

Joeslegalphoenix.com



AdWords Advisor Report

Mar 10, 2014

AdWords Advisor Report

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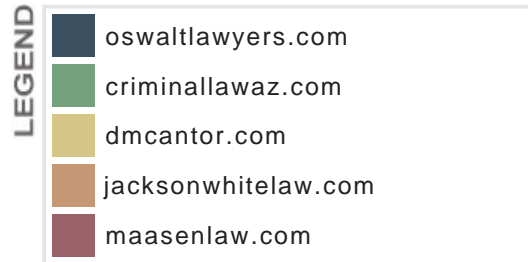
[Best Negative Match Opportunities](#)

Top Keyword Recommendations

We've sifted through all the ads your competitors have ever bought, **5k** in all, looking for patterns. By digging through your competitors' historical bidding record, we can see which keywords are their most successful.



These charts show the combined coverage of your competitors on the keyword over the last 14 months. Each color represents a single competitor, each column is a month. Graphs going up and to the right mean your competitors are betting more on a keyword over time.



80.4 Potential Clicks/Mo
 Great Buy⁽⁹⁵⁾

The order is mostly based on the strength of the buy rating, but also slightly prioritized by the size of the opportunity in potential clicks. The number in parentheses is a 0-100 scale to help differentiate the strength of a recommendation within a buy rating. Ex: "Great Buy (95)" is better than "Great Buy (93)".

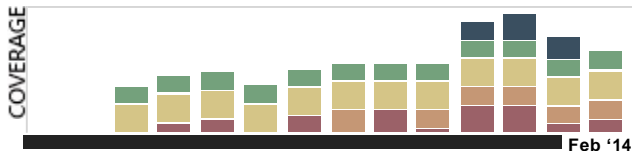
Next, we figure out which keyword match type (phrase, broad, exact, modified broad) your competitors are buying and we filter out any that you already buy. When a keyword is large enough that we think it belongs in its own ad group we dig deeper to discover the best performing ad copy to give you a place to get started.

These are the top **50** keyword recommendations for you to add to your campaign. Combined, these recommendations represent **332.25** new clicks per month for your campaign.

[Download as CSV](#)

criminal lawyers in phoenix (Exact Match)

\$10.80 Cost/Click | \$5.79 Cost/Day | 90 Impressions/Mo

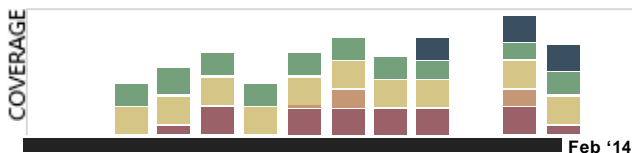


16 Potential Clicks/Mo

Great Buy⁽⁹⁷⁾

arizona criminal lawyer (Exact Match)

\$91.26 Cost/Click | \$20.89 Cost/Day | 120 Impressions/Mo



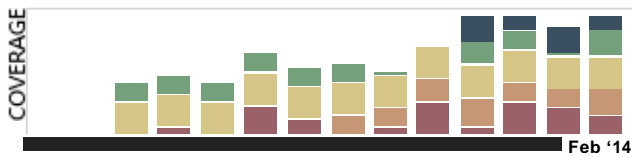
6.9 Potential Clicks/Mo

Great Buy⁽⁹⁶⁾

AdWords Advisor Report

phoenix criminal lawyer (Exact Match)

\$88.55 Cost/Click | \$5.76 Cost/Day | 240 Impressions/Mo

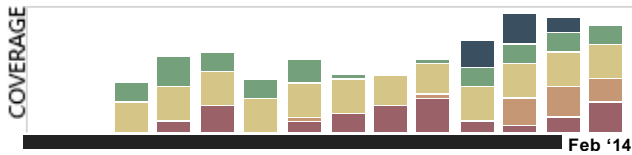


3.3 Potential Clicks/Mo

Great Buy⁽⁹⁸⁾

phoenix criminal attorneys (Exact Match)

