



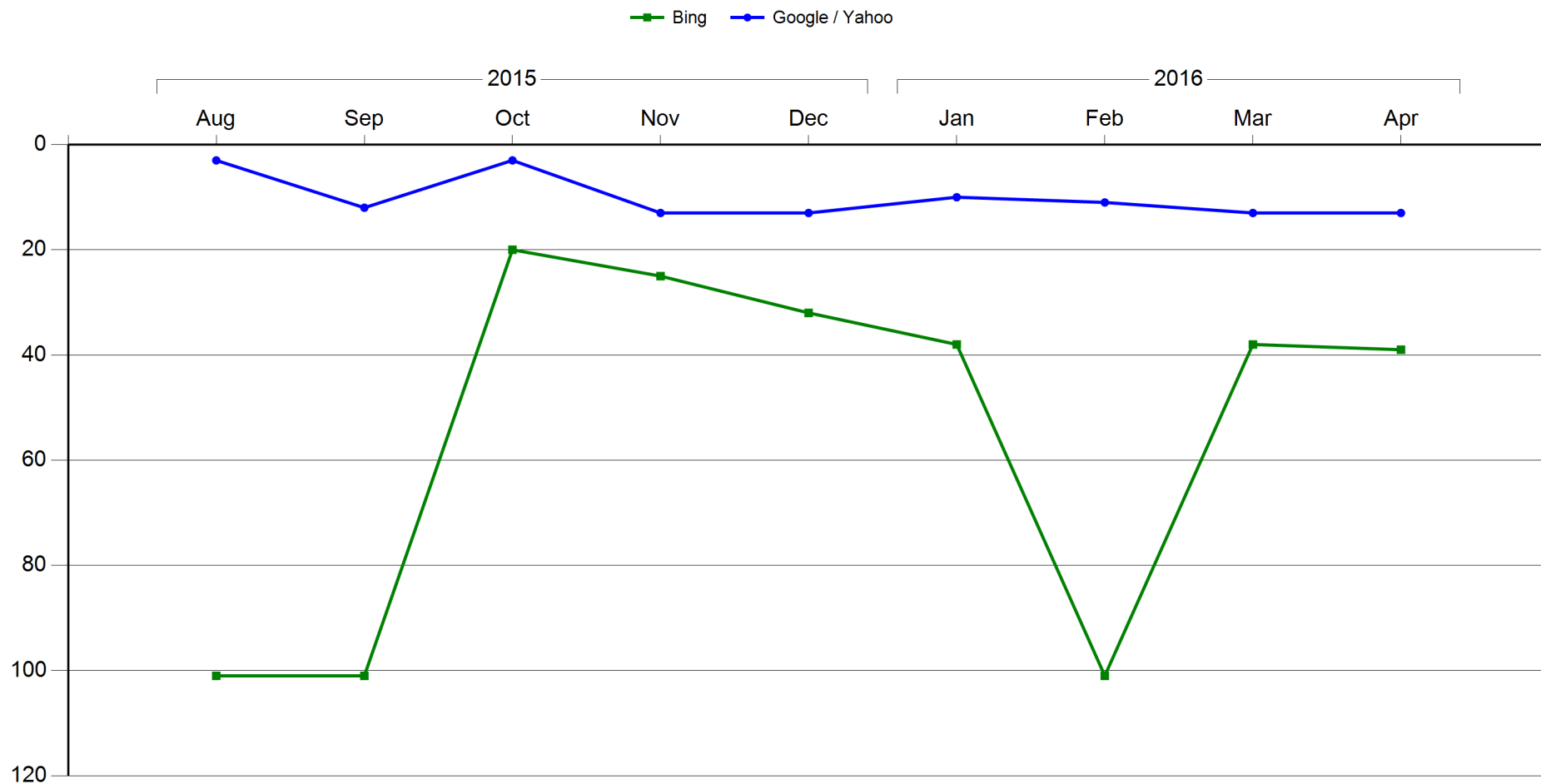
Service Summary

| Business Name: | Start Date: | Advertiser ID: |
|-----------------------|--------------------|-----------------------|
| Paterson & Dowding | 05-08-2015 | 100000991420 |

