



*Integrity Marketing Solutions*

# PERFORMANCE REPORT



## **Your Essential Solution® Marketing Performance Report**

**Period: June 1st - June 31st**

**Prepared by Integrity Marketing Solutions**

**Marketing Performance Report for [REDACTED]**

This marketing performance report is provided monthly at no extra charge, as part of The Essential Solution® marketing system from Integrity Marketing Solutions. Your report includes up to six key components:

- Index Page Count / Blog Activity / Animated Newsletter Report & Analysis
  - Our Written Executive Summary and Recommendations for next month
- Google Page One Ranking Results / Search Engine Optimization Report
- Official Google Analytics & Website Traffic/Trends Summary
- Search Engine Traffic/Trends Report
- Facebook Management Report & Analysis (*optional* - contact Integrity Marketing to add this to your report)
- Twitter Management Report & Analysis
  - Educational Template Video / Website Video Report & Analysis (*optional* - contact Integrity Marketing to add this to your report)

Marketing Item/Action	Results
Indexed Pages in Google	891
From Blog	477
Typepad Blog Posts	21 / 21
Typepad Blog Visits	819
Animated Newsletter (eMag) Delivery Rate	1,186 / 1,200 – 99%



## Executive Summary & Recommendations

Your Essential Solution® marketing system is starting to work you! **Your website ranks on**

**Google's Page One for 18 of your key search terms.** There are always aspects of your marketing program that need to be continually supported to uphold these great results.

- **Your Blog.** You blogged 21 out of 21 business days for the month of June. That is EXCELLENT. Right now you have 891 indexed pages. 477 of these pages come from your blog. Keep up the excellent blogging efforts! With the stiff competition for Google ranks these days, the website with more indexed pages will rank higher than the website with fewer. Each blog post adds a new page to your website, which will get you higher in the search engine results. Continue to put this competitive advantage to work.
- **Your E-Newsletter.** You sent out 1,186 eNewsletters in June. Great job! The more contacts who receive your eNewsletter, the better. Make sure you send new emails to [dana@estateplanningpartners.com](mailto:dana@estateplanningpartners.com) at the end of each month.
- **Your Social Media Activity:** Excellent job remaining active on your social media accounts. Your Blog, LinkedIn, and YouTube, are in your top 10 referrers. Keep your activity level in these areas, but also boost your appearance on Facebook as well. Search engines put a lot of value in Facebook (and other social media) activity, so use this to your advantage, and start interacting with your online friends on a business level.

## Ranking Results

6/1/2012 - 6/28/2012

### All Keywords

1st Page

2nd Page

3rd Page

Keyword	Google
Estate Planning Attorney [REDACTED]	5 ▼
Estate Planning Attorney [REDACTED]	1
Estate Planning Attorney [REDACTED]	3 ▼
Estate Planning Attorney [REDACTED]	14 ▼
[REDACTED] Estate Planning Attorney	3 ▼
[REDACTED] Asset Protection	36 ▼
[REDACTED] Business Succession	9 ▼
[REDACTED] Charitable Planning	1
[REDACTED] Estate Planning Attorney	11 ▼
[REDACTED] Estate Tax	5 ▼
[REDACTED] Trusts	11 ▼
[REDACTED] Wills	5 ▼
[REDACTED] Estate Planning Attorney	1
[REDACTED] Estate Planning Lawyer	1
[REDACTED] Asset Protection	1 ▲
[REDACTED] Business Succession	1
[REDACTED] Charitable Planning	1
[REDACTED] Estate Planning Attorney	1
[REDACTED] Estate Tax	5
[REDACTED] Trusts	1
[REDACTED] Wills	1
Wills and Trusts Attorney [REDACTED]	1