\$80.94 Cost/Click | \$16.78 Cost/Day | 30 Impressions/Mo

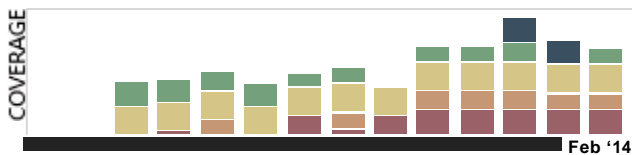


6 Potential Clicks/Mo

Great Buy⁽⁹²⁾

phoenix criminal defense attorney (Exact Match)

\$77.17 Cost/Click | \$6.72 Cost/Day | 240 Impressions/Mo

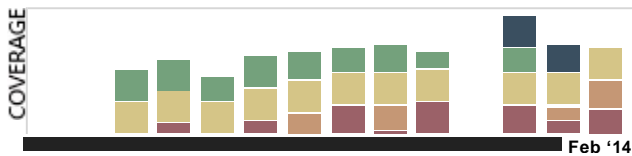


2.4 Potential Clicks/Mo

Great Buy⁽⁹⁷⁾

attorneys in phoenix az (Exact Match)

\$43.35 Cost/Click | \$4.57 Cost/Day | 120 Impressions/Mo

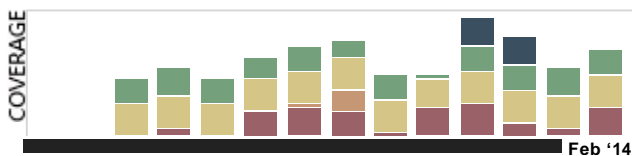


3.3 Potential Clicks/Mo

Great Buy⁽⁹¹⁾

arizona criminal attorney (Exact Match)

\$69.55 Cost/Click | \$0.37 Cost/Day | 90 Impressions/Mo

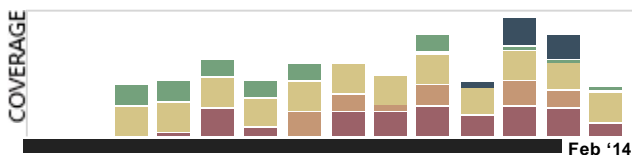


3 Potential Clicks/Mo

Great Buy⁽⁹²⁾

phoenix criminal defense lawyer (Exact Match)

\$59.33 Cost/Click | \$5.17 Cost/Day | 120 Impressions/Mo



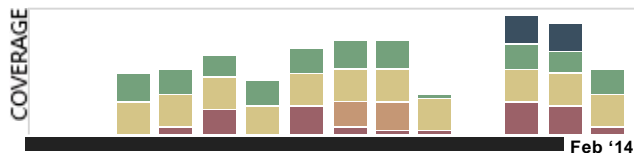
2.7 Potential Clicks/Mo

Great Buy⁽⁹¹⁾

AdWords Advisor Report

arizona criminal lawyers (Exact Match)

\$89.79 Cost/Click | \$5.04 Cost/Day | 30 Impressions/Mo

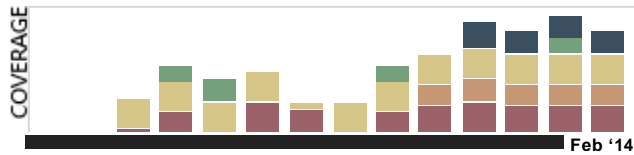


2.7 Potential Clicks/Mo

Great Buy⁽⁹¹⁾

criminal lawyers phoenix az (Exact Match)

\$86.12 Cost/Click | \$4.51 Cost/Day | 30 Impressions/Mo

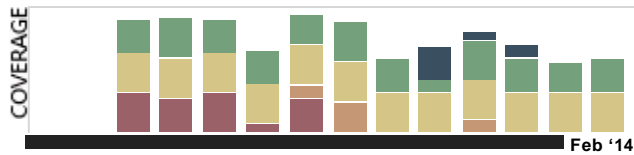


2.4 Potential Clicks/Mo

Great Buy⁽⁹²⁾

criminal defense attorney tucson (Exact Match)