Keyword Rank History

divorce lawyers perth

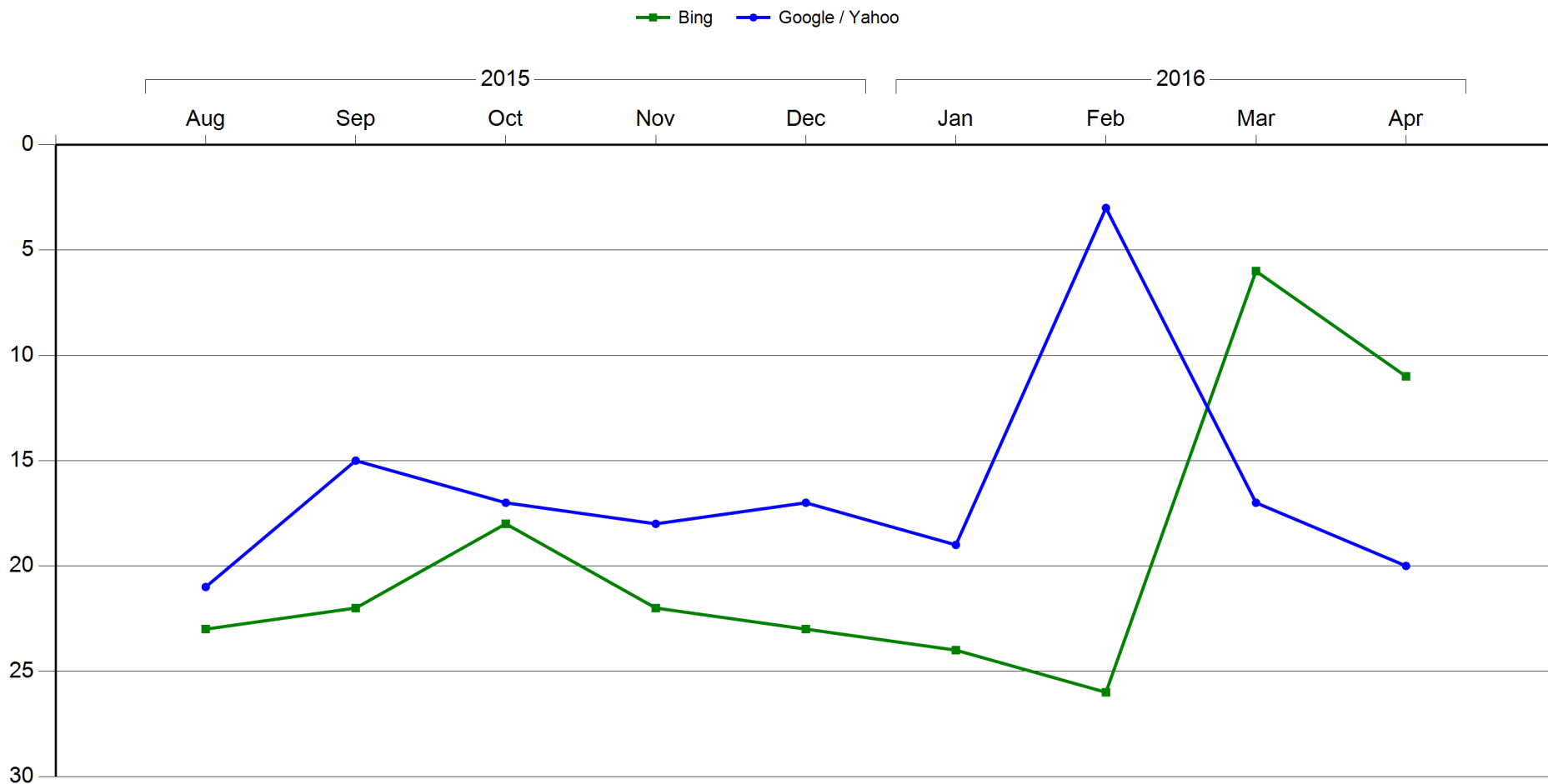
NOTE: This data is based on the best rank history. Data for the current month may change until the month is finalised.