# PERFORMANCE REPORT

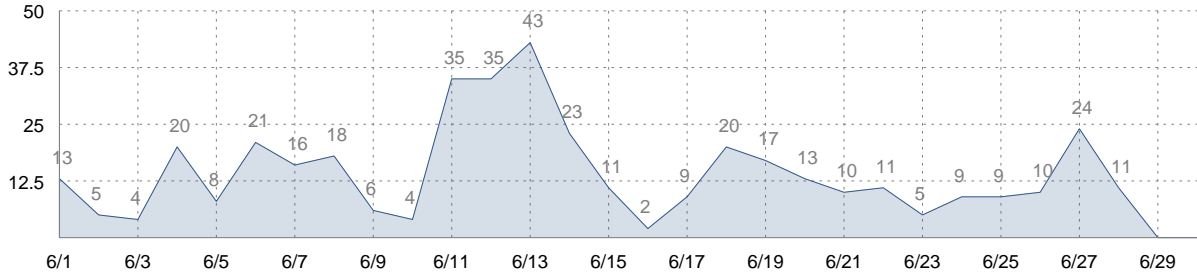


## Analytics Summary

### Google Analytics

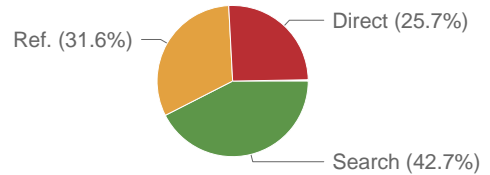
6/1/2012 - 6/30/2012

Excluding paid search



**412** Visits  
**947** Page Views

**58.98%** Bounce Rate  
**2.30** Pages/Visit  
**2:09** Time on Site



### 130 Site Referrals

TOP REFERRERS	%	VISITS
estateplanningpartners.com	28.5%	37
blog[REDACTED].com	17.7%	23
lawyers.com	12.3%	16
m.previewmymobile.com	12.3%	16
webmail[REDACTED].com	4.6%	6

### 176 Search Referrals

TOP KEYWORDS	%	VISITS
(not provided)	26.1%	46
[REDACTED]	14.2%	25
[REDACTED]	5.7%	10
estate planning attorney [REDACTED]	2.3%	4
[REDACTED]	1.7%	3

TOP SEARCH ENGINES	%	VISITS
google	88.6%	156
yahoo	4.5%	8

(continued)

TOP SEARCH ENGINES	%	VISITS
bing	3.4%	6
aol	2.3%	4
ask	0.6%	1

TOP LANDING PAGES	%	VISITS
/index.php	47.3	195
/	16.5	68
/FreeReports.php	4.6	19
/EstateTaxCalculator.php	3.9	16
/aboutUs[REDACTED].php	3.4	14

# PERFORMANCE REPORT



## Google Analytics Engagement Report

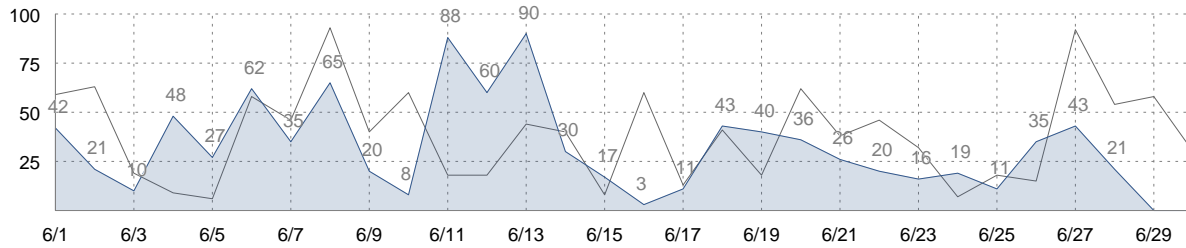
### Engagement Summary for www. [REDACTED].com

6/1/2012 - 6/30/2012

compared to: 5/2/2012 - 5/31/2012

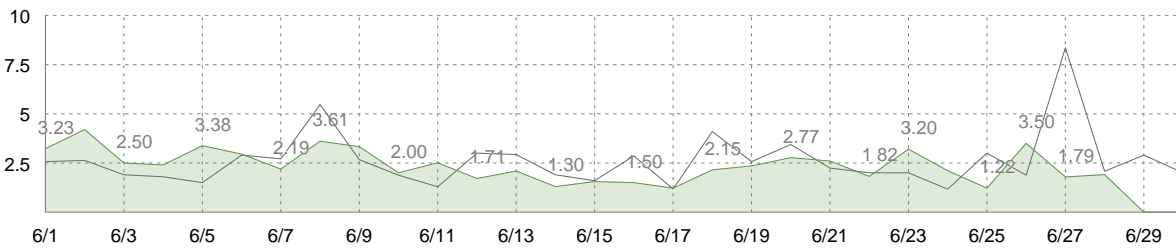
#### 947 Total Page Views

Previous: 1,165 (-18.71%)