\$93.25 Cost/Click | \$7.00 Cost/Day | 60 Impressions/Mo

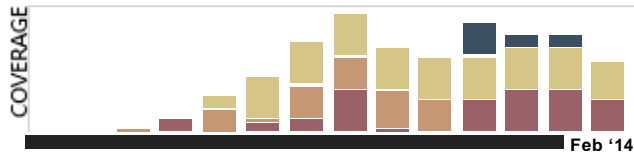


2.4 Potential Clicks/Mo

Great Buy⁽⁹¹⁾

phoenix attorney (Exact Match)

\$36.19 Cost/Click | \$13.92 Cost/Day | 120 Impressions/Mo

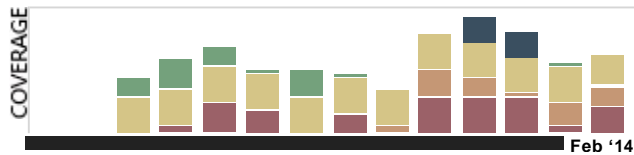


11 Potential Clicks/Mo

Great Buy⁽⁷⁹⁾

criminal attorney phoenix az (Exact Match)

\$85.38 Cost/Click | \$4.44 Cost/Day | 30 Impressions/Mo

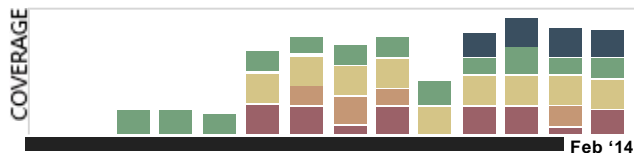


1.8 Potential Clicks/Mo

Great Buy⁽⁹²⁾

attorney phoenix az (Exact Match)

\$47.50 Cost/Click | \$1.80 Cost/Day | 90 Impressions/Mo



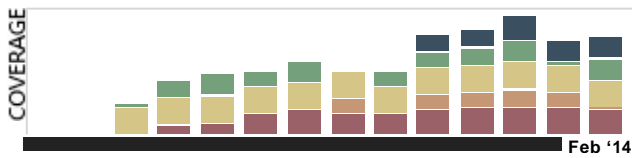
1.2 Potential Clicks/Mo

Great Buy⁽⁹⁴⁾

AdWords Advisor Report

criminal attorney phoenix (Exact Match)

\$81.82 Cost/Click | \$1.70 Cost/Day | 120 Impressions/Mo

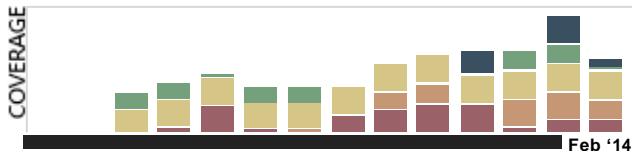


0.9 Potential Clicks/Mo

Great Buy⁽⁹⁸⁾

criminal lawyers phoenix (Exact Match)

\$96.21 Cost/Click | \$0.51 Cost/Day | 30 Impressions/Mo

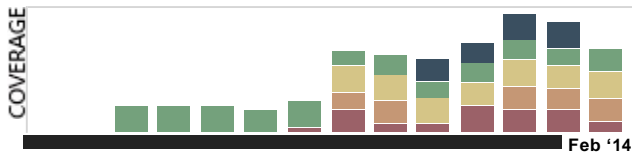


1.2 Potential Clicks/Mo

Great Buy⁽⁹⁴⁾

attorney phoenix arizona (Exact Match)