Keyword Rank History

family court perth

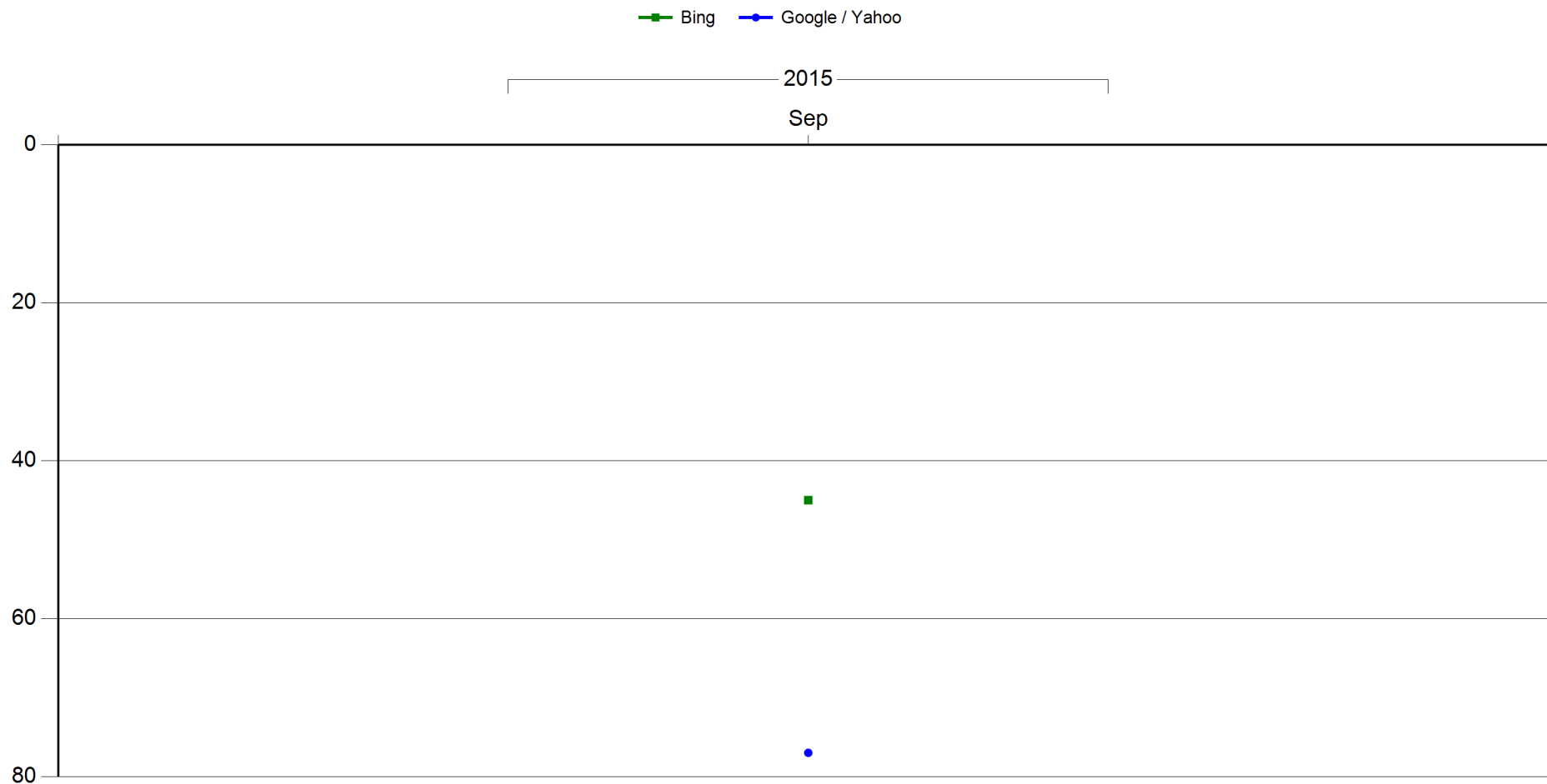
NOTE: This data is based on the best rank history. Data for the current month may change until the month is finalised.



