Title containing keywords No "car accident" or "personal injury" Has "car accident" or "personal injury" 150 -1500 -100 -1000 -Count Count 50 -500 -0 -0 -10 15 20 15 20 5 10 5 Ö Position Position No "lawyer" or "attorney" Has "lawyer" or "attorney" 500 -1200 -400 -O 200 -Count 400 100 -0 -0 -20 10 20 15 15 5 5 10 0 Position Position No city name Has city name 1500 **-**150 **-**1000 -100 -Count Count