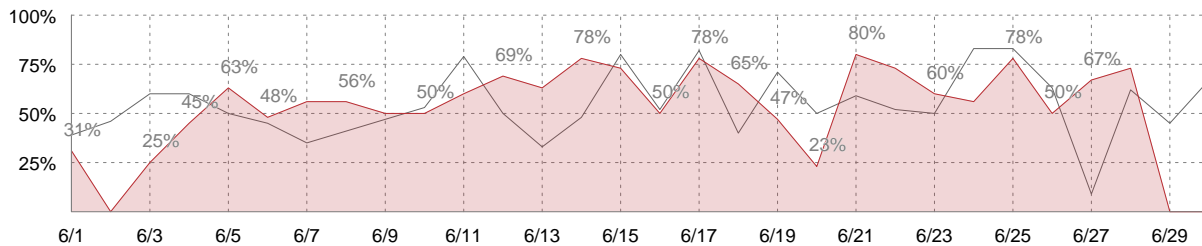
#### 2.30 Average Pages/Visit

Previous: 2.63 (-12.55%)



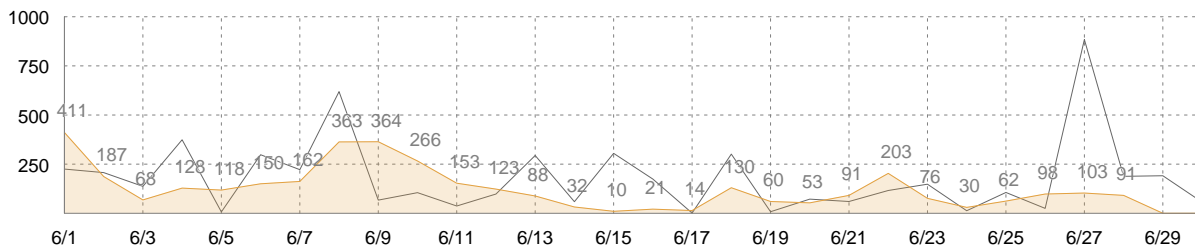
#### 58.98% Average Bounce Rate

Previous: 51.69% (+14.10%)



#### 2:09 Average Time on Site

Previous: 3:02 (-29.12%)



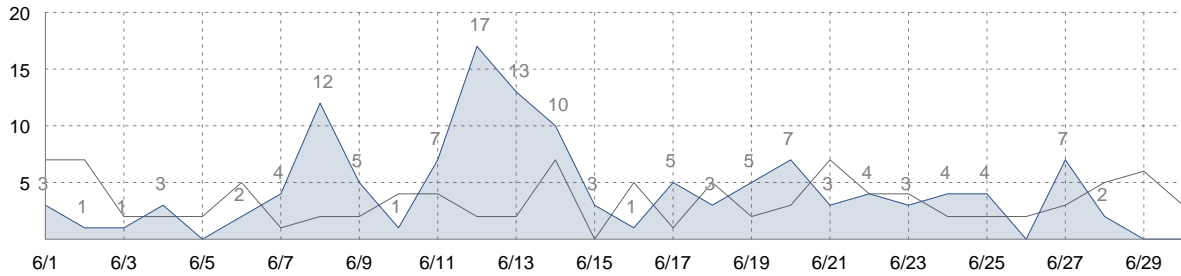
# PERFORMANCE REPORT



## Google Analytics Top Referrers Report

### Referring Sites Traffic

6/1/2012 - 6/30/2012  
 compared to: 5/2/2012 - 5/31/2012



**130** Visits  
 Previous: 103 (+26.21%)

**338** Page Views  
 Previous: 261 (+29.50%)

**2.60** Pages/Visit  
 Previous: 2.53 (+2.77%)

**53.85%** Bounce Rate  
 Previous: 52.43% (+2.71%)

**3:03** Average Time on Site  
 Previous: 2:44 (+11.59%)

### 23 Top Referrers

Referring Site	%	Visits
estateplanningpartners.com	28.5%	37
blog[REDACTED].com	17.7%	23
lawyers.com	12.3%	16
m.previewmymobile.com	12.3%	16
webmail[REDACTED].com	4.6%	6
enews.estateplanningpartners.com	2.3%	3
linkedin.com	2.3%	3
martindale.com	2.3%	3
search.mywebsearch.com	2.3%	3
youtube.com	2.3%	3
avvo.com	1.5%	2
cfp.net	1.5%	2
facebook.com	1.5%	2
www.proteanstrategy.com	1.5%	2



