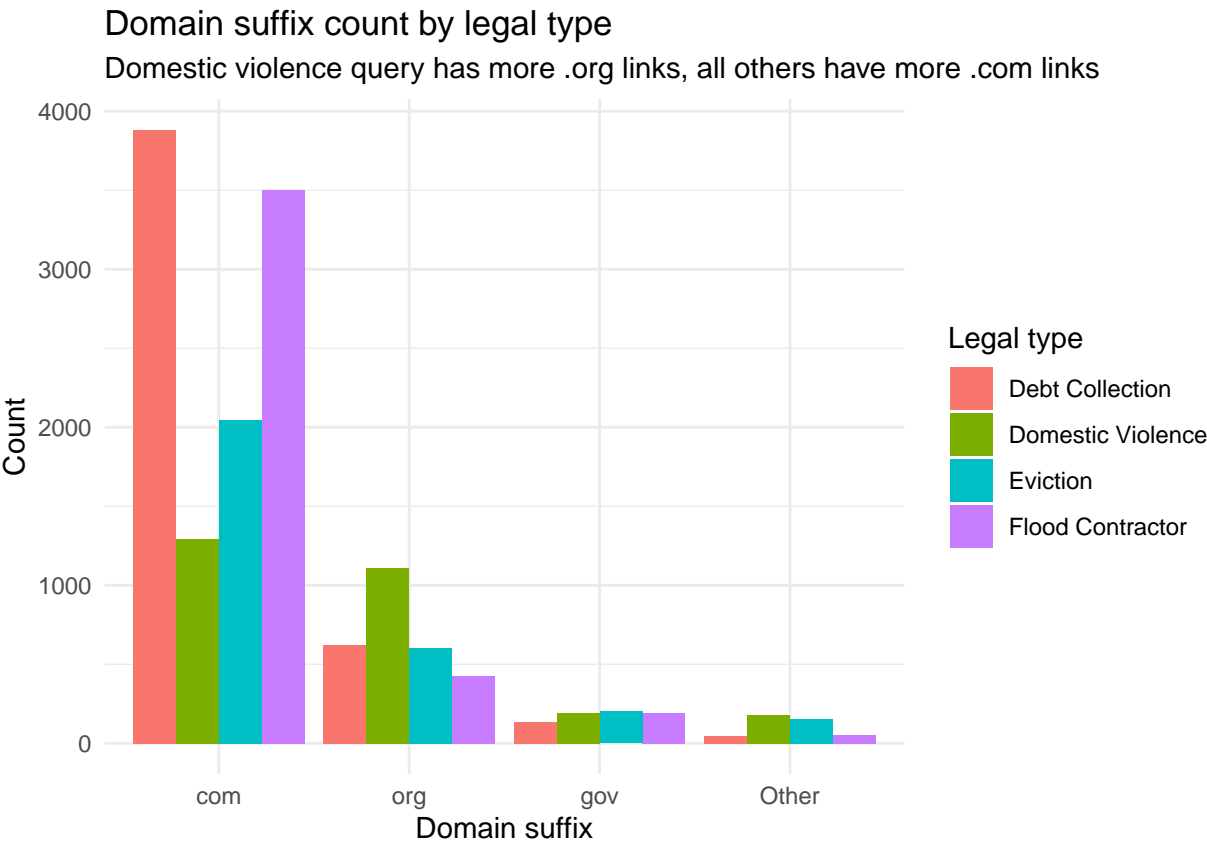


Search Audit Report: Northern Florida and Hawaii Queries

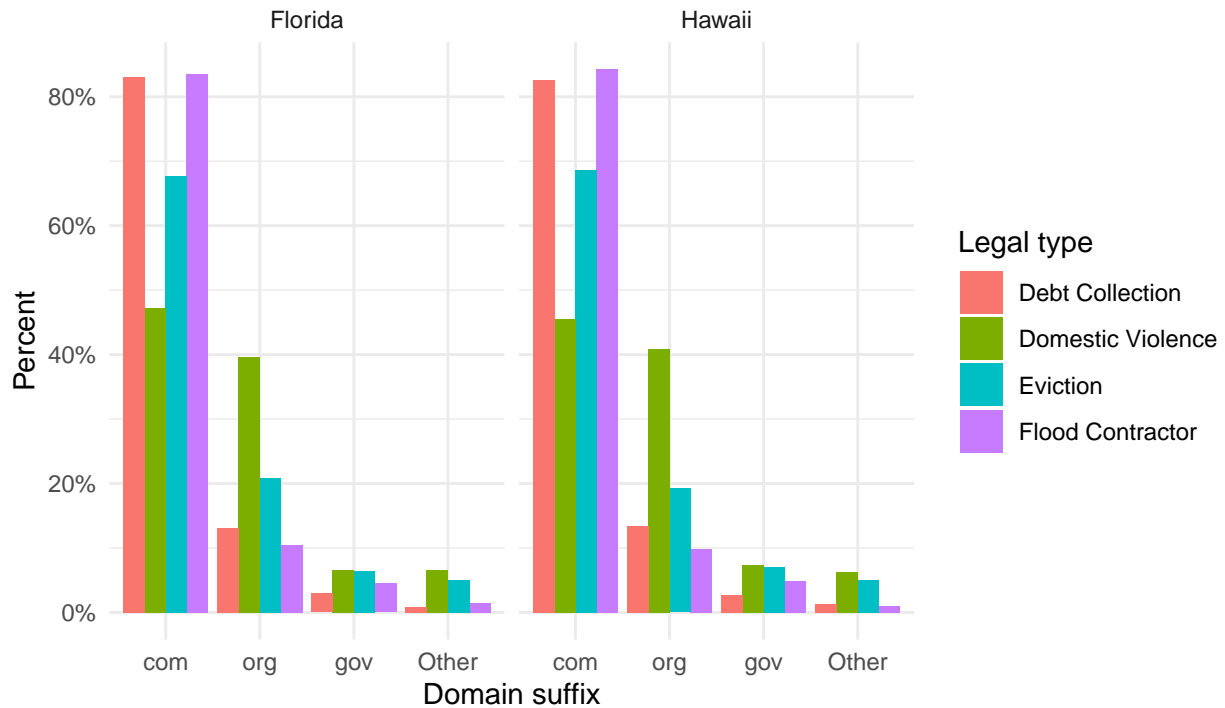
12/30/2020

Comparison between different categories



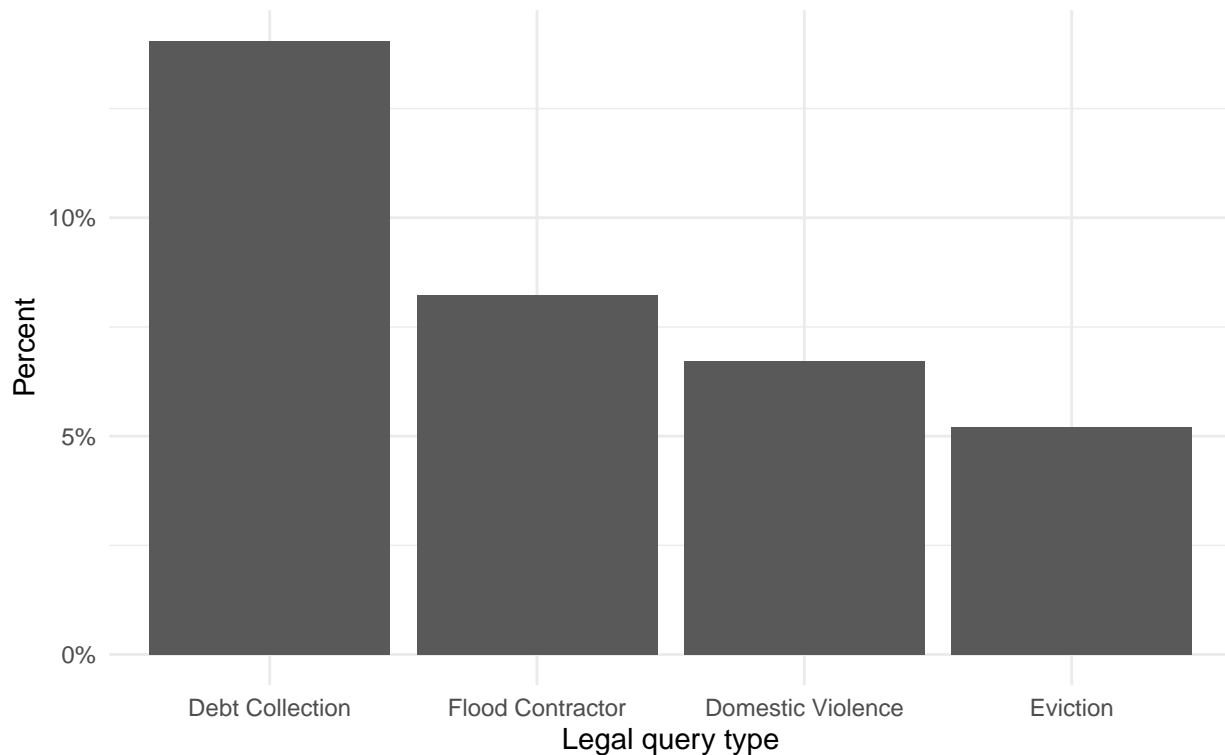
Domain suffix percent breakdown

Domestic violence query has more .org links, all others have more .com links