Keyword Rank History

family law advice perth

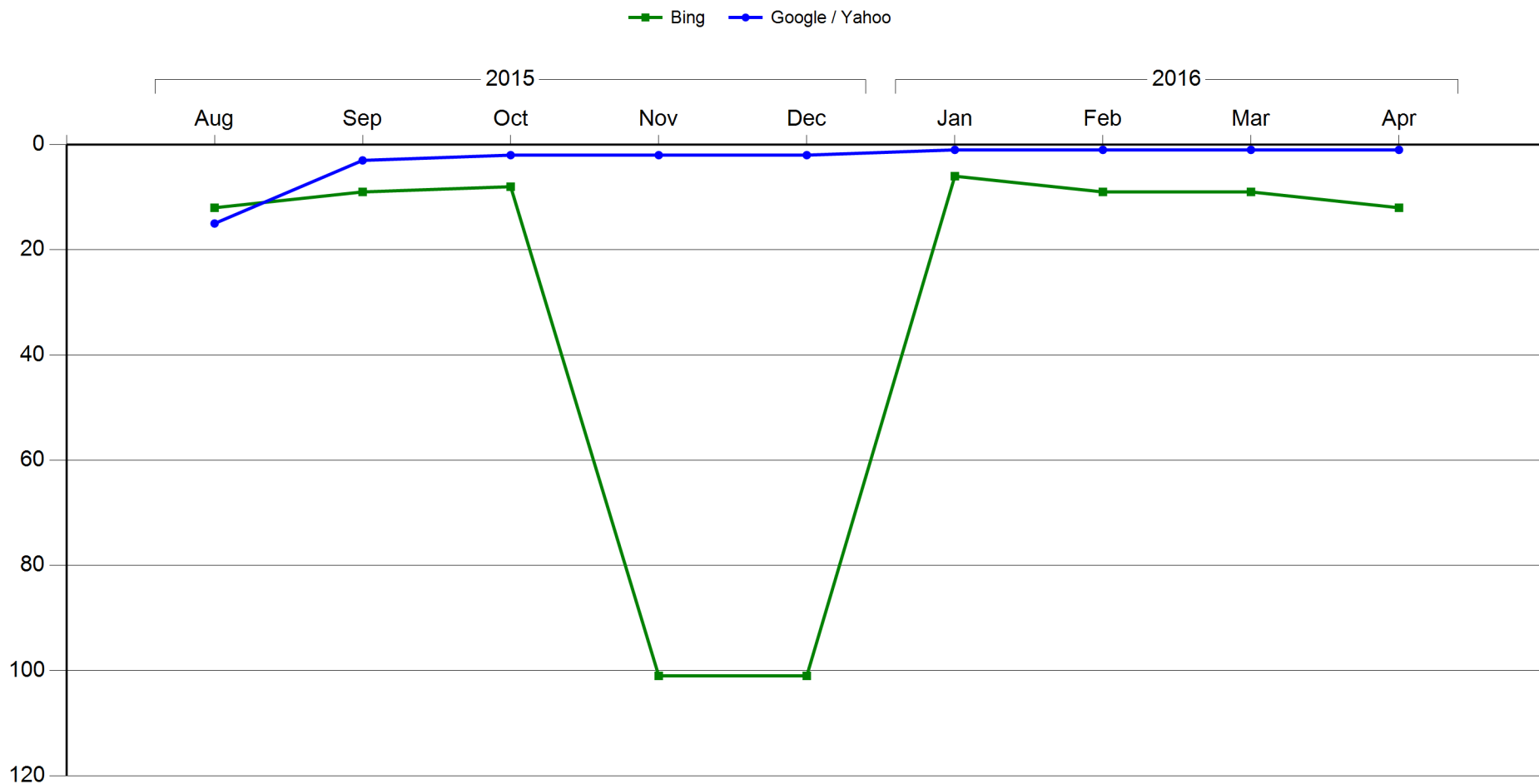
NOTE: This data is based on the best rank history. Data for the current month may change until the month is finalised.



