

LawClicks Dashboard Performance Analysis

PI Law Firm 20k Monthly Investment

Comprehensive Google Analytics review showcasing traffic sources, user engagement, and conversion metrics across all marketing channels.



Dominate your digital market

THE MOST EFFECTIVE FORM OF LAW FIRM MARKETING IN THE INDUSTRY

LawClicks Dominates Traffic Performance

Total Sessions

LawClicks leads all traffic sources with 47,392 sessions

Unique Users

Nearly 29,000 users engaged through LawClicks channel

Avg Session Duration

Users spend over 3 minutes per session via LawClicks

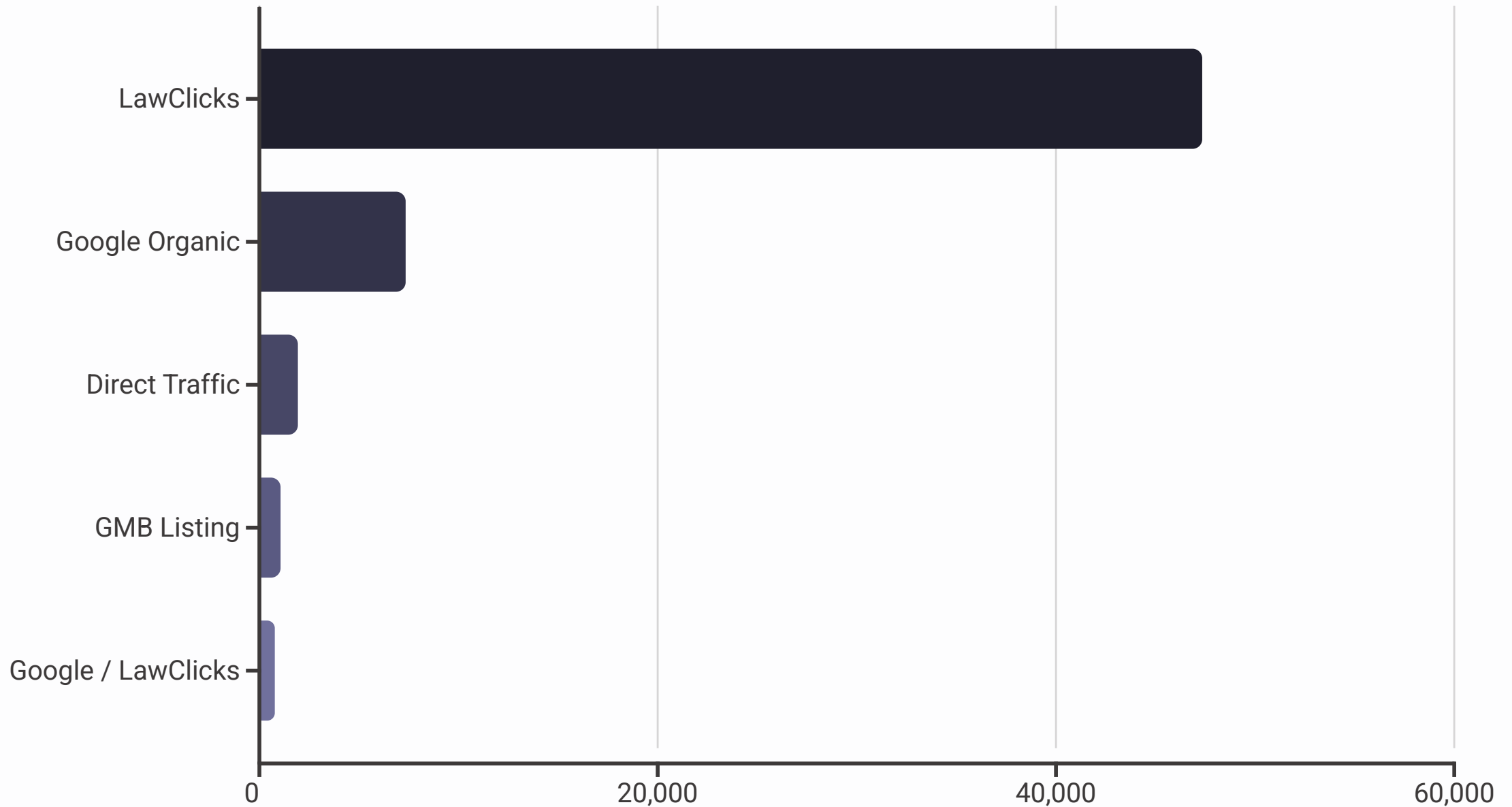
Engagement Rate

Strong user engagement across LawClicks traffic

LawClicks significantly outperforms all other traffic sources, delivering 6.5x more sessions than the second-place Google organic search. This demonstrates exceptional campaign effectiveness and audience targeting.



Top Traffic Sources Comparison



The data clearly shows LawClicks' market dominance. Combined LawClicks and Google/LawClicks channels account for 48,142 sessions—representing approximately 82% of total traffic and dwarfing all other sources combined.

LawClicks Engagement Excellence

Quality Metrics

Page Views: 83,282 total views

Pages per Session: 1.76 average

Total Events: 187,248 tracked actions

Events per Session: 4.0 average

LawClicks traffic generates the highest absolute engagement numbers across all metrics, demonstrating not just volume but quality user interactions.

User Behavior

New Users: 27,118 (94% new user rate)

Session Duration: 3:09 average

Engagement Rate: 38.8%

The high percentage of new users combined with strong engagement rates indicates effective audience acquisition and compelling content that keeps visitors engaged.

Organic Search Performance Analysis



Google Organic

7,306 sessions with 80.1% engagement rate

Second-highest traffic source with exceptional user engagement



Bing Organic

230 sessions with 81.7% engagement rate

Highest engagement rate among all sources despite lower volume



Yahoo Organic

66 sessions with 48.5% engagement rate

Solid performance from alternative search engine

Social Media & Referral Traffic Insights



Facebook Traffic

70 sessions from organic social, 48.6% engagement rate. Strong performance from social referrals.

Newsletter referrals demonstrate exceptional quality with the highest engagement rate (86.7%) and longest session duration (5:38), though volume remains limited. This suggests email marketing presents a significant growth opportunity, complemented by Facebook's strong performance from social referrals.



Newsletter Referrals

30 sessions with 86.7% engagement and 5:38 average duration. Highest quality referral source.