Spread between FL and HI are similar across all search query types



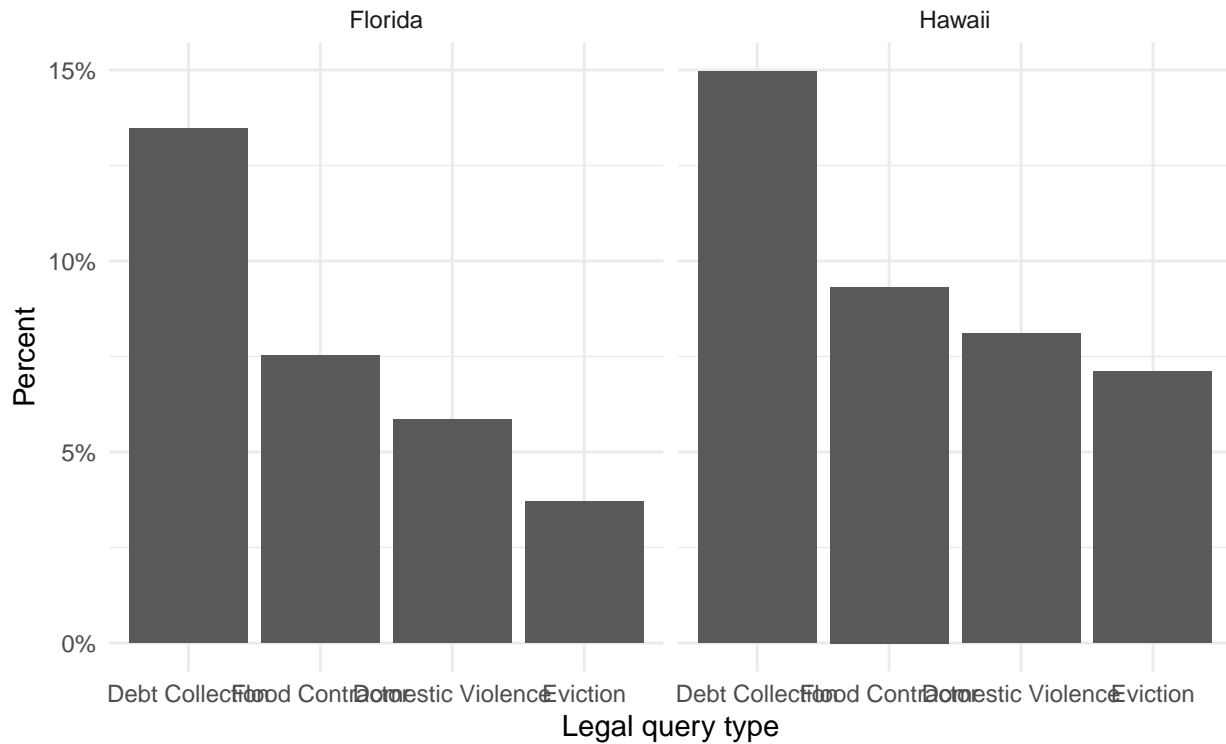
Percent of ads on a given search page

Domestic violence has the largest proportion of ads, eviction queries have the least



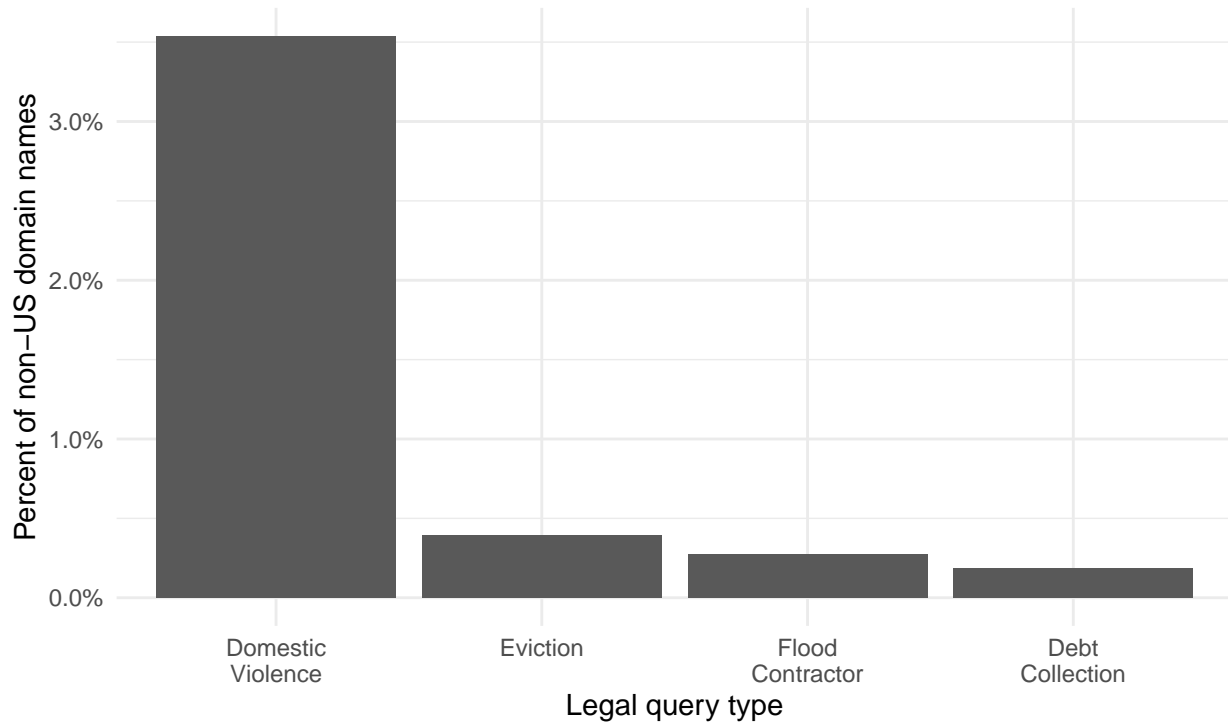
Percent of ads on a given search page

Domestic violence has the largest proportion of ads, eviction queries have the least



