



Samson Consulting Limited Analytics Report

May 1, 2017 - May 31, 2017
compared to the previous period

Nick Jervis

Samson Consulting Limited

 **USERS**

WWW.SAMSONCONSULTING.CO.UK - WWW.SAMSONC...

843

↑ 1.2%

 **NEW VISITORS**

WWW.SAMSONCONSULTING.CO.UK - WWW.SAMSONC...

778


↓ -0.9%

 **BOUNCE RATE**

WWW.SAMSONCONSULTING.CO.UK - WWW.SAMSONC...

68.43%

↓ -1.4%

 **YEAR-TO-DATE TABLE**

PAST 6 MONTHS: WWW.SAMSONCONSULTING.CO.UK - WWW.SAMSONCONSULTING.CO.UK

Month	Sessions	Users	Pageviews	Pages / session	Avg. session duration	Bounce rate	% new sessions
April, 2017	1,027	803	2,579	2.51	2m 7s	69.23%	73.61%
March, 2017	1,063	804	2,196	2.07	1m 42s	69.8%	69.61%
February, 2017	1,153	876	2,297	1.99	1m 51s	73.29%	70.08%
January, 2017	1,344	1,056	2,804	2.09	1m 56s	71.43%	74.4%
December, 2016	1,166	920	2,098	1.8	1m 26s	73.93%	74.36%
November, 2016	1,423	1,090	2,948	2.07	1m 33s	70.2%	72.52%
	7,176	5,299	14,922	2.08	1m 45s	71.34%	72.51%

Summary

 **YEAR-TO-DATE TABLE**

YEAR-TO-DATE: WWW.SAMSONCONSULTING.CO.UK - WWW.SAMSONCONSULTING.CO.UK

Month	Sessions	Users	Pageviews	Pages / session	Avg. session duration	Bounce rate	% new sessions
May, 2017	1,153	843	2,830	2.45	2m 14s	68.43%	67.48%
April, 2017	1,027	803	2,579	2.51	2m 7s	69.23%	73.61%
March, 2017	1,063	804	2,196	2.07	1m 42s	69.8%	69.61%
February, 2017	1,153	876	2,297	1.99	1m 51s	73.29%	70.08%
January, 2017	1,344	1,056	2,804	2.09	1m 56s	71.43%	74.4%
	5,740	4,186	12,706	2.21	1m 58s	70.51%	71.11%

 **MEDIUM PERFORMANCE**

WWW.SAMSONCONSULTING.CO.UK - WWW.SAMSONCONSULTING.CO.UK

Medium	Sessions	Users	Pageviews	Pages / session	Avg. session duration	Bounce rate	% new sessions
organic	487	369	1,345	2.76	2m 27s	63.04%	65.91%
(none)	290	239	522	1.8	1m 38s	76.9%	77.59%
cpc	199	177	351	1.76	1m 26s	78.39%	83.42%
	1,153	843	2,830	2.45	2m 14s	68.43%	67.48%

Medium	Sessions	Users	Pageviews	Pages / session	Avg. session duration	Bounce rate	% new sessions
referral	177	112	612	3.46	3m 31s	58.19%	37.29%
	1,153	843	2,830	2.45	2m 14s	68.43%	67.48%

LANDING PAGE PERFORMANCE

WWW.SAMSONCONSULTING.CO.UK - WWW.SAMSONCONSULTING.CO.UK

Landing page	New users	Users	% new sessions	Sessions	Bounce rate	Avg. session duration	Pages / session
/	137	166	61.71%	222	60.36%	3m 2s	3.24
/free-guides/6-fastest-ways-solicitors-win-new-clients/	85	92	87.63%	97	81.44%	39s	1.6
/blog/10-legal-newsletter-name-suggestions-and-ideas-for-solicitors/	52	52	98.11%	53	90.57%	33s	1.23
/about-nick-jervis/	25	33	62.5%	40	55%	2m 38s	3.13
/free-guides/consultant-solicitors-grow-consultancy-practice-income/	33	37	89.19%	37	89.19%	40s	1.32
/free-guides/law-firm-marketing-plan-template/	22	32	62.86%	35	62.86%	1m 56s	1.66
/legal-website-design/	31	34	88.57%	35	80%	36s	1.83
/verified/	16	29	53.33%	30	56.67%	3m 4s	1.87
/marketing-help-for-solicitors/advertising-success-for-solicitors/	26	27	92.86%	28	92.86%	8s	1.46
/blog/solicitors-focusing-billing-targets-wrong-thing/	16	24	64%	25	88%	1m 16s	1.12
	778	843	67.48%	1,153	68.43%	2m 14s	2.45