(continued)

Referring Site	%	Visits
74.117.159.49	0.8%	1
blog [REDACTED].com	0.8%	1
blog [REDACTED].com	0.8%	1
chamberdata.net	0.8%	1
lawyers.justia.com	0.8%	1
mail.aol.com	0.8%	1
naela.org	0.8%	1
proteanstrategy.com	0.8%	1
start.toshiba.com	0.8%	1

# PERFORMANCE REPORT



Analytics Detail

## Search Engine Traffic

6/1/2012 - 6/30/2012

Organic search



**176** Visits  
**419** Page Views  
**2.38** Pages/Visit

**56.82%** Bounce Rate  
**1:54** Average Time on Site

## 84 Top Keywords

Search Keyword	%	Visits
(not provided)	26.1%	46
[REDACTED]	14.2%	25
[REDACTED]	5.7%	10
estate planning attorney [REDACTED]	2.3%	4
[REDACTED]	1.7%	3
[REDACTED]	1.7%	3
business succession [REDACTED]	1.1%	2
estate planning [REDACTED]	1.1%	2
estate planning [REDACTED]	1.1%	2
[REDACTED] attorney	1.1%	2
[REDACTED]	1.1%	2
[REDACTED]	1.1%	2
[REDACTED]	1.1%	2
"special needs trust" [REDACTED]	0.6%	1
2010 federal estate tax calculator	0.6%	1

## PERFORMANCE REPORT



## Analytics Detail

(continued)

Search Keyword	%	Visits
asset protection trust [REDACTED]	0.6%	1
attorney site by lexisnexis in [REDACTED]	0.6%	1
attorney site by lexisnexis in [REDACTED]	0.6%	1
attorney site by lexisnexis [REDACTED]	0.6%	1
attorney website by lexisnexis [REDACTED]	0.6%	1
best estate planning attorneys [REDACTED]	0.6%	1
best special needs trust attorney [REDACTED]	0.6%	1
childrens rights in estate probate k [REDACTED]	0.6%	1
cost of long term care insurance in [REDACTED]	0.6%	1
cpa estate planners	0.6%	1
cpa estate planning [REDACTED]	0.6%	1
cpa k [REDACTED] estate	0.6%	1
cpa [REDACTED] estate tax	0.6%	1
difference between a durable power of attorney and a revocable one	0.6%	1
dimensions special needs trusts handbook	0.6%	1
estate attorney [REDACTED]	0.6%	1
estate lawyer [REDACTED]	0.6%	1
estate organizer free	0.6%	1
estate organizer kit	0.6%	1
estate planning attorney newsletters	0.6%	1
estate planning attorney websites	0.6%	1
estate planning attorney, [REDACTED]	0.6%	1
estate planning e-newsletters	0.6%	1
estate planning law firms in [REDACTED]	0.6%	1
estate planning no probate [REDACTED]	0.6%	1
estate planning review	0.6%	1
free estate organizer	0.6%	1
[REDACTED] asset protection	0.6%	1
[REDACTED] asset protection laws	0.6%	1
[REDACTED] estate planning	0.6%	1
[REDACTED] estate planning	0.6%	1
[REDACTED] estate planning guide	0.6%	1

# PERFORMANCE REPORT



## Analytics Detail

(continued)