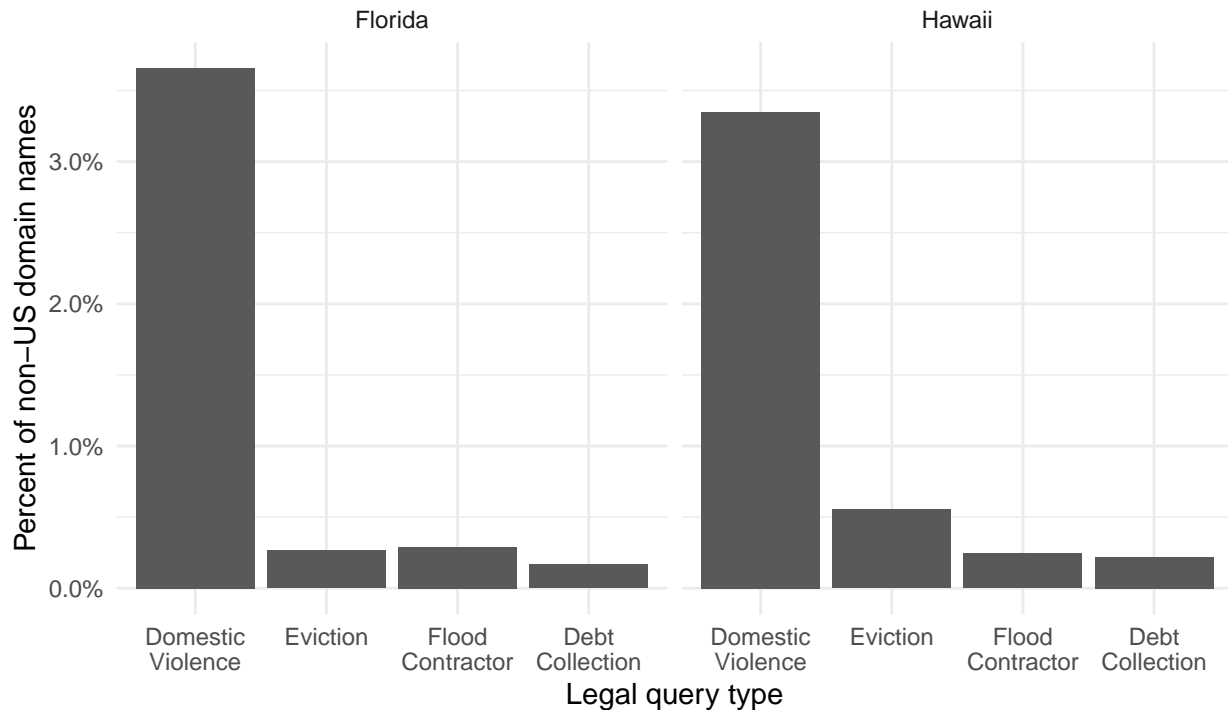
Percent of non-US domain names

Domestic violence has >1% links leading to non-US sites in the first Google search results from Australia, UK, Canada, Singapore, and New Zealand



Percent of non-US domain names

Domestic violence has >1% links leading to non-US sites in the first Google search res from Australia, UK, Canada, Singapore, and New Zealand



Rural Oahu

Debt collection

```
## Location: Rural Oahu, Legal query: debt_collection
## [1] "Top 3 URL domains"
## # A tibble: 103 x 2
##   full_url          n
##   <chr>            <int>
## 1 nolo.com          49
## 2 nerdwallet.com    37
## 3 consumerhelpcentral.com 33
## 4 wusa9.com         29
## 5 credit.com        28
## 6 consumerrecoverynetwork.com 25
## 7 natlbankruptcy.com 24
## 8 incharge.org      18
## 9 thebalance.com    17
## 10 creditcards.com   14
## # ... with 93 more rows
## [1] "First page top URL domains"
## # A tibble: 194 x 2
##   full_url          n
##   <chr>            <int>
## 1 nolo.com          86
## 2 creditcards.com   70
## 3 nerdwallet.com    63
```

```

## 4 usnews.com 51
## 5 incharge.org 42
## 6 credit.com 38
## 7 natlbankruptcy.com 38
## 8 consumerhelpcentral.com 36
## 9 wusa9.com 31
## 10 consumerrecoverynetwork.com 27
## # ... with 184 more rows
## [1] "Most common suffixes"
## # A tibble: 10 x 2
##   urlsuffix      n
##   <chr>      <int>
## 1 com        816
## 2 org        129
## 3 gov         30
## 4 net          6
## 5 co           3
## 6 ai           1
## 7 ca           1
## 8 edu           1
## 9 gov.sg        1
## 10 vic.gov.au    1
## [1] "Percentage of ads"
## [1] 16.8008
## [1] "Most common ad domain"

## # A tibble: 65 x 2
##   urldomain      n
##   <chr>      <int>
## 1 justanswer     18
## 2 nationaldebtre relief 16
## 3 legalmatch     11
## 4 gregdunnhi      9
## 5 topconsumerreviews 7
## 6 uprightlaw      7
## 7 creditassoc      6
## 8 bankruptcyrelief 4
## 9 chase           4
## 10 incharge        4
## # ... with 55 more rows

```

Domestic violence

```

## Location: Rural Oahu, Legal query: domestic_violence
## [1] "Top 3 URL domains"
## # A tibble: 153 x 2
##   full_url      n
##   <chr>      <int>
## 1 theguardian.com 10
## 2 ncadv.org       9
## 3 psychologytoday.com 9
## 4 womenshealth.gov 9
## 5 findlaw.com      7
## 6 loveisrespect.org 7
## 7 verywellmind.com 7

```

```

## 8 acrestreatment.org      5
## 9 joinonelove.org         4
## 10 masslegalhelp.org      4
## # ... with 143 more rows
## [1] "First page top URL domains"
## # A tibble: 214 x 2
##   full_url      n
##   <chr>      <int>
## 1 thehotline.org    32
## 2 helpguide.org    17
## 3 psychologytoday.com 16
## 4 joinonelove.org    15
## 5 quora.com         12
## 6 theguardian.com    12
## 7 ncadv.org         11
## 8 loveisrespect.org  10
## 9 verywellmind.com   10
## 10 womenshealth.gov   10
## # ... with 204 more rows
## [1] "Most common suffixes"
## # A tibble: 16 x 2
##   urlsuffix      n
##   <chr>      <int>
## 1 com         219
## 2 org         198
## 3 gov          36
## 4 ca           6
## 5 co.uk         4
## 6 edu           4
## 7 net           2
## 8 org.uk        2
## 9 blog          1
## 10 life          1
## 11 mn.us         1
## 12 nhs.uk        1
## 13 org.au        1
## 14 org.nz        1
## 15 police.uk     1
## 16 qld.gov.au    1
## [1] "Percentage of ads"
## [1] 10.70664
## [1] "Most common ad domain"

## # A tibble: 22 x 2
##   urldomain      n
##   <chr>      <int>
## 1 joinonelove     9
## 2 liveyourdream    8
## 3 new-hope         4
## 4 wadvocates       4
## 5 activebeat       3
## 6 futureswithoutviolence 3
## 7 awesomejelly     2
## 8 healthprep       2