\$20.74 Cost/Click | \$0.39 Cost/Day | 30 Impressions/Mo

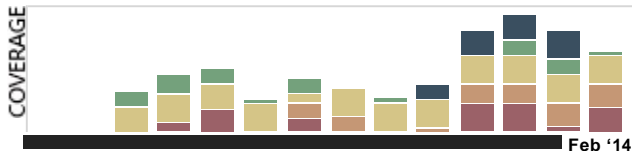


1.2 Potential Clicks/Mo

Great Buy⁽⁹⁴⁾

phoenix criminal defense lawyers (Exact Match)

\$54.30 Cost/Click | \$0.54 Cost/Day | 30 Impressions/Mo

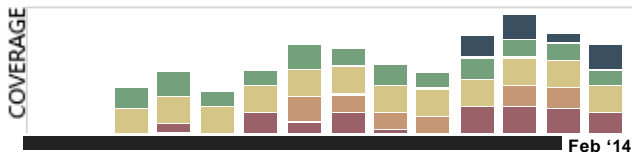


1.2 Potential Clicks/Mo

Great Buy⁽⁹¹⁾

phoenix criminal defense (Exact Match)

\$60.00 Cost/Click | \$1.39 Cost/Day | 30 Impressions/Mo



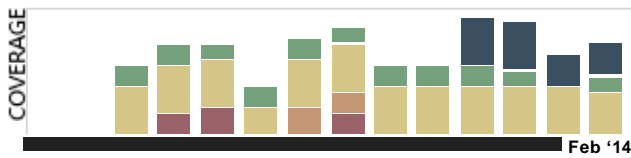
0.9 Potential Clicks/Mo

Great Buy⁽⁹⁷⁾

AdWords Advisor Report

"lawyer tucson" (Phrase Match)

\$3.99 Cost/Click | \$9.77 Cost/Day | 0 Impressions/Mo



Exact Match Keywords You're not Showing Up On
lawyer tucson, criminal lawyer tucson

74 Potential Clicks/Mo

Good Buy⁽⁶⁷⁾

Top Performing Ads:

[Criminal Defense Lawyers](#)

oswaltlawyers.com

Experienced & Aggressive Help 24/7
Phoenix Criminal Attorney

2/2 Impressions

9.5 Avg. Position

[Criminal Defense Lawyers](#)

dmcantor.com

Board Certified Crim Law Specialist
Experienced, AV Rated-Highest

1/1 Impressions

3 Avg. Position

[Criminal Defense Lawyer](#)

criminallawaz.com

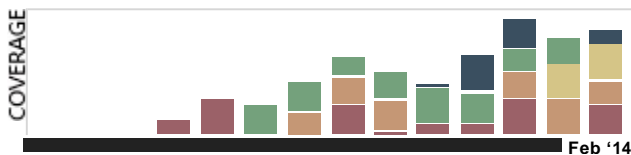
Top Rated Criminal Lawyer Phoenix
Call Now For Quick Consultation

1/1 Impressions

11 Avg. Position

lawyers in phoenix az (Exact Match)

\$102.24 Cost/Click | \$2.73 Cost/Day | 30 Impressions/Mo

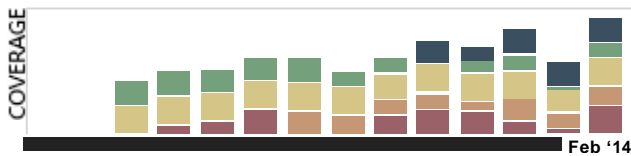


0.9 Potential Clicks/Mo

Great Buy⁽⁹⁴⁾

criminal defense attorney phoenix (Exact Match)

\$55.59 Cost/Click | \$2.67 Cost/Day | 150 Impressions/Mo

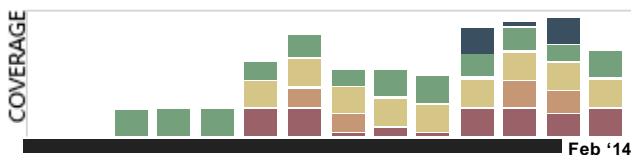


0.8 Potential Clicks/Mo

Great Buy⁽⁹⁷⁾

attorneys phoenix az (Exact Match)