Search Keyword	%	Visits
██████ estate tax	0.6%	1
██████ estate taxes laws	0.6%	1
██████ inheritance tax	0.6%	1
██████ power of attorney law signed in ██████	0.6%	1
██████ probate ██████ i property	0.6%	1
██████	0.6%	1
██████	0.6%	1
██████ estate tax rates	0.6%	1
██████	0.6%	1
██████	0.6%	1
██████	0.6%	1
██████	0.6%	1
██████	0.6%	1
██████	0.6%	1
██████ estate planning	0.6%	1
██████ estate planning consult	0.6%	1
██████	0.6%	1
██████	0.6%	1
law firm business succession planning	0.6%	1
██████	0.6%	1
██████	0.6%	1
legal assistance veterans ██████	0.6%	1
loved one dies without a will in ██████	0.6%	1
██████ joint tenancy	0.6%	1
██████ supervised estate	0.6%	1
██████ asset protection trust kit	0.6%	1
organizer for last wishes	0.6%	1
██████ wills and estate planning attorneys	0.6%	1
percentage of businesses that fail after transfer of ownership to offspring	0.6%	1
sample estate tax calculation	0.6%	1
small business success rate in ██████	0.6%	1
special needs trust ██████	0.6%	1
special needs trust+ ██████	0.6%	1

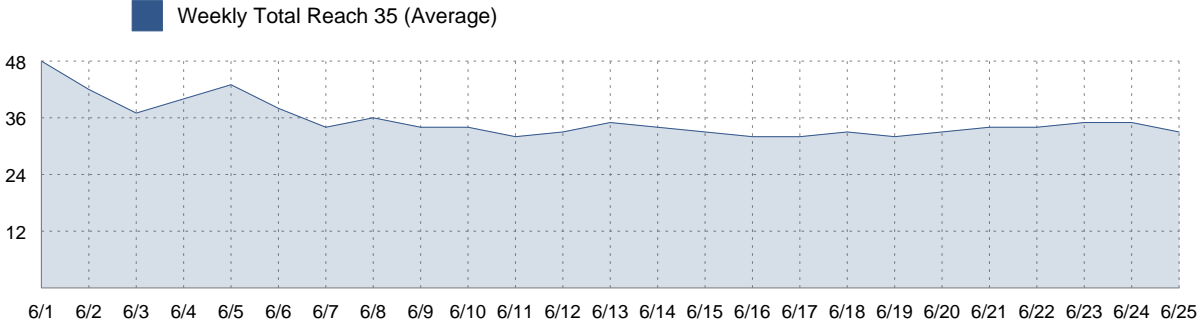
(continued)

Search Keyword	%	Visits
special needs trusts [REDACTED]	0.6%	1
succession plans for small business	0.6%	1
will and trust attorney [REDACTED]	0.6%	1
wills trusts [REDACTED]	0.6%	1
[REDACTED]	0.6%	1

