#### 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.

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



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

59 40

59 40

.00

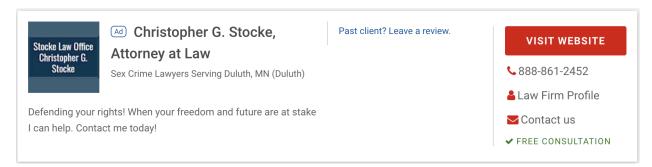
59.40

# 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.



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



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

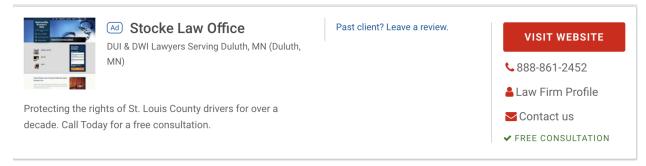
DULUTH-SUPERIOR, MN / SEXUAL OFFENSES

# 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.



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



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

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.** 



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



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

248.20

248.20

0.00 2

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.