\$11.07 Cost/Click | \$0.14 Cost/Day | 30 Impressions/Mo

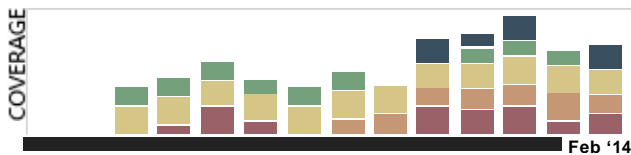


0.9 Potential Clicks/Mo

Great Buy⁽⁹³⁾

criminal defense attorney mesa az (Exact Match)

\$77.02 Cost/Click | \$0.06 Cost/Day | 22 Impressions/Mo



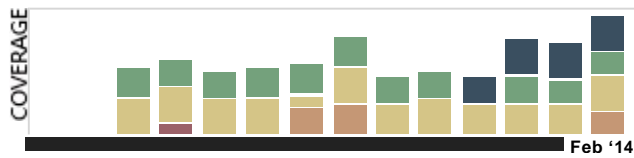
0.9 Potential Clicks/Mo

Great Buy⁽⁹⁵⁾

AdWords Advisor Report

tucson criminal defense attorney (Exact Match)

\$25.62 Cost/Click | \$1.90 Cost/Day | 90 Impressions/Mo

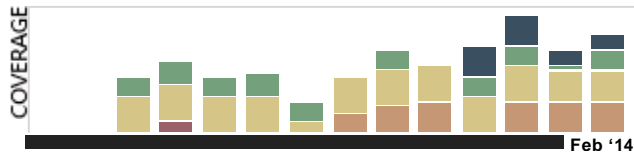


2.1 Potential Clicks/Mo

Great Buy⁽⁷⁷⁾

scottsdale criminal attorney (Exact Match)

\$60.08 Cost/Click | \$5.28 Cost/Day | 58 Impressions/Mo



2.7 Potential Clicks/Mo

Good Buy⁽⁷⁴⁾

criminal defense law firms (Exact Match)

\$23.92 Cost/Click | \$2.46 Cost/Day | 30 Impressions/Mo

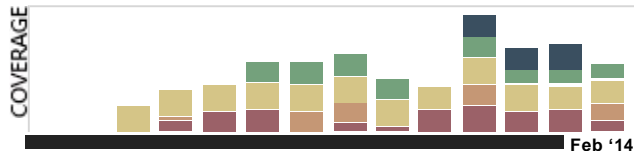


3.3 Potential Clicks/Mo

Good Buy⁽⁷¹⁾

lawyers phoenix az (Exact Match)

\$21.94 Cost/Click | \$0.09 Cost/Day | 60 Impressions/Mo

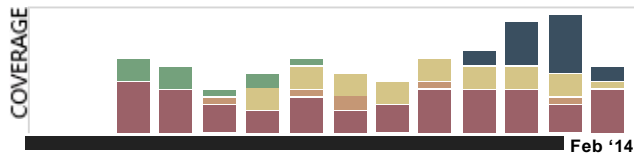


0.6 Potential Clicks/Mo

Great Buy⁽⁹⁶⁾

+phoenix +dui (Modified Broad Match)

\$70.99 Cost/Click | \$178.70 Cost/Day | 0 Impressions/Mo



Exact Match Keywords You're not Showing Up On

phoenix dui mugshots, phoenix dui laws, phoenix dui arrests, phoenix dui attorneys, phoenix dui attorney (+5 More)

76 Potential Clicks/Mo

Good Buy⁽⁶⁴⁾

Top Performing Ads:

[Got a DUI in Phoenix?](#)

maasenlaw.com

Free Initial Case Evaluation 24/7 Have a Lawyer Review Your Case Now.