PAGE PATH LEVEL PERFORMANCE

WWW.SAMSONCONSULTING.CO.UK - WWW.SAMSONCONSULTING.CO.UK

Page path level 1	Pageviews	Unique pageviews	Avg. time on page	Bounce rate	% exit
/free-guides/	524	422	1m 10s	77.78%	41.98%
/privatezone/	482	278	1m 14s	21.28%	14.52%
	2,830	2,125	1m 32s	68.43%	40.74%

Page path level 1	Pageviews	Unique pageviews	Avg. time on page	Bounce rate	% exit
/	366	259	1m 16s	60.36%	42.08%
/blog/	332	289	3m 8s	82.76%	74.1%
/services/	149	104	56s	63.64%	25.5%
/please-verify/	127	85	2m 9s	13.64%	25.2%
/legal-website-design/	110	78	1m 3s	79.55%	46.36%
/marketing-help-for-solicitors/	102	81	1m 13s	80.49%	44.12%
/verified/	101	73	1m 48s	56.67%	35.64%
/about-nick-jervis/	66	59	1m 3s	55%	48.48%
	2,830	2,125	1m 32s	68.43%	40.74%

ANALYTICS KEYWORD PERFORMANCE

WWW.SAMSONCONSULTING.CO.UK - WWW.SAMSONCONSULTING.CO.UK

Keyword	Sessions	Users	Pageviews	Pages / session	Avg. session duration	Bounce rate	% new sessions
np - /	88	63	177	2.01	3m 45s	40.91%	40.91%
np - /blog/10-legal-newsletter-name-suggestions-and-ideas-for-solicitors/	53	53	58	1.09	33s	90.57%	98.11%
np - /about-nick-jervis/	35	39	52	1.49	2m 42s	57.14%	60%
+law +firm +marketing	22	20	45	2.05	1m 16s	63.64%	81.82%
np - /blog/marketing-conveyancing-services-conveyancing-marketing-ideas-for-solicitors/	20	19	22	1.1	1m 58s	75%	90%
+consultant +solicitor	19	18	31	1.63	1m 18s	78.95%	89.47%
np - /blog/setting-up-a-law-firm-or-solicitors-practice/	16	14	17	1.06	32s	81.25%	81.25%
np - /blog/21-random-legal-marketing-ideas-to-win-new-clients-for-solicitors/	14	15	20	1.43	24s	85.71%	92.86%
np - /free-guides/law-firm-marketing-plan-template/	14	18	25	1.79	1m 2s	50%	85.71%
np - /legal-website-design/	12	23	28	2.33	1m 38s	50%	83.33%
legal marketing services	11	11	12	1.09	3s	90.91%	81.82%
+solicitors +get	10	10	10	1	0s	100%	100%
legal marketing	10	10	18	1.8	28s	60%	90%