Keyword Rank History

family law firms perth

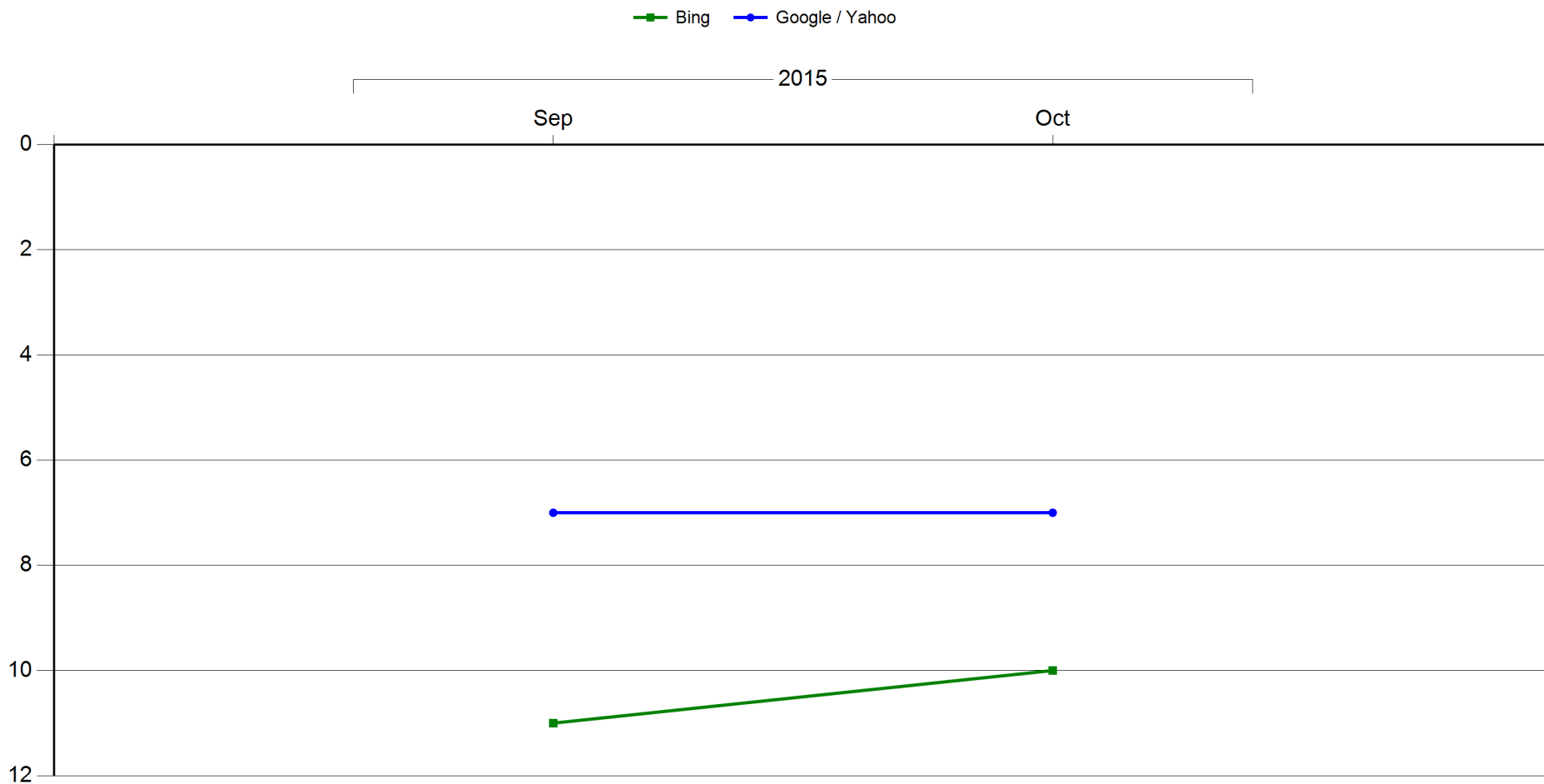
NOTE: This data is based on the best rank history. Data for the current month may change until the month is finalised.