5/8 Impressions

6.4 Avg. Position

[Got a DUI in Phoenix?](#)

maasenlaw.com

Free Initial Case Evaluation 24/7! Have a Lawyer Review Your Case Now.

5/8 Impressions

6.4 Avg. Position

[\\$0 Down Payment Plans](#)

oswaltlawyers.com

24-7 Avail Now - On Your Side DUI Charges, Criminal Defense Attys

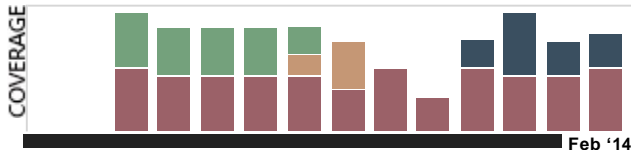
4/4 Impressions

11.8 Avg. Position

AdWords Advisor Report

"az dui lawyer" (Phrase Match)

\$83.16 Cost/Click | \$17.05 Cost/Day | 0 Impressions/Mo



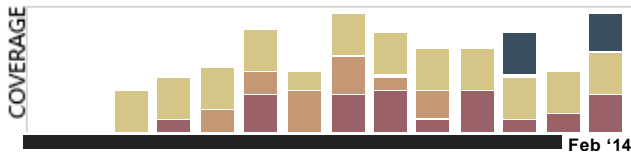
Exact Match Keywords You're not Showing Up On
az dui lawyer com, az dui lawyer

6 Potential Clicks/Mo

Good Buy⁽⁶⁷⁾

arizona lawyer (Exact Match)

\$8.98 Cost/Click | \$0.42 Cost/Day | 90 Impressions/Mo

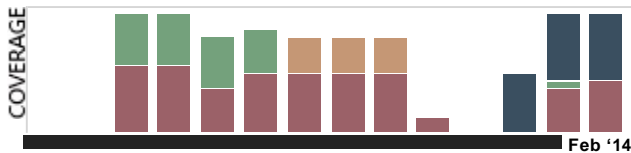


1.5 Potential Clicks/Mo

Great Buy⁽⁷⁷⁾

dui lawyers in arizona (Exact Match)

\$109.20 Cost/Click | \$6.14 Cost/Day | 30 Impressions/Mo



2.1 Potential Clicks/Mo

Good Buy⁽⁷³⁾

az criminal lawyers (Exact Match)

\$59.79 Cost/Click | \$0.68 Cost/Day | 28 Impressions/Mo

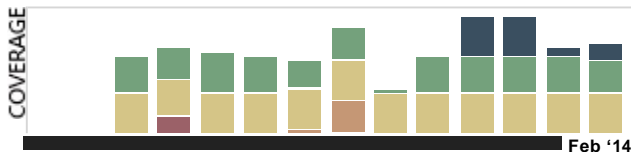


1.5 Potential Clicks/Mo

Great Buy⁽⁷⁸⁾

criminal lawyers arizona (Exact Match)

\$66.86 Cost/Click | \$8.98 Cost/Day | 28 Impressions/Mo

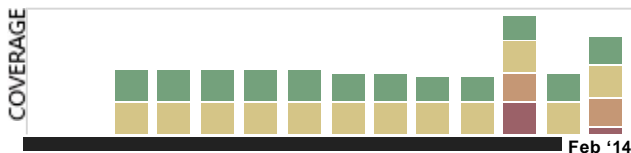


3.9 Potential Clicks/Mo

Good Buy⁽⁶⁷⁾

attorneys in phoenix arizona (Exact Match)

\$19.94 Cost/Click | \$1.25 Cost/Day | 30 Impressions/Mo



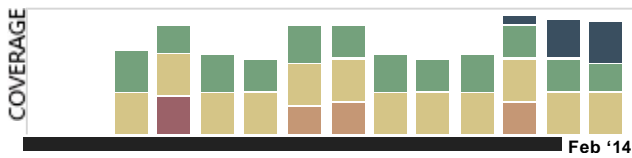
2.4 Potential Clicks/Mo

Good Buy⁽⁷⁰⁾

AdWords Advisor Report

az criminal lawyer (Exact Match)