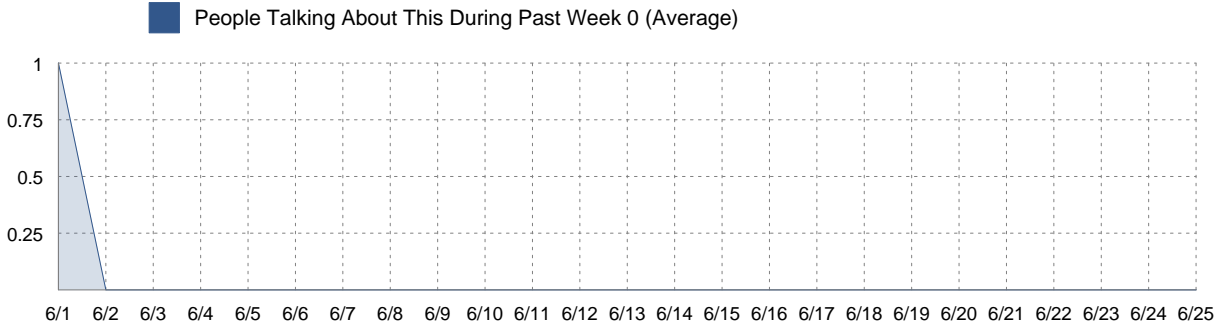


6/1/2012 - 6/25/2012

**Weekly Total Reach**



**People Talking About This**



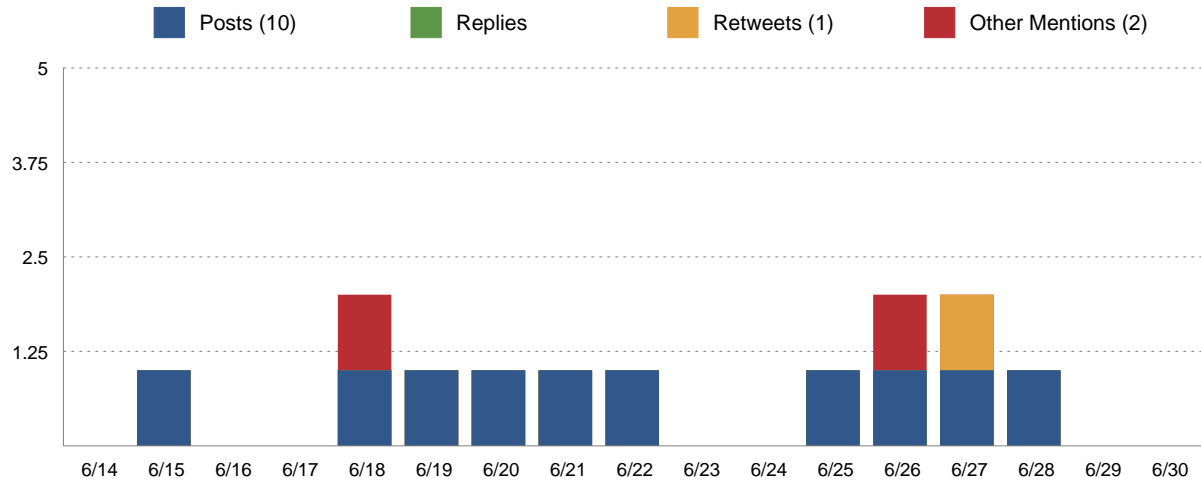
KPI	Amount	Change from 5/3/2012-5/30/2012
Total Likes	44	0--
Friends of Fans	15,507	1.04% ▲
People Talking About This During Past Week	0	-100% ▼
Weekly Total Reach	33	-48.44% ▼

(continued)

**Page Posts**

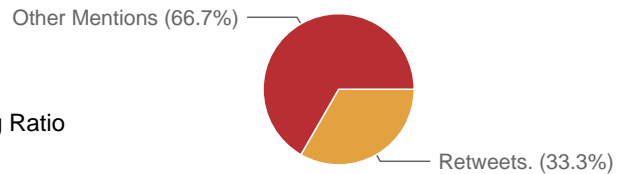
Date	Post	Reach	Engaged Users	Talking About This	Virality
6/26	Link - Inheritance Planning Considerations for...	11			-
6/22	Link - Charitable Giving - On The Chopping Block	10			-
6/21	Link - Estate Planning For The Family Farm	11			-
6/20	Link - Charging Order Challenge Successful	15	1		-
6/19	Link - Giving Real Estate To Charity? (Remember...	15	1		-
6/18	Link - Inheritance Planning – Be Mindful Of The...	15	1		-
6/15	Link - A Graduation Gift That Keeps On Giving	7	1		-
6/14	Link - Debtor Misconduct Foils Asset Protection...	9	1		-
6/13	Link - Don't Tarry – “Taxmageddon”...	10	1		-
6/12	Link - Gore-Tex Heiress Gets A Little Greedy	17	1		-
6/11	Link - Incapacity – A Practical Problem For...	13	1		-
6/8	Link - Is Retiring From The Farm Harder Than...	17	1		-
6/7	Link - Avoiding Trustee Tripwires	15	1		-
6/5	Link - Consider “Cleanup” Gifts Before 2013	15	1		-
6/4	Link - Protect (And Preserve) Your Wealth Through...	16	1		-