Keyword Rank History

family law perth

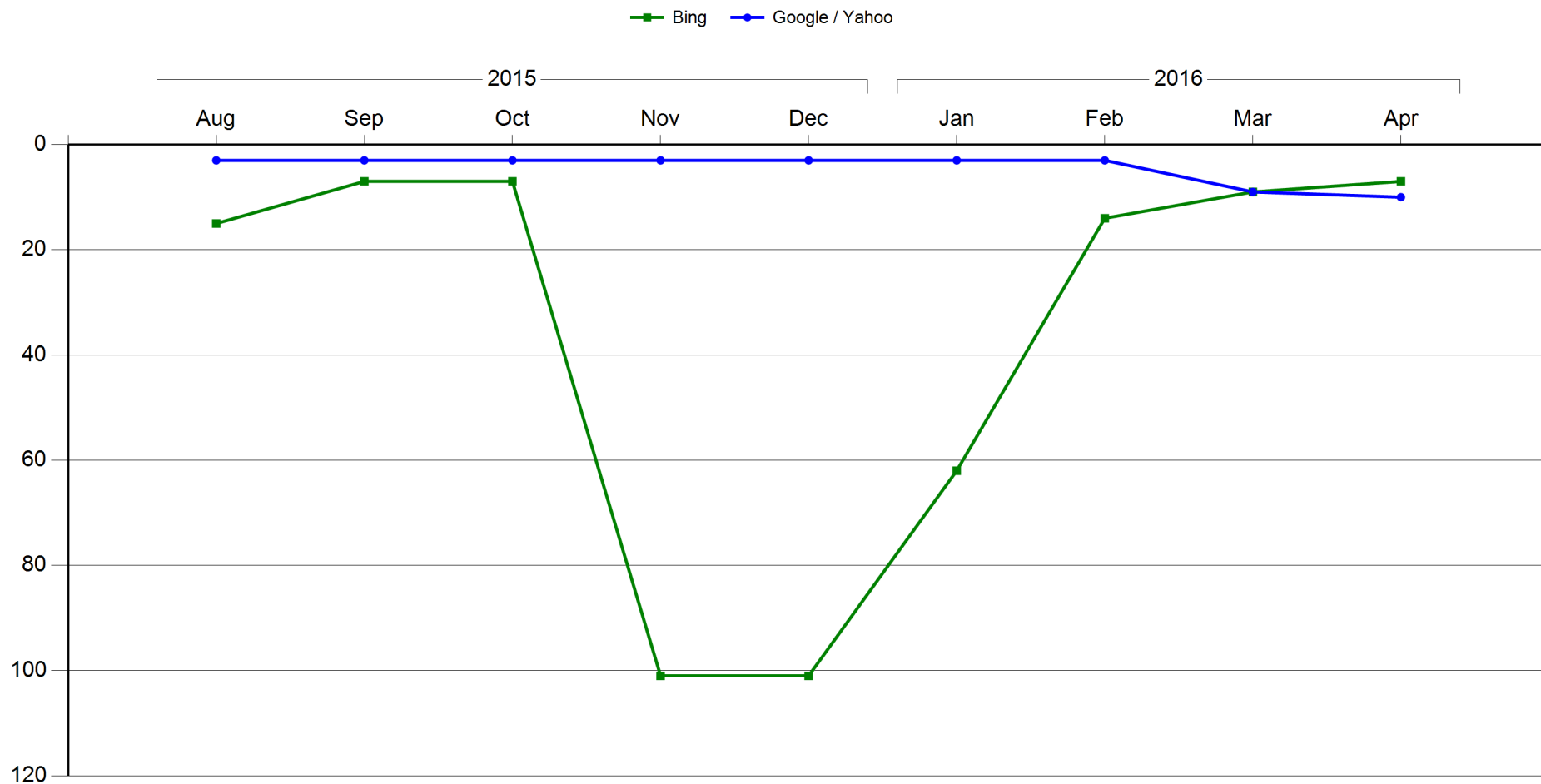
NOTE: This data is based on the best rank history. Data for the current month may change until the month is finalised.



Keyword Rank History

family lawyers perth

NOTE: This data is based on the best rank history. Data for the current month may change until the month is finalised.