\$31.23 Cost/Click | \$0.54 Cost/Day | 36 Impressions/Mo

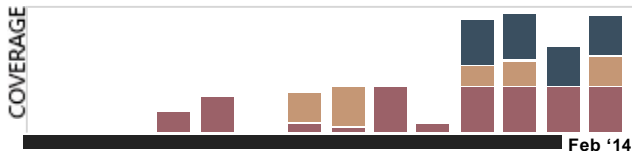


1.2 Potential Clicks/Mo

Great Buy⁽⁷⁸⁾

phoenix lawyers (Exact Match)

\$32.52 Cost/Click | \$18.54 Cost/Day | 120 Impressions/Mo



17 Potential Clicks/Mo

Good Buy⁽⁶⁰⁾

crime lawyers (Exact Match)

\$4.38 Cost/Click | \$0.78 Cost/Day | 30 Impressions/Mo

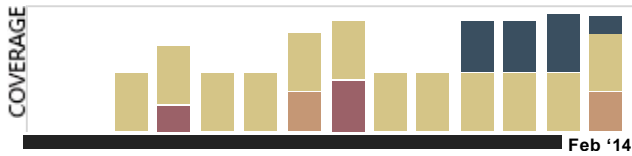


5.4 Potential Clicks/Mo

Good Buy⁽⁶²⁾

lawyers tucson (Exact Match)

\$72.17 Cost/Click | \$20.68 Cost/Day | 30 Impressions/Mo

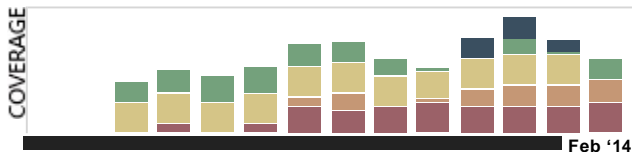


8.7 Potential Clicks/Mo

Good Buy⁽⁶⁰⁾

phoenix criminal attorney (Exact Match)

\$92.32 Cost/Click | \$1.02 Cost/Day | 210 Impressions/Mo

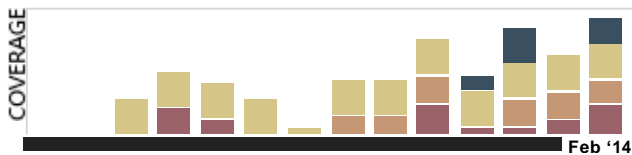


0.3 Potential Clicks/Mo

Great Buy⁽⁹⁷⁾

criminal attorneys phoenix (Exact Match)

\$18.22 Cost/Click | \$0.65 Cost/Day | 16 Impressions/Mo



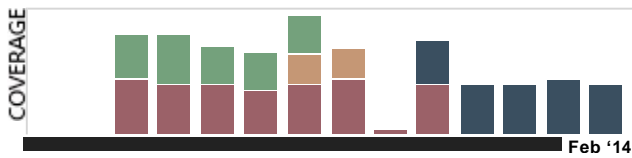
1.2 Potential Clicks/Mo

Great Buy⁽⁷⁷⁾

AdWords Advisor Report

dui lawyers arizona (Exact Match)

\$124.61 Cost/Click | \$3.24 Cost/Day | 30 Impressions/Mo

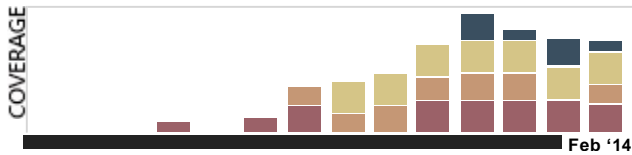


2.1 Potential Clicks/Mo

Good Buy⁽⁶⁷⁾

criminal defense phoenix (Exact Match)