[Redacted]  
 6/14/2012 - 6/30/2012



**10** Posts  
**0** Replies  
**1** Retweets

**87** Followers  
**7** Following  
**12.43** Follower/Following Ratio



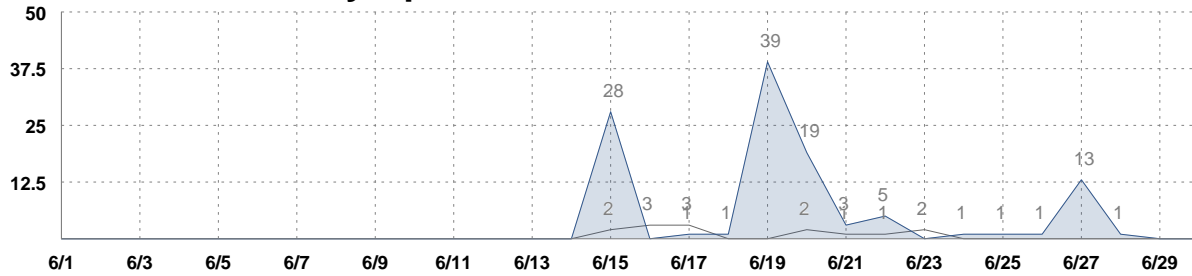
KPI	Amount	Change from 5/28/2012-6/13/2012
Posts	10	--
Replies	0	--
Replies Reach	0	--
Retweets	1	--
Retweets Reach	103	--
Other Mentions	2	--
Following	7	--
Followers	87	--





6/1/2012 - 6/30/2012

## Daily Upload Views with Channel Views



**2** Subscribers

**113** Upload Views

**14** Channel Views

## Videos

Title	Description	Views	Comments	Favorites	Duration	Date
██████████y Estate Planning Attorney	██████████ Estate Planning Attorney ██████████ on Estate Planning... ██████████ Comprehensive estate planning covers nearly every aspect of life. It begins with protecting yourself and your...	277	0	0	0:59	10/24/2011
██████████ Long Term Care Planning	██████████ Long Term Care Planning / Elder Law Attorney ██████████ discusses how to preserve your assets... ██████████ Did you know that, if you are single, the odds are 50 percent that you will...	133	0	0	1:22	11/17/2011

# PERFORMANCE REPORT



## YouTube Summary Report

(continued)

Title	Description	Views	Comments	Favorites	Duration	Date
██████████ Asset Protection Attorney	██████████ Asset Protection Attorney ██████████ on Asset Protection... ██████████ Asset protection planning involves making prudent decisions today to protect yourself, your business, and your...	127	0	0	1:29	10/24/2011
██████████ Business Succession Attorney	██████████ Business Succession Attorney ██████████ on Business Succession... ██████████ It would be an understatement to say that family businesses are the backbone of the American economy...	106	0	0	1:54	10/24/2011
██████████ Probate Attorney	██████████ Probate Attorney ██████████ on Probate and Estate Administration... www.k██████████.com Probate and estate administration in ██████████ ██████████ are the processes through which estate assets...	87	0	0	1:08	12/16/2011

# PERFORMANCE REPORT



## YouTube Summary Report

(continued)

Title	Description	Views	Comments	Favorites	Duration	Date
<p>██████████ Veterans Benefits Attorney</p>	<p>██████████ Veterans Benefits Attorney ██████████ on Aid and Attendance</p> <p>██████████ Many families struggle to provide necessary care for aging or disabled Veterans or their surviving spouses...</p>	84	0	0	1:35	1/26/2012
<p>Gun Trust Attorney in ██████████</p>	<p>Gun Trust Attorney ██████████ on the importance of having a Gun Trust for you collection. Please visit our website at...</p> <p>██████████ Schedule a consultation on this page... http</p>	48	0	0	1:41	6/14/2012
<p>██████████ Charitable Planning Attorney</p>	<p>██████████ Charitable Planning Attorney ██████████ on Voluntary and Involuntary Philanthropy</p> <p>██████████ We encourage and assist the tradition of giving to charitable causes. In...</p>	42	0	0	1:04	2/7/2012

(continued)

Title	Description	Views	Comments	Favorites	Duration	Date
<p>██████████ Inheritance Planning for Blended Families</p>	<p>██████████ Inheritance Planning Attorney ██████████ on issues to take into consideration with blended families. <a href="http://www.kylekrull.com">www.kylekrull.com</a> Schedule a consultation on our website at... http</p>	31	0	0	1:51	2/27/2012
<p>██████████ Special Needs Planning Attorney</p>	<p>██████████ Special Needs Planning Attorney ██████████ Needs...                      ██████████ Special Needs Estate Planning focuses on providing for the special needs of our loved ones with...</p>	27	0	0	0:53	3/2/2012