Keyword Rank History

family mediation perth

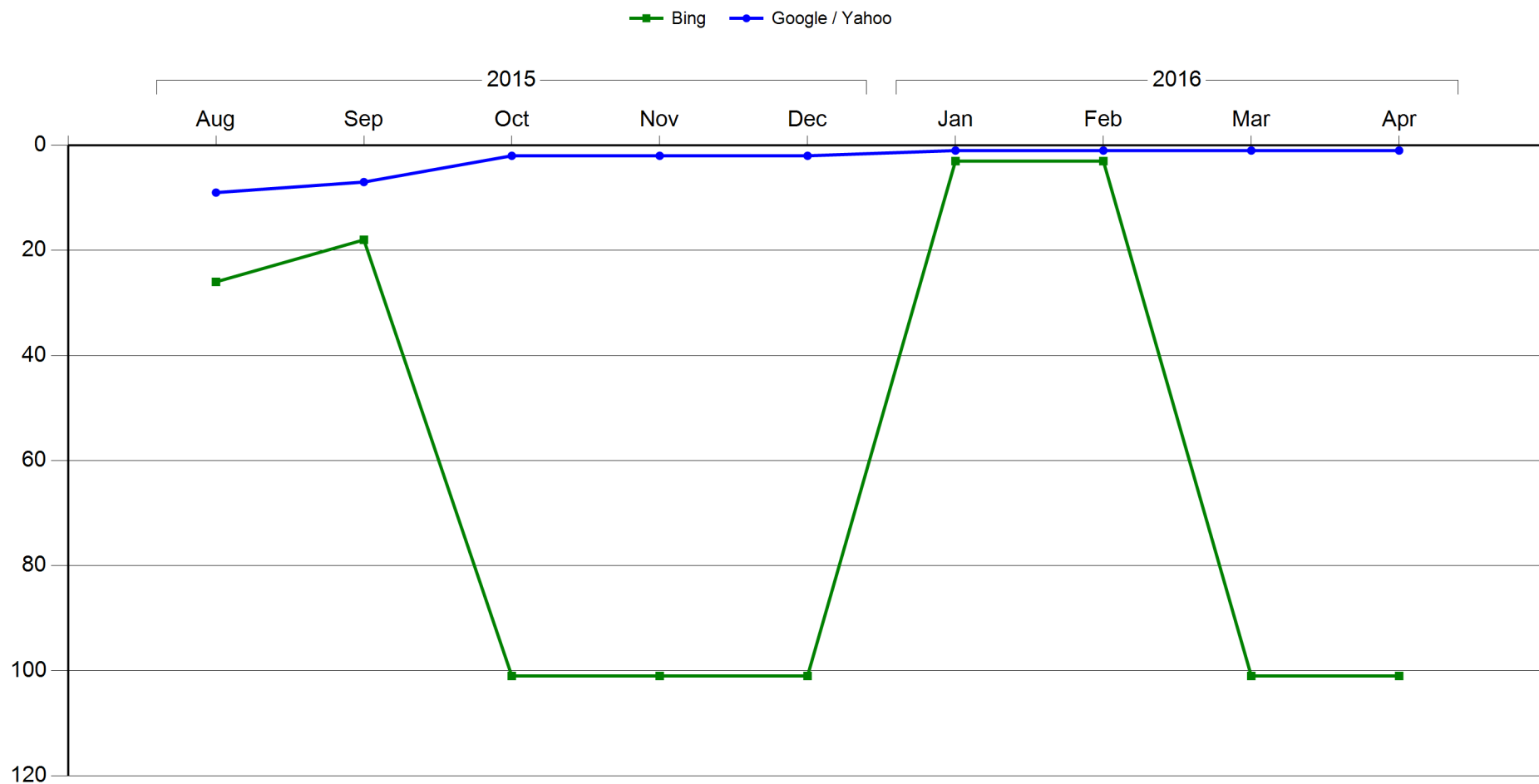
NOTE: This data is based on the best rank history. Data for the current month may change until the month is finalised.



Keyword Rank History

family solicitors perth

NOTE: This data is based on the best rank history. Data for the current month may change until the month is finalised.



Keyword Rank History

law careers perth

NOTE: This data is based on the best rank history. Data for the current month may change until the month is finalised.



Keyword Rank History

law perth

NOTE: This data is based on the best rank history. Data for the current month may change until the month is finalised.



| Active Keyword | Engine | Initial Rank ¹ | Best Period Rank ² | Best Page This Period ³ | Current Rank ⁴ | Current Page ⁵ | Trend |
|-----------------------|----------------|---------------------------|-------------------------------|------------------------------------|---------------------------|---------------------------|-------|
| divorce lawyers perth | Google / Yahoo | 3 | 13 | 1 | 13 | 1 | ↓ |
| family court perth | Google / Yahoo | 21 | 17 | 2 | 20 | 2 | ↑ |
| divorce lawyers perth | Bing | >100 | 38 | 4 | 39 | 4 | ↑ |
| family court perth | Bing | 23 | 6 | 2 | 11 | 2 | ↑ |

1. Initial Rank - The position that your website is displayed in the organic results of Google, Yahoo, and Bing at the beginning of your Sensis SEO campaign.

2. Best Period Rank - The best position that your website is displayed in the organic results of Google, Yahoo, and Bing for your selected keywords for the billing period this report is generated for.

3. Best Period Rank Page - The best page that your website is displayed on in the organic results of Google, Yahoo, and Bing for your selected keywords for the billing period this report is generated for.

4. Current Rank - The position that your website is displayed in the organic results of Google, Yahoo, and Bing for your selected keywords at the time this report is generated.