\$64.94 Cost/Click | \$0.47 Cost/Day | 30 Impressions/Mo

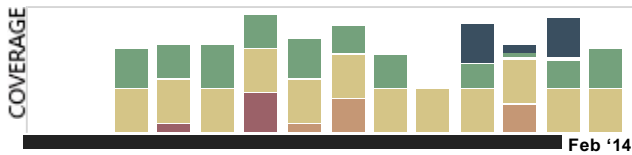


0.9 Potential Clicks/Mo

Great Buy⁽⁷⁸⁾

arizona criminal defense attorney (Exact Match)

\$84.13 Cost/Click | \$1.73 Cost/Day | 60 Impressions/Mo



0.6 Potential Clicks/Mo

Great Buy⁽⁸⁴⁾

criminal law attorney (Exact Match)

\$26.84 Cost/Click | \$4.25 Cost/Day | 570 Impressions/Mo

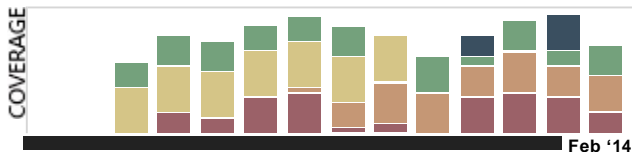


4.8 Potential Clicks/Mo

Good Buy⁽⁶⁰⁾

tempe criminal defense attorney (Exact Match)

\$82.60 Cost/Click | \$0.29 Cost/Day | 30 Impressions/Mo

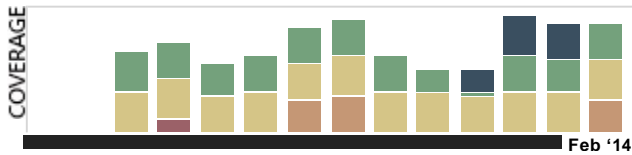


0.6 Potential Clicks/Mo

Great Buy⁽⁸³⁾

defense attorney arizona (Exact Match)

\$83.55 Cost/Click | \$0.17 Cost/Day | 28 Impressions/Mo



0.9 Potential Clicks/Mo

Great Buy⁽⁷⁸⁾

AdWords Advisor Report

defense attorney (Exact Match)

\$47.54 Cost/Click | \$44.87 Cost/Day | 4.4k Impressions/Mo

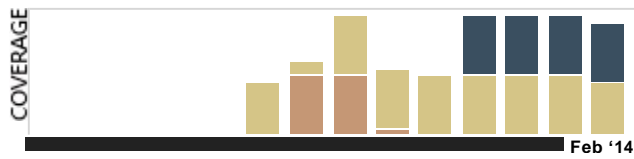


28 Potential Clicks/Mo

Good Buy⁽⁵⁵⁾

arizona attorneys (Exact Match)

\$21.17 Cost/Click | \$4.95 Cost/Day | 90 Impressions/Mo

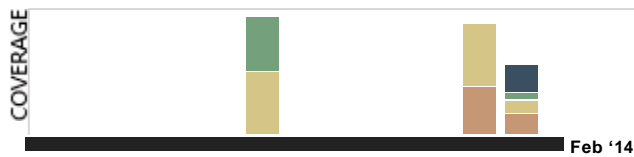


6.9 Potential Clicks/Mo

Good Buy⁽⁵⁷⁾

best criminal attorney (Exact Match)

\$38.12 Cost/Click | \$1.67 Cost/Day | 60 Impressions/Mo



3.6 Potential Clicks/Mo

Good Buy⁽⁶⁰⁾

[Download as CSV](#)

Best Negative Match Opportunities

Sometimes our best recommendations are to avoid certain keywords with little or no return. There are no results in this section, though, because we haven't seen enough of your ads to tell if you have any waste.

Once we do, we can determine the industry you're competing in, as well as the keywords your competitors avoid already.

As we see more of your ads in the future, we can share advice that guards against wasteful clicks or customers who can't find what they are looking for.

None

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