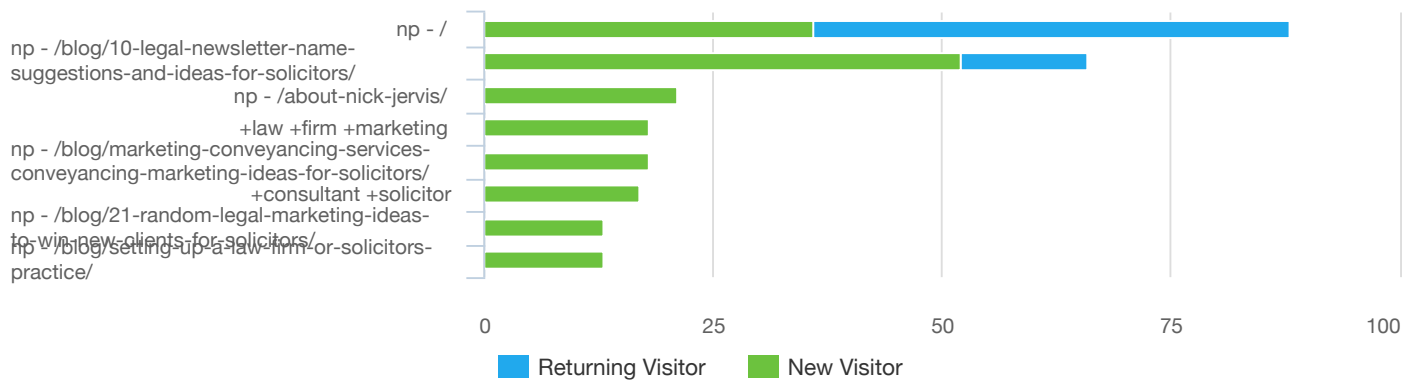
Keyword	Sessions	Users	Pageviews	Pages / session	Avg. session duration	Bounce rate	% new sessions
+advertising +solicitor	9	8	9	1	0s	100%	88.89%
law firm website	9	8	9	1	0s	100%	88.89%
np - /referrals/personal-injury/	9	8	10	1.11	1m 11s	66.67%	88.89%
np - /services/buying-or-selling/buying-a-solicitors-practice/	9	9	13	1.44	28s	66.67%	100%
+law +firm +client	8	6	12	1.5	3m 7s	75%	50%
+solicitors +marketing	8	8	22	2.75	2m 21s	50%	75%
np - /blog/some-law-firm-kpis-key-performance-indicators/	8	7	8	1	0s	100%	87.5%
np - /free-guides/probate-marketing/	8	8	9	1.13	14s	87.5%	75%
+law +firm +clients	7	7	33	4.71	6m 4s	57.14%	85.71%
np - /blog/the-new-high-street-solicitors-marketing-plan/	7	6	9	1.29	11s	71.43%	57.14%
np - /marketing-help-for-solicitors/cross-selling-for-solicitors/	7	5	10	1.43	2m 44s	28.57%	71.43%
np - /referrals/	7	4	9	1.29	3m 26s	57.14%	14.29%
+conveyancing +clients	6	5	10	1.67	55s	66.67%	83.33%
+marketing +for +lawyers	6	4	12	2	41s	83.33%	50%
+marketing +for +solicitors	6	6	9	1.5	19s	66.67%	100%
np - /blog/barristers-marketing-the-best-ways-to-market-barristers-services/	6	6	7	1.17	2m 14s	83.33%	83.33%
np - /blog/center-parcs-or-bluestone-resort/	6	6	6	1	0s	100%	83.33%
+law +firm +marketing +plan	5	4	10	2	6m 13s	40%	40%
+legal +marketing +plan	5	4	7	1.4	1m 6s	80%	80%
np - /marketing-to-solicitors/	5	6	9	1.8	3m 2s	60%	100%
np - /privatezone/	5	10	64	12.8	4m 25s	0%	0%
np - /privatezone/consultants/	5	4	40	8	20m 29s	20%	0%
np - /privatezone/home/	5	16	74	14.8	5m 35s	0%	0%
+legal +copywriting	4	4	18	4.5	9m 16s	50%	100%
+marketing +legal +services	4	4	4	1	0s	100%	100%

Keyword	Sessions	Users	Pageviews	Pages / session	Avg. session duration	Bounce rate	% new sessions
np - /blog/what-do-clients-look-for-in-a-law-firm/	4	3	4	1	0s	100%	75%
np - /feedback/	4	4	4	1	0s	100%	0%
np - /more-clients-now-call-reservation/	4	5	7	1.75	2m	75%	25%
np - /webinar-replay/	4	2	5	1.25	3m 34s	75%	0%
+advertising +solicitors	3	3	3	1	0s	100%	100%
+lawyer +get +clients	3	3	12	4	3m 2s	66.67%	100%
+legal +website +design	3	3	7	2.33	36s	66.67%	100%
+marketing +probate	3	1	5	1.67	1m 2s	66.67%	33.33%
law firm marketing	3	2	6	2	2m	66.67%	66.67%
lawyers website	3	3	3	1	0s	100%	66.67%
nick jervis samson consulting	3	1	5	1.67	25s	33.33%	33.33%
np - /blog/daireann-gibson-gibson-associates-solicitors/	3	3	5	1.67	41s	33.33%	66.67%
np - /marketing4solicitors-explained/	3	4	7	2.33	23m 41s	0%	0%
np - /more-clients-from-your-legal-website-webinar/	3	2	5	1.67	1m 53s	66.67%	0%
np - /other-services/legal-copywriting-solicitors/	3	3	3	1	0s	100%	100%
np - /referrals/medical-negligence/	3	3	3	1	0s	100%	100%
np - /services/buying-or-selling/selling-a-solicitors-practice/	3	3	4	1.33	48s	33.33%	100%
np - /tt/	3	1	7	2.33	15m 5s	33.33%	0%
np - /verified/	3	14	19	6.33	2m 9s	66.67%	0%
+marketing +conveyancing	2	2	4	2	27s	50%	100%
how to market a law firm	2	2	2	1	0s	100%	100%
law firm web design	2	2	2	1	0s	100%	100%
law firm website design	2	2	2	1	0s	100%	100%
legal marketing plan	2	2	2	1	0s	100%	100%
marketing for law firms	2	2	2	1	0s	100%	100%
marketing ideas for solicitors	2	1	2	1	0s	100%	50%

