Description containing keywords No "car accident" or "personal injury" Has "car accident" or "personal injury" 1000 -750 **-**750 -Count Count 250 -250 **-**0 -0 -10 15 20 15 20 5 10 5 0 Position Position No "lawyer" or "attorney" Has "lawyer" or "attorney" 1000 -800 -750 **-**600 -Count Count 400 -250 **-**200 -20 10 20 15 15 5 5 10 0 Position Position No city name Has city name 600 -