```

```
## 9 patientsrising      2
## 10 airbnb             1
## # ... with 12 more rows
```

Flood contractor

```
## Location: Rural Oahu, Legal query: flood_contractor
## [1] "Top 3 URL domains"
## # A tibble: 155 x 2
##   full_url      n
##   <chr>      <int>
## 1 houselogic.com    25
## 2 lendinghome.com   20
## 3 nolo.com          19
## 4 angieslist.com    18
## 5 homes.com         16
## 6 usnews.com        16
## 7 washingtonpost.com 16
## 8 hg.org            14
## 9 cnbc.com          12
## 10 bbb.org           9
## # ... with 145 more rows
## [1] "First page top URL domains"
## # A tibble: 212 x 2
##   full_url      n
##   <chr>      <int>
## 1 angieslist.com    66
## 2 nolo.com          52
## 3 houselogic.com    35
## 4 homes.com         32
## 5 legalmatch.com    30
## 6 lendinghome.com   28
## 7 avvo.com          24
## 8 hg.org            24
## 9 usnews.com        20
## 10 washingtonpost.com 20
## # ... with 202 more rows
## [1] "Most common suffixes"
## # A tibble: 9 x 2
##   urlsuffix      n
##   <chr>      <int>
## 1 com          703
## 2 org           77
## 3 gov          35
## 4 net           3
## 5 ca            2
## 6 com.au        1
## 7 edu           1
## 8 mil           1
## 9 nm.us         1
## [1] "Percentage of ads"
## [1] 10.55341
## [1] "Most common ad domain"
## # A tibble: 27 x 2
```

```
##      urldomain          n
##      <chr>              <int>
## 1 justanswer           11
## 2 legalhawaii          10
## 3 kllawhawaii          8
## 4 homeadvisor           7
## 5 legalmatch            6
## 6 rainbowroof           6
## 7 protechroofinghonoluluhi 5
## 8 legalshield           3
## 9 allstarroofing808     2
## 10 gaf                  2
## # ... with 17 more rows
```

Eviction

```
## Location: Rural Oahu, Legal query: eviction
## [1] "Top 3 URL domains"
## # A tibble: 117 x 2
##   full_url          n
##   <chr>            <int>
## 1 sfgate.com        28
## 2 findlaw.com       23
## 3 nolo.com          16
## 4 avail.co          14
## 5 thebalancesmb.com 14
## 6 usnews.com         14
## 7 rentprep.com      12
## 8 freeadvice.com    11
## 9 hud.gov           11
## 10 caltenantlaw.com 10
## # ... with 107 more rows
## [1] "First page top URL domains"
## # A tibble: 155 x 2
##   full_url          n
##   <chr>            <int>
## 1 nolo.com          103
## 2 findlaw.com       45
## 3 sfgate.com        37
## 4 ca.gov            32
## 5 thebalancesmb.com 24
## 6 avail.co          17
## 7 usnews.com         15
## 8 american-apartment-owners-association.org 14
## 9 hud.gov           14
## 10 landlordology.com 14
## # ... with 145 more rows
## [1] "Most common suffixes"
## # A tibble: 12 x 2
##   urlsuffix          n
##   <chr>            <int>
## 1 com              509
## 2 org              143
## 3 gov              50
```



```
## 4 co 18
## 5 lease 5
## 6 net 5
## 7 edu 3
## 8 ca 2
## 9 co.uk 2
## 10 io 1
## 11 org.uk 1
## 12 site 1
## [1] "Percentage of ads"
## [1] 8.683853
## [1] "Most common ad domain"

## # A tibble: 19 x 2
##   urldomain n
##   <chr> <int>
## 1 wclp 10
## 2 ctlawhelp 8
## 3 lawhelpca 7
## 4 sflandlordtenantlaw 7
## 5 bayareapropertylawyers 6
## 6 justanswer 5
## 7 legalshield 5
## 8 info 3
## 9 lawdepot 3
## 10 audible 1
## 11 backgroundcheckswiki 1
## 12 formfindr 1
## 13 formstemplates 1
## 14 lawyernearyou 1
## 15 ledalawfirm 1
## 16 legalnature 1
## 17 legaltemplates 1
## 18 rocketlawyer 1
## 19 top10answers 1
```

Honolulu

Debt collection

```
## Location: Honolulu, Legal query: debt_collection
## [1] "Top 3 URL domains"
## # A tibble: 100 x 2
##   full_url n
##   <chr> <int>
## 1 nolo.com 55
## 2 nerdwallet.com 31
## 3 wusa9.com 31
## 4 consumerhelpcentral.com 29
## 5 credit.com 28
## 6 consumerrecoverynetwork.com 23
## 7 natlbankruptcy.com 23
## 8 incharge.org 18
## 9 creditcards.com 12
## 10 thebalance.com 10
```

```
## # ... with 90 more rows
## [1] "First page top URL domains"
## # A tibble: 171 x 2
##   full_url          n
##   <chr>          <int>
## 1 nolo.com          89
## 2 creditcards.com   66
## 3 nerdwallet.com    56
## 4 usnews.com        43
## 5 incharge.org      40
## 6 natlbankruptcy.com 37
## 7 consumerhelpcentral.com 34
## 8 credit.com        34
## 9 wusa9.com         32
## 10 consumerrecoverynetwork.com 25
## # ... with 161 more rows
## [1] "Most common suffixes"
## # A tibble: 10 x 2
##   urlsuffix    n
##   <chr>    <int>
## 1 com      710
## 2 org      119
## 3 gov       21
## 4 co         2
## 5 net         2
## 6 ai          1
## 7 ca          1
## 8 edu          1
## 9 gov.sg       1
## 10 info         1
## [1] "Percentage of ads"
## [1] 12.79904
## [1] "Most common ad domain"
## # A tibble: 50 x 2
##   urldomain    n
##   <chr>    <int>
## 1 justanswer    12
## 2 gregdunnhi    11
## 3 nationaldebtrelief 10
## 4 legalmatch     6
## 5 takechargeamerica  4
## 6 topconsumerreviews  4
## 7 bankruptcyrelief   3
## 8 debtbulldog       3
## 9 familycredit       3
## 10 legalshield        3
## # ... with 40 more rows
```

Domestic violence

```
## Location: Honolulu, Legal query: domestic_violence
## [1] "Top 3 URL domains"
## # A tibble: 188 x 2
##   full_url          n
```

```

##      <chr>                <int>
## 1 theguardian.com          14
## 2 ncadv.org                10
## 3 womenshealth.gov         9
## 4 loveisrespect.org        8
## 5 verywellmind.com         8
## 6 findlaw.com              7
## 7 psychologytoday.com      7
## 8 acestreatment.org        5
## 9 masslegalhelp.org        5
## 10 reddit.com              5
## # ... with 178 more rows
## [1] "First page top URL domains"
## # A tibble: 249 x 2
##   full_url      n
##   <chr>        <int>
## 1 thehotline.org    38
## 2 helpguide.org     18
## 3 youtube.com       17
## 4 theguardian.com   16
## 5 quora.com         15
## 6 dvipiowa.org      13
## 7 ncadv.org         12
## 8 womenshealth.gov  12
## 9 psychologytoday.com 11
## 10 activebeat.com   10
## # ... with 239 more rows
## [1] "Most common suffixes"
## # A tibble: 17 x 2
##   urlsuffix      n
##   <chr>        <int>
## 1 com          255
## 2 org          227
## 3 gov           41
## 4 ca            7
## 5 net           6
## 6 edu           5
## 7 org.uk        5
## 8 co.uk         4
## 9 police.uk     3
## 10 org.au       2
## 11 blog         1
## 12 govt.nz      1
## 13 life         1
## 14 mn.us        1
## 15 nhs.uk       1
## 16 org.nz       1
## 17 us          1
## [1] "Percentage of ads"
## [1] 6.05042
## [1] "Most common ad domain"

## # A tibble: 19 x 2
##   urldomain      n