Local & Directory Listing Performance



GMB Listing Organic

1,020 sessions | 64.3% engagement

3:59 average session duration with 2.07 pages per session



Legal Directories

Multiple sources including Avvo, SuperLawyers, FindLaw

Combined traffic shows strong engagement from legal-specific platforms



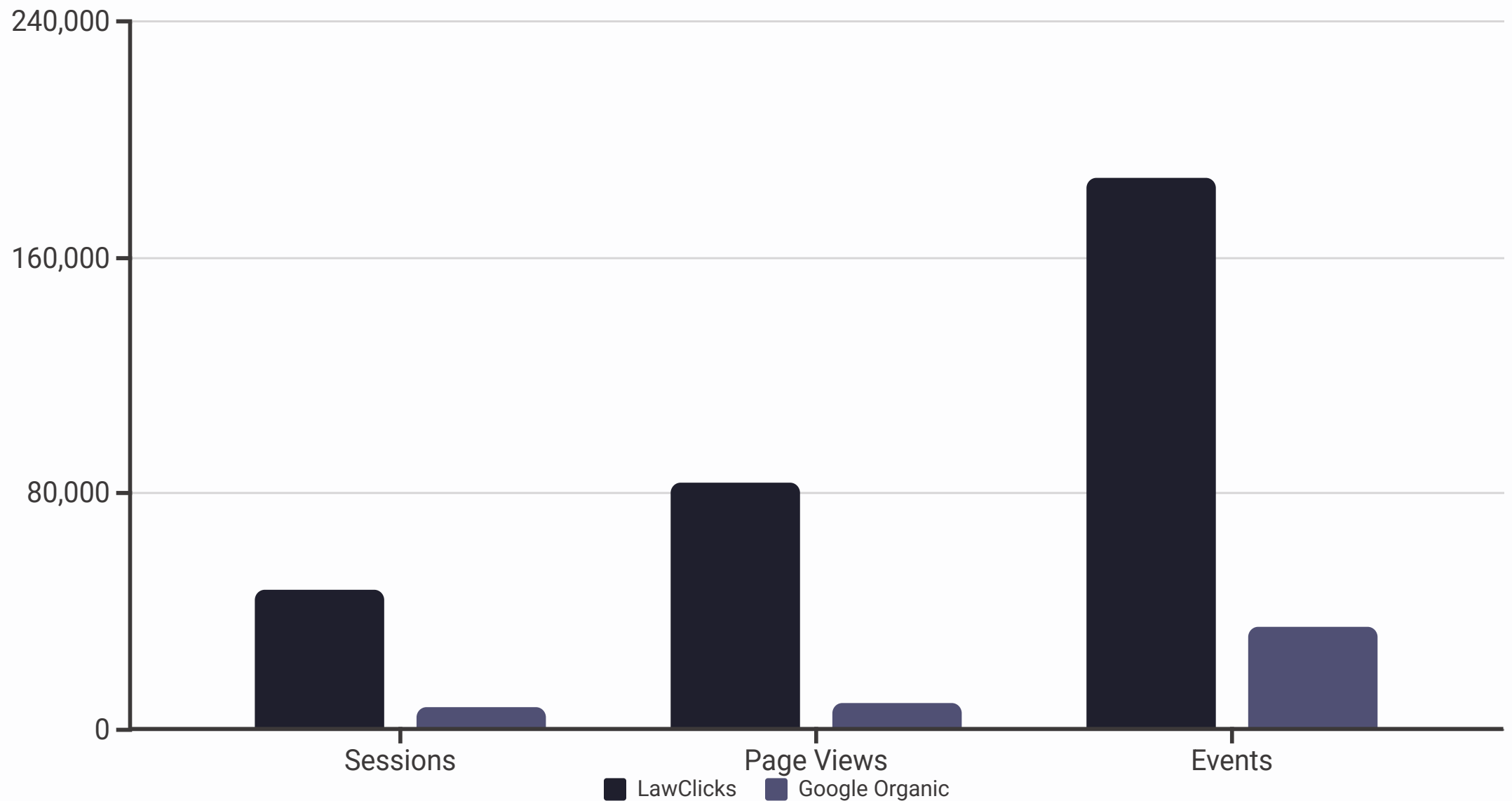
Local Search Impact

Google Business Profile drives quality traffic

6.4 events per session indicates high conversion intent

Google My Business listing generates substantial high-quality traffic with 64.3% engagement and nearly 4-minute session durations. This local search presence complements LawClicks' dominant performance, creating a comprehensive digital marketing ecosystem.

Key Performance Indicators Summary



This comparative analysis clearly demonstrates LawClicks' superior performance. Across key metrics—sessions, page views, and events—LawClicks consistently delivers results that are significantly higher, often **5 to 10 times greater**, than Google Organic, highlighting its unmatched marketing effectiveness and substantial ROI.

Strategic Recommendations



Maximize LawClicks Investment

With 47K+ sessions and 187K+ events, LawClicks is the undisputed champion. Increase budget allocation to this proven channel for maximum ROI.



Scale Newsletter Strategy

Newsletter traffic shows 86.7% engagement with 5:38 duration. Expand email marketing to replicate this quality at higher volume.



Strengthen Local Presence

GMB listing delivers 64.3% engagement. Enhance local SEO and directory listings to complement LawClicks' dominant performance.



Exceptional LawClicks ROI

The \$20,000 investment in LawClicks yields exceptional ROI within the legal sector, demonstrating superior cost-per-session efficiency and significant conversion potential for law firms.