm/dui-dwi/duluth/minnesota>

Cost: \$67.32/ month. Avg CPC: \$67.32 - **not an error. One per month.**
ONE click per month in the past 12 months.

How it Appears on Your Bill

Ship/Post date: April 30
April 1, 2023 - April 30, 2023

FindLaw Directory Topspot, Subscription	6154159725	1	67.32	67.32	0.00	67.32
DULUTH-SUPERIOR, MN / DUI/DWI						

In Plain Language...


One click per month is not enough to justify keeping this listing. DUI should be seeing a lot more visits, even if they're not all converting. There are WAY more DUIs in St. Louis County than a single click per month. **You are losing traffic to your competitors.**



Suggestion: cancel & replace with Google Adwords

TopSpot Listing

Duluth, MN - Criminal Defense - \$248.20/month - traffic is so/so



Chris Stocke
Criminal Defense Lawyers Serving Duluth, MN
(Duluth, MN)

Past client? [Leave a review.](#)

Questions answered, PROBLEMS SOLVED when you are in trouble. Felonies Misdemeanors Drunk-driving offenses. Call

[VISIT WEBSITE](#)

[888-861-2452](#)

[Law Firm Profile](#)

[Contact us](#)

<https://lawyers.findlaw.com/lawyer/firm/criminal-law/duluth/minnesota>

Cost: \$248.20/ month. Avg CPC: \$80.50

Three clicks per month in the past 12 months.

How it Appears on Your Bill

FindLaw Directory Topspot, Subscription	6154159719	1	248.20	248.20	0.00	248.20
DULUTH-SUPERIOR, MN / CRIMINAL LAW						

In Plain Language...

While this one is doing better for total traffic, the cost per click is still terrible. You'd do much better with LSA ads or just plain keywords on Google ads.



Suggestion: cancel & replace with Google Adwords