```

##	<chr>	<int>
## 1	activebeat	10
## 2	joinonelove	4
## 3	healthprep	3
## 4	futureswithoutviolence	2
## 5	liveyourdream	2
## 6	new-hope	2
## 7	airbnb	1
## 8	awesomejelly	1
## 9	crisistextline	1
## 10	d2lrevolution	1
## 11	fcvfc	1
## 12	feelingkindablue	1
## 13	fundraisingcup	1
## 14	legalshield	1
## 15	mhanational	1
## 16	mind-diagnostics	1
## 17	Prescription treatment website	1
## 18	sterlingshelter	1
## 19	supportisp	1

Flood contractor

```
## Location: Honolulu, Legal query: flood_contractor
## [1] "Top 3 URL domains"
## # A tibble: 162 x 2
##   full_url      n
##   <chr>      <int>
## 1 nolo.com      25
## 2 houselogic.com 23
## 3 angieslist.com 19
## 4 lendinghome.com 19
## 5 usnews.com     18
## 6 washingtonpost.com 16
## 7 homes.com      13
## 8 cnbc.com       11
## 9 hg.org         11
## 10 bbb.org        9
## # ... with 152 more rows
## [1] "First page top URL domains"
## # A tibble: 218 x 2
##   full_url      n
##   <chr>      <int>
## 1 angieslist.com 63
## 2 nolo.com       51
## 3 houselogic.com 36
## 4 homes.com      30
## 5 legalmatch.com 30
## 6 lendinghome.com 27
## 7 avvo.com       25
## 8 hg.org         22
## 9 usnews.com     21
## 10 washingtonpost.com 20
## # ... with 208 more rows
```

```
## [1] "Most common suffixes"
## # A tibble: 8 x 2
##   urlsuffix      n
##   <chr>        <int>
## 1 com          695
## 2 org           87
## 3 gov           46
## 4 net            3
## 5 ca             1
## 6 com.au         1
## 7 edu            1
## 8 hi.us          1
## [1] "Percentage of ads"
## [1] 8.138101
## [1] "Most common ad domain"

## # A tibble: 20 x 2
##   urldomain      n
##   <chr>        <int>
## 1 kllawhawaii    10
## 2 homeadvisor     8
## 3 justanswer      6
## 4 legalhawaii     6
## 5 rainbowroof     6
## 6 protechroofinghonoluluhi 5
## 7 kapiliroof      4
## 8 haleakalasolarroofing 3
## 9 headedhomeroofing 3
## 10 legalmatch      3
## 11 legalshield     3
## 12 askalawyeroncall 1
## 13 barkerkappelleconstruction 1
## 14 bbb             1
## 15 legalsupporttoday 1
## 16 letterdash      1
## 17 lsc             1
## 18 murakamiroofing 1
## 19 paclawteam       1
## 20 scotbrower      1
```

Eviction

```
## Location: Honolulu, Legal query: eviction
## [1] "Top 3 URL domains"
## # A tibble: 118 x 2
##   full_url      n
##   <chr>        <int>
## 1 sfgate.com    24
## 2 findlaw.com   23
## 3 nolo.com      16
## 4 usnews.com    13
## 5 freeadvice.com 12
## 6 rentprep.com  11
## 7 avail.co     10
## 8 caltenantlaw.com 10
```

```

## 9 hud.gov 10
## 10 legalmatch.com 10
## # ... with 108 more rows
## [1] "First page top URL domains"
## # A tibble: 155 x 2
##   full_url n
##   <chr> <int>
## 1 nolo.com 94
## 2 findlaw.com 41
## 3 ca.gov 31
## 4 sfgate.com 29
## 5 thebalancesmb.com 19
## 6 american-apartment-owners-association.org 15
## 7 usnews.com 15
## 8 hud.gov 14
## 9 landlordology.com 14
## 10 avail.co 12
## # ... with 145 more rows
## [1] "Most common suffixes"
## # A tibble: 12 x 2
##   urlsuffix n
##   <chr> <int>
## 1 com 438
## 2 org 122
## 3 gov 47
## 4 co 13
## 5 lease 5
## 6 net 5
## 7 ca 2
## 8 co.uk 2
## 9 edu 2
## 10 io 1
## 11 org.uk 1
## 12 site 1
## [1] "Percentage of ads"
## [1] 5.238095
## [1] "Most common ad domain"
## # A tibble: 15 x 2
##   urldomain n
##   <chr> <int>
## 1 wclp 7
## 2 bayareapropertylawyers 4
## 3 ctlawhelp 4
## 4 info 3
## 5 legalshield 3
## 6 sflandlordtenantlaw 3
## 7 audible 1
## 8 formfindr 1
## 9 justanswer 1
## 10 lawdepot 1
## 11 lawhelpca 1
## 12 ledalawfirm 1
## 13 legalnature 1

```

```
## 14 pdffiller 1
## 15 rocketlawyer 1
```

Jacksonville

Debt collection

```
## Location: Jacksonville, Legal query: debt_collection
```

```
## [1] "Top 3 URL domains"
```

```
## # A tibble: 106 x 2
```

	full_url	n
	<chr>	<int>
## 1	nolo.com	51
## 2	nerdwallet.com	37
## 3	consumerhelpcentral.com	30
## 4	wusa9.com	30
## 5	consumerrecoverynetwork.com	28
## 6	credit.com	26
## 7	natlbankruptcy.com	25
## 8	incharge.org	17
## 9	thebalance.com	16
## 10	wallethub.com	15

```
## # ... with 96 more rows
```

```
## [1] "First page top URL domains"
```

```
## # A tibble: 190 x 2
```

	full_url	n
	<chr>	<int>
## 1	nolo.com	83
## 2	creditcards.com	69
## 3	nerdwallet.com	61
## 4	usnews.com	51
## 5	incharge.org	43
## 6	credit.com	37
## 7	natlbankruptcy.com	37
## 8	consumerhelpcentral.com	34
## 9	wusa9.com	31
## 10	consumerrecoverynetwork.com	30

```
## # ... with 180 more rows
```

```
## [1] "Most common suffixes"
```

```
## # A tibble: 12 x 2
```

	urlsuffix	n
	<chr>	<int>
## 1	com	799
## 2	org	120
## 3	gov	28
## 4	co	2
## 5	ai	1
## 6	ca	1
## 7	edu	1
## 8	gov.sg	1
## 9	info	1
## 10	legal	1
## 11	pro	1
## 12	site	1

```
## [1] "Percentage of ads"
```

```
## [1] 14.72709
## [1] "Most common ad domain"

## # A tibble: 57 x 2
##   urldomain      n
##   <chr>        <int>
## 1 the-debt-experts    17
## 2 nationaldebtrelied 14
## 3 justanswer         9
## 4 legalmatch         8
## 5 top10debtconsolidation 7
## 6 topconsumerreviews  7
## 7 muradolawpa        6
## 8 jaxlawcenter        5
## 9 incharge           4
## 10 chase             3
## # ... with 47 more rows
```