5. Current Page - The page that your website is displayed in the organic results of Google, Yahoo, and Bing for your selected keywords at the time this report is generated.

| Secondary Keyword | Engine | Initial Rank ¹ | Best Period Rank ² | Best Page This Period ³ | Current Rank ⁴ | Current Page ⁵ | Trend |
|-------------------------------------|----------------|---------------------------|-------------------------------|------------------------------------|---------------------------|---------------------------|-------|
| dispute resolution lawyers perth | Google / Yahoo | 7 | 4 | 1 | 6 | 1 | ↑ |
| divorce lawyers western australia | Google / Yahoo | 17 | 15 | 2 | 18 | 2 | ↑ |
| family court western australia | Google / Yahoo | 67 | 50 | 5 | 50 | 5 | ↑ |
| family law firms perth | Google / Yahoo | 2 | 1 | 1 | 1 | 1 | ↑ |
| family law firms western australia | Google / Yahoo | 47 | 10 | 1 | 13 | 2 | ↑ |
| family lawyers perth | Google / Yahoo | 9 | 9 | 1 | 10 | 1 | → |
| family lawyers western australia | Google / Yahoo | 18 | 14 | 2 | 15 | 2 | ↑ |
| family solicitors perth | Google / Yahoo | 2 | 1 | 1 | 1 | 1 | ↑ |
| family solicitors western australia | Google / Yahoo | 46 | 11 | 2 | 14 | 2 | ↑ |
| law society perth | Google / Yahoo | 20 | 73 | 11 | >100 | 11 | ↓ |
| lawyers perth | Google / Yahoo | 32 | 26 | 3 | 26 | 3 | ↑ |
| mediation lawyers perth | Google / Yahoo | 6 | 8 | 1 | 12 | 1 | ↓ |
| solicitors perth | Google / Yahoo | 34 | 17 | 2 | 17 | 2 | ↑ |
| dispute resolution lawyers perth | Bing | 7 | 9 | 2 | 16 | 2 | ↓ |
| divorce lawyers western australia | Bing | 29 | >100 | 11 | >100 | 11 | ↓ |
| family court western australia | Bing | >100 | >100 | 11 | >100 | 11 | → |
| family law firms perth | Bing | 11 | 9 | 2 | 12 | 2 | ↑ |
| family law firms western australia | Bing | >100 | 32 | 4 | 32 | 4 | ↑ |
| family lawyers perth | Bing | 62 | 7 | 1 | 7 | 1 | ↑ |

| Secondary Keyword | Engine | Initial Rank ¹ | Best Period Rank ² | Best Page This Period ³ | Current Rank ⁴ | Current Page ⁵ | Trend |
|-------------------------------------|--------|---------------------------|-------------------------------|------------------------------------|---------------------------|---------------------------|-------|
| family lawyers western australia | Bing | 34 | >100 | 11 | >100 | 11 | ↓ |
| family solicitors perth | Bing | >100 | >100 | 11 | >100 | 11 | → |
| family solicitors western australia | Bing | >100 | 12 | 2 | 14 | 2 | ↑ |
| law society perth | Bing | >100 | >100 | 11 | >100 | 11 | → |
| lawyers perth | Bing | >100 | >100 | 11 | >100 | 11 | → |
| mediation lawyers perth | Bing | >100 | 11 | 2 | 15 | 2 | ↑ |
| solicitors perth | Bing | >100 | 36 | 4 | 37 | 4 | ↑ |

1. Initial Rank - The position that your website is displayed in the organic results of Google, Yahoo, and Bing at the beginning of your Sensis SEO campaign.

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4. Current Rank – The position that your website is displayed in the organic results of Google, Yahoo, and Bing for your selected keywords at the time this report is generated.

5. Current Page – The page that your website is displayed in the organic results of Google, Yahoo, and Bing for your selected keywords at the time this report is generated.

| Action | Action Date | Action Url |
|-----------------------|-------------|---|
| Blog Entry | 05-03-2016 | http://ekeby-ljud.com/2016/03/09/what-to-do-if-you-have-to-appear-in-court-for-your-family-law-hearing/ |
| Blog Entry | 05-03-2016 | http://bearswamp2hunt.com/2016/03/16/how-to-have-your-alimony-support-obligations-modified-or-terminated/ |
| Business Profile | 05-03-2016 | http://www.localstore.com.au/admin/user-login/ |
| Content Review (Blog) | 05-03-2016 | http://ekeby-ljud.com/2016/03/09/what-to-do-if-you-have-to-appear-in-court-for-your-family-law-hearing/ |
| Content Review (Blog) | 05-03-2016 | http://bearswamp2hunt.com/2016/03/16/how-to-have-your-alimony-support-obligations-modified-or-terminated/ |
| Directory Submission | 05-03-2016 | http://www.hotnews.org/submit.php |
| Directory Submission | 05-03-2016 | http://linknthink.com/submit.php |
| Keyword Link Building | 05-03