

Themis Legal

Search Terms Analysis Report

Executive Summary

Metric	Value
Total Search Terms Analyzed	12
Add Candidates (High Performers)	2
Negative Keywords (Wasteful Spend)	0
Potential Cost Savings	\$0.00

Key Recommendations

1. **[HIGH]** Add 2 high-performing search terms as keywords, starting with 'estate lawyer dallas' (1.0 conversions)

Top Performing Search Terms (Add as Keywords)

Search Term	Campaign	Conv.	CPA	Action
estate lawyer dallas	SEM_NonBrand_Estate_Law	1.0	\$84.95	Add as keyword
divorce lawyer dallas	SEM_NonBrand_Family_Law	1.0	\$21.92	Add as keyword

Report Generated: July 16, 2025
PaidSearchNav - Google Ads Optimization Platform