Domestic violence

```
## Location: Jacksonville, Legal query: domestic_violence
## [1] "Top 3 URL domains"
## # A tibble: 182 x 2
##   full_url      n
##   <chr>        <int>
## 1 womenshealth.gov    9
## 2 ncadv.org          8
## 3 psychologytoday.com  8
## 4 theguardian.com     7
## 5 findlaw.com         6
## 6 helpguide.org       6
## 7 loveisrespect.org   6
## 8 reddit.com          6
## 9 verywellmind.com    6
## 10 huffpost.com       5
## # ... with 172 more rows
## [1] "First page top URL domains"
## # A tibble: 244 x 2
##   full_url      n
##   <chr>        <int>
## 1 thehotline.org     31
## 2 helpguide.org     20
## 3 quora.com         14
## 4 psychologytoday.com 13
## 5 youtube.com       12
## 6 dvipiowa.org       11
## 7 reddit.com        11
## 8 womenshealth.gov   11
## 9 verywellmind.com   10
## 10 activebeat.com     9
## # ... with 234 more rows
## [1] "Most common suffixes"
## # A tibble: 15 x 2
##   urlsuffix      n
##   <chr>        <int>
```



```
## 1 com          261
## 2 org          208
## 3 gov          33
## 4 ca           9
## 5 co.uk        4
## 6 edu          4
## 7 net          3
## 8 org.uk       3
## 9 police.uk    2
## 10 blog        1
## 11 life        1
## 12 mn.us       1
## 13 org.au      1
## 14 org.nz      1
## 15 us          1
## [1] "Percentage of ads"
## [1] 5.27307
## [1] "Most common ad domain"

## # A tibble: 14 x 2
##   urldomain      n
##   <chr>        <int>
## 1 activebeat      9
## 2 loveequalsme    6
## 3 awesomejelly    2
## 4 airbnb          1
## 5 cawc            1
## 6 d2lrevolution    1
## 7 fundraisingcup   1
## 8 justanswer       1
## 9 mind-diagnostics 1
## 10 Prescription treatment website 1
## 11 safehorizon     1
## 12 successtms      1
## 13 supportisp       1
## 14 victormarx      1
```

Flood contractor

```
## Location: Jacksonville, Legal query: flood_contractor
## [1] "Top 3 URL domains"
## # A tibble: 165 x 2
##   full_url      n
##   <chr>        <int>
## 1 nolo.com      22
## 2 houselogic.com 20
## 3 lendinghome.com 17
## 4 usnews.com     17
## 5 angieslist.com 16
## 6 homes.com      14
## 7 washingtonpost.com 13
## 8 cnbc.com       12
## 9 hg.org         12
## 10 bbb.org        9
## # ... with 155 more rows
```

```

## [1] "First page top URL domains"
## # A tibble: 237 x 2
##   full_url      n
##   <chr>      <int>
## 1 angieslist.com    60
## 2 nolo.com          51
## 3 houselogic.com    33
## 4 homes.com         30
## 5 legalmatch.com    27
## 6 avvo.com          25
## 7 lendinghome.com   25
## 8 hg.org            20
## 9 usnews.com        20
## 10 washingtonpost.com 19
## # ... with 227 more rows
## [1] "Most common suffixes"
## # A tibble: 8 x 2
##   urlsuffix      n
##   <chr>      <int>
## 1 com         714
## 2 org          88
## 3 gov          33
## 4 net           4
## 5 ca            1
## 6 com.au        1
## 7 mil           1
## 8 us            1
## [1] "Percentage of ads"
## [1] 7.568238
## [1] "Most common ad domain"

## # A tibble: 27 x 2
##   urldomain      n
##   <chr>      <int>
## 1 justanswer     10
## 2 homeadvisor     8
## 3 tadlock-roofing  5
## 4 throofing       5
## 5 eboz            4
## 6 legalshield     3
## 7 stormforce      3
## 8 attorneyinfoguide 2
## 9 legalsupporttoday 2
## 10 spcroofers      2
## # ... with 17 more rows

```

Eviction

```

## Location: Jacksonville, Legal query: eviction
## [1] "Top 3 URL domains"
## # A tibble: 104 x 2
##   full_url      n
##   <chr>      <int>
## 1 sfgate.com    21
## 2 findlaw.com   15

```

```

## 3 nolo.com 14
## 4 ca.gov 9
## 5 caltenantlaw.com 9
## 6 hud.gov 8
## 7 thebalancesmb.com 8
## 8 freeadvice.com 7
## 9 usnews.com 7
## 10 legalmatch.com 6
## # ... with 94 more rows
## [1] "First page top URL domains"
## # A tibble: 148 x 2
##   full_url n
##   <chr> <int>
## 1 nolo.com 82
## 2 findlaw.com 30
## 3 sfgate.com 28
## 4 ca.gov 20
## 5 thebalancesmb.com 15
## 6 floridalawhelp.org 13
## 7 sftu.org 12
## 8 caltenantlaw.com 11
## 9 legalnature.com 10
## 10 american-apartment-owners-association.org 9
## # ... with 138 more rows
## [1] "Most common suffixes"
## # A tibble: 11 x 2
##   urlsuffix n
##   <chr> <int>
## 1 com 368
## 2 org 120
## 3 gov 31
## 4 co 8
## 5 net 6
## 6 lease 4
## 7 edu 2
## 8 ca 1
## 9 co.uk 1
## 10 io 1
## 11 site 1
## [1] "Percentage of ads"
## [1] 4.819277
## [1] "Most common ad domain"
## # A tibble: 18 x 2
##   urldomain n
##   <chr> <int>
## 1 ctlawhelp 3
## 2 justanswer 3
## 3 bayareapropertylawyers 2
## 4 info 2
## 5 lawdepot 2
## 6 legalshield 2
## 7 sflandlordtenantlaw 2
## 8 wclp 2

```

```
## 9 audible 1
## 10 backgroundcheckswiki 1
## 11 edwardsedwardslaw 1
## 12 formstemplates 1
## 13 formswift 1
## 14 lawhelpca 1
## 15 ledalawfirm 1
## 16 legalnature 1
## 17 rocketlawyer 1
## 18 smartaboutmoney 1
```

Pensacola

Debt collection

```
## Location: Pensacola, Legal query: debt_collection
```

```
## [1] "Top 3 URL domains"
```

```
## # A tibble: 106 x 2
```

```
##   full_url      n
##   <chr>      <int>
## 1 nolo.com      50
## 2 nerdwallet.com 39
## 3 consumerhelpcentral.com 31
## 4 wusa9.com     31
## 5 credit.com    29
## 6 consumerrecoverynetwork.com 27
## 7 natlbankruptcy.com 23
## 8 thebalance.com 21
## 9 wallethub.com 17
## 10 incharge.org 16
```

```
## # ... with 96 more rows
```

```
## [1] "First page top URL domains"
```

```
## # A tibble: 188 x 2
```

```
##   full_url      n
##   <chr>      <int>
## 1 nolo.com      85
## 2 creditcards.com 72
## 3 nerdwallet.com 62
## 4 usnews.com     51
## 5 incharge.org   43
## 6 credit.com     39
## 7 natlbankruptcy.com 37
## 8 consumerhelpcentral.com 36
## 9 wusa9.com      32
## 10 consumerrecoverynetwork.com 29
```

```
## # ... with 178 more rows
```

```
## [1] "Most common suffixes"
```

```
## # A tibble: 9 x 2
```

```
##   urlsuffix      n
##   <chr>      <int>
## 1 com        807
## 2 org        132
## 3 gov         28
## 4 co           2
## 5 ai           1
```

```
## 6 ca 1
## 7 edu 1
## 8 gov.sg 1
## 9 info 1
## [1] "Percentage of ads"
## [1] 13.91485
## [1] "Most common ad domain"

## # A tibble: 55 x 2
##   urldomain n
##   <chr> <int>
## 1 the-debt-experts 16
## 2 nationaldebtrelief 15
## 3 justanswer 11
## 4 top10debtconsolidation 6
## 5 topconsumerreviews 6
## 6 legalmatch 5
## 7 muradolawpa 5
## 8 incharge 4
## 9 kgarvinlaw 4
## 10 debtbulldog 3
## # ... with 45 more rows
```

Domestic violence

```
## Location: Pensacola, Legal query: domestic_violence
## [1] "Top 3 URL domains"
## # A tibble: 182 x 2
##   full_url n
##   <chr> <int>
## 1 theguardian.com 13
## 2 womenshealth.gov 11
## 3 joinonelove.org 9
## 4 ncadv.org 9
## 5 verywellmind.com 9
## 6 findlaw.com 8
## 7 psychologytoday.com 8
## 8 helpguide.org 7
## 9 loveisrespect.org 7
## 10 reddit.com 6
## # ... with 172 more rows
## [1] "First page top URL domains"
## # A tibble: 248 x 2
##   full_url n
##   <chr> <int>
## 1 thehotline.org 44
## 2 helpguide.org 24
## 3 quora.com 19
## 4 theguardian.com 16
## 5 psychologytoday.com 15
## 6 youtube.com 15
## 7 dvipiowa.org 14
## 8 favorhouse.org 14
## 9 ncadv.org 13
## 10 verywellmind.com 13
```

```
## # ... with 238 more rows
## [1] "Most common suffixes"
## # A tibble: 16 x 2
##   urlsuffix      n
##   <chr>        <int>
## 1 com          318
## 2 org          255
## 3 gov          42
## 4 ca           8
## 5 org.uk       7
## 6 net          5
## 7 edu          4
## 8 co.uk        3
## 9 blog         1
## 10 life         1
## 11 mn.us        1
## 12 nhs.uk       1
## 13 org.au       1
## 14 org.nz       1
## 15 police.uk    1
## 16 qld.gov.au   1
## [1] "Percentage of ads"
## [1] 8.32
## [1] "Most common ad domain"

## # A tibble: 21 x 2
##   urldomain      n
##   <chr>        <int>
## 1 activebeat     11
## 2 loveequalsme   7
## 3 breakthecycle  4
## 4 ananiasfoundation 3
## 5 awesomejelly   3
## 6 cawc           3
## 7 new-hope       3
## 8 healthprep     2
## 9 justanswer     2
## 10 patientsrising 2
## # ... with 11 more rows
```

Flood contractor

```
## Location: Pensacola, Legal query: flood_contractor
## [1] "Top 3 URL domains"
## # A tibble: 166 x 2
##   full_url      n
##   <chr>        <int>
## 1 houselogic.com 23
## 2 nolo.com       21
## 3 lendinghome.com 18
## 4 usnews.com     16
## 5 washingtonpost.com 15
## 6 angieslist.com 14
## 7 homes.com      14
## 8 hg.org         13
```

```

## 9 cncb.com 11
## 10 avvo.com 10
## # ... with 156 more rows
## [1] "First page top URL domains"
## # A tibble: 237 x 2
##   full_url n
##   <chr> <int>
## 1 angieslist.com 62
## 2 nolo.com 51
## 3 houselogic.com 36
## 4 homes.com 32
## 5 avvo.com 29
## 6 legalmatch.com 28
## 7 lendinghome.com 25
## 8 hg.org 23
## 9 washingtonpost.com 20
## 10 bogleheads.org 17
## # ... with 227 more rows
## [1] "Most common suffixes"
## # A tibble: 8 x 2
##   urlsuffix n
##   <chr> <int>
## 1 com 720
## 2 org 91
## 3 gov 44
## 4 net 3
## 5 ca 2
## 6 com.au 1
## 7 go.jp 1
## 8 us 1
## [1] "Percentage of ads"
## [1] 8.476658
## [1] "Most common ad domain"

## # A tibble: 29 x 2
##   urldomain n
##   <chr> <int>
## 1 justanswer 11
## 2 homeadvisor 9
## 3 tadlock-roofing 6
## 4 certifiedroofingsolutionsllc 5
## 5 kingsroofingllc 5
## 6 legalshield 3
## 7 thumbtack 3
## 8 attorneyinfo guide 2
## 9 cqconstructioninc 2
## 10 gaf 2
## # ... with 19 more rows

```

Eviction

```

## Location: Pensacola, Legal query: eviction
## [1] "Top 3 URL domains"
## # A tibble: 109 x 2
##   full_url n

```

```

##      <chr>          <int>
## 1 sfgate.com      24
## 2 findlaw.com     19
## 3 nolo.com        18
## 4 usnews.com      11
## 5 legalmatch.com  10
## 6 rentprep.com    9
## 7 caltenantlaw.com 8
## 8 hud.gov         8
## 9 thebalancesmb.com 8
## 10 achhd.org      7
## # ... with 99 more rows
## [1] "First page top URL domains"
## # A tibble: 133 x 2
##   full_url      n
##   <chr>      <int>
## 1 nolo.com      85
## 2 findlaw.com   31
## 3 sfgate.com    29
## 4 ca.gov        24
## 5 thebalancesmb.com 16
## 6 sftu.org      14
## 7 floridalawhelp.org 13
## 8 american-apartment-owners-association.org 11
## 9 avail.co      11
## 10 hud.gov      11
## # ... with 123 more rows
## [1] "Most common suffixes"
## # A tibble: 10 x 2
##   urlsuffix      n
##   <chr>      <int>
## 1 com        386
## 2 org        114
## 3 gov         38
## 4 co          11
## 5 lease        7
## 6 net          4
## 7 edu          3
## 8 co.uk        1
## 9 io           1
## 10 site        1
## [1] "Percentage of ads"
## [1] 3.152364
## [1] "Most common ad domain"

## # A tibble: 7 x 2
##   urldomain      n
##   <chr>      <int>
## 1 sflandlordtenantlaw 6
## 2 bayareapropertylawyers 4
## 3 info            2
## 4 justanswer        2
## 5 legalshield       2
## 6 holmanfirm        1

```


7 lawdepot

1

Tallahassee

Debt collection

Location: Tallahassee, Legal query: debt_collection

[1] "Top 3 URL domains"

A tibble: 107 x 2

	full_url	n
	<chr>	<int>
## 1	nolo.com	49
## 2	nerdwallet.com	34
## 3	consumerhelpcentral.com	28
## 4	credit.com	28
## 5	wusa9.com	27
## 6	natlbankruptcy.com	24
## 7	consumerrecoverynetwork.com	22
## 8	thebalance.com	19
## 9	incharge.org	15
## 10	creditkarma.com	12

... with 97 more rows

[1] "First page top URL domains"

A tibble: 186 x 2

	full_url	n
	<chr>	<int>
## 1	nolo.com	77
## 2	creditcards.com	67
## 3	nerdwallet.com	57
## 4	usnews.com	49
## 5	incharge.org	40
## 6	credit.com	37
## 7	natlbankruptcy.com	35
## 8	consumerhelpcentral.com	31
## 9	wusa9.com	29
## 10	consumerrecoverynetwork.com	25

... with 176 more rows

[1] "Most common suffixes"

A tibble: 9 x 2

	urlsuffix	n
	<chr>	<int>
## 1	com	751
## 2	org	121
## 3	gov	27
## 4	net	3
## 5	ai	1
## 6	ca	1
## 7	co	1
## 8	edu	1
## 9	gov.sg	1

[1] "Percentage of ads"

[1] 11.70213

[1] "Most common ad domain"

A tibble: 46 x 2

```
##      urldomain          n
##      <chr>              <int>
## 1 the-debt-experts      13
## 2 nationaldebtreview    11
## 3 brunerwright          10
## 4 justanswer            8
## 5 topconsumerreviews    5
## 6 incharge              4
## 7 muradolawpa           4
## 8 top10debtconsolidation 4
## 9 debtbulldog           3
## 10 takechargeamerica    3
## # ... with 36 more rows
```

Domestic violence

```
## Location: Tallahassee, Legal query: domestic_violence
## [1] "Top 3 URL domains"
## # A tibble: 161 x 2
##   full_url          n
##   <chr>            <int>
## 1 psychologytoday.com 9
## 2 theguardian.com     9
## 3 womenshealth.gov    9
## 4 helpguide.org       8
## 5 joinonelove.org     8
## 6 verywellmind.com    8
## 7 loveisrespect.org   7
## 8 ncadv.org           6
## 9 reddit.com          6
## 10 wikihow.com        6
## # ... with 151 more rows
## [1] "First page top URL domains"
## # A tibble: 213 x 2
##   full_url          n
##   <chr>            <int>
## 1 thehotline.org     40
## 2 helpguide.org      22
## 3 quora.com          16
## 4 dvipiowa.org       15
## 5 youtube.com        15
## 6 psychologytoday.com 14
## 7 theguardian.com    12
## 8 verywellmind.com   12
## 9 reddit.com         11
## 10 womenshealth.gov  11
## # ... with 203 more rows
## [1] "Most common suffixes"
## # A tibble: 17 x 2
##   urlsuffix          n
##   <chr>            <int>
## 1 com              238
## 2 org              223
## 3 gov              38
```

```
## 4 net 12
## 5 ca 9
## 6 org.uk 6
## 7 co.uk 5
## 8 edu 4
## 9 org.au 3
## 10 blog 1
## 11 gov.uk 1
## 12 life 1
## 13 nhs.uk 1
## 14 org.nz 1
## 15 police.uk 1
## 16 qld.gov.au 1
## 17 tv 1
## [1] "Percentage of ads"
## [1] 3.488372
## [1] "Most common ad domain"

## # A tibble: 10 x 2
##   urldomain n
##   <chr> <int>
## 1 activebeat 7
## 2 ananiasfoundation 2
## 3 healthprep 2
## 4 awesomejelly 1
## 5 justanswer 1
## 6 loveequalsme 1
## 7 mind-diagnostics 1
## 8 Prescription treatment website 1
## 9 safehorizon 1
## 10 supportisp 1
```

Flood contractor

```
## Location: Tallahassee, Legal query: flood_contractor
## [1] "Top 3 URL domains"
## # A tibble: 161 x 2
##   full_url n
##   <chr> <int>
## 1 houselogic.com 21
## 2 lendinghome.com 18
## 3 nolo.com 16
## 4 angieslist.com 15
## 5 hg.org 15
## 6 cnbc.com 14
## 7 usnews.com 14
## 8 washingtonpost.com 14
## 9 homes.com 10
## 10 bbb.org 9
## # ... with 151 more rows
## [1] "First page top URL domains"
## # A tibble: 218 x 2
##   full_url n
##   <chr> <int>
## 1 angieslist.com 62
```

```

## 2 nolo.com 48
## 3 houselogic.com 34
## 4 homes.com 27
## 5 legalmatch.com 27
## 6 avvo.com 26
## 7 lendinghome.com 24
## 8 hg.org 23
## 9 washingtonpost.com 19
## 10 bogleheads.org 17
## # ... with 208 more rows
## [1] "Most common suffixes"
## # A tibble: 9 x 2
##   urlsuffix      n
##   <chr>      <int>
## 1 com        668
## 2 org         84
## 3 gov         36
## 4 net         15
## 5 ca           2
## 6 com.au       1
## 7 fl.us        1
## 8 info         1
## 9 us           1
## [1] "Percentage of ads"
## [1] 6.508135
## [1] "Most common ad domain"

## # A tibble: 15 x 2
##   urldomain      n
##   <chr>      <int>
## 1 mckeithenroofing 9
## 2 justanswer       7
## 3 homeadvisor      6
## 4 parkeroptions    6
## 5 tadlock-roofing  6
## 6 rooferstallahassee 4
## 7 tallahasseeeroofingcompany 4
## 8 legalshield      2
## 9 legalsupporttoday 2
## 10 gaf              1
## 11 legalhelpline    1
## 12 legalmatch       1
## 13 lsc              1
## 14 stellaradjusting  1
## 15 topattorneysnearby 1

```

Eviction

```

## Location: Tallahassee, Legal query: eviction
## [1] "Top 3 URL domains"
## # A tibble: 98 x 2
##   full_url      n
##   <chr>      <int>
## 1 sfgate.com    19
## 2 findlaw.com   18

```

```

## 3 nolo.com          16
## 4 avail.co          11
## 5 rentprep.com      10
## 6 hud.gov           9
## 7 usnews.com        9
## 8 legalmatch.com    8
## 9 caltenantlaw.com  7
## 10 freeadvice.com   7
## # ... with 88 more rows
## [1] "First page top URL domains"
## # A tibble: 136 x 2
##   full_url          n
##   <chr>          <int>
## 1 nolo.com          85
## 2 findlaw.com       28
## 3 ca.gov            22
## 4 sfgate.com        21
## 5 thebalancesmb.com 16
## 6 floridalawhelp.org 14
## 7 avail.co          13
## 8 hud.gov           12
## 9 landlordology.com 12
## 10 american-apartment-owners-association.org 10
## # ... with 126 more rows
## [1] "Most common suffixes"
## # A tibble: 13 x 2
##   urlsuffix          n
##   <chr>          <int>
## 1 com            346
## 2 org            104
## 3 gov            35
## 4 co             13
## 5 net             7
## 6 ca              2
## 7 lease           2
## 8 co.uk           1
## 9 edu             1
## 10 fl.us           1
## 11 io             1
## 12 legal           1
## 13 site            1
## [1] "Percentage of ads"
## [1] 3.085299
## [1] "Most common ad domain"

## # A tibble: 14 x 2
##   urldomain          n
##   <chr>          <int>
## 1 lawdepot          2
## 2 sf landlordtenantlaw 2
## 3 wclp              2
## 4 audible            1
## 5 backgroundcheckswiki 1
## 6 ctlawhelp          1

```

##	7	formfindr	1
##	8	formstempltes	1
##	9	info	1
##	10	justanswer	1
##	11	ledalawfirm	1
##	12	legalnature	1
##	13	legalshield	1
##	14	rocketlawyer	1