Keyword	Sessions	Users	Pageviews	Pages / session	Avg. session duration	Bounce rate	% new sessions
np - /blog/google-adwords-ads-bigger-others-for-solicitors/	2	2	3	1.5	14s	50%	100%
np - /blog/is-the-982-rule-costing-you-money-the-ninety-eight-two-rule/	2	2	2	1	0s	100%	100%
np - /blog/legal-funding-for-solicitors/	2	2	2	1	0s	100%	50%
np - /contact-us/	2	10	12	6	11m 9s	0%	0%
np - /marketing-for-consultants/finding-your-consulting-niche/	2	2	2	1	0s	100%	100%
np - /marketing-help-for-solicitors/advertising-success-for-solicitors/	2	2	3	1.5	1m 50s	50%	50%
np - /marketing-help-for-solicitors/legal-newsletters-for-solicitors/	2	2	3	1.5	2m 42s	50%	100%
np - /privatezone/gocardless/	2	2	3	1.5	24s	50%	100%
np - /privatezone/google-adwords-masterclass/	2	3	4	2	6m 6s	0%	0%
np - /success-stories/	2	10	16	8	0s	100%	100%
np - /testimonials/	2	13	16	8	2s	50%	50%
np - /the-nick-jervis-more-clients-letter/	2	2	3	1.5	3m 50s	0%	100%
solicitor website design	2	2	2	1	0s	100%	100%
website for lawyer	2	2	12	6	18m 5s	50%	100%
+ad +words +lawyers	1	1	1	1	0s	100%	100%
+consultant +solicitor +marketing	1	1	1	1	0s	100%	0%
+conveyancing +client	1	1	1	1	0s	100%	100%
+legal +marketing +consultants	1	1	1	1	0s	100%	100%
+marketing +plan +solicitors	1	1	1	1	0s	100%	0%
+new +clients +lawyer	1	1	1	1	0s	100%	100%
@types/chalk cdn site:nodepm.com	1	1	1	1	0s	100%	100%
best law firm websites	1	1	1	1	0s	100%	100%
blm solicitors kpi's	1	1	1	1	0s	100%	100%
browser-sync-ui cdn site:nodepm.com	1	1	1	1	0s	100%	100%
conveyancing marketing services	1	1	1	1	0s	100%	100%

Keyword	Sessions	Users	Pageviews	Pages / session	Avg. session duration	Bounce rate	% new sessions
conveyancing referral panels	1	1	1	1	0s	100%	0%
destroy cdn site:nodem.com	1	1	1	1	0s	100%	100%
gulp-coffee cdn site:nodem.com	1	1	1	1	0s	100%	100%
how many law firms in the uk	1	1	1	1	0s	100%	100%
how many solicitor firms in england and wales	1	1	1	1	0s	100%	100%
how should a barrister market themselves uk	1	1	1	1	0s	100%	100%
json-schema cdn site:nodem.com	1	1	1	1	0s	100%	100%
law firm marketing strategy	1	1	1	1	0s	100%	100%
law firm web sites	1	1	1	1	0s	100%	100%
law firms websites	1	1	1	1	0s	100%	100%
legal website designs	1	1	1	1	0s	100%	100%

VISITS BY KEYWORD PERFORMANCE
WWW.SAMSONCONSULTING.CO.UK - WWW.SAMSONCONSULTING.CO.UK



CONVERSIONS PER GOAL
WWW.SAMSONCONSULTING.CO.UK - WWW.SAMSONCONSULTING.CO.UK

Goal	Total conv.
Goal 10: Thank You Page 2016 On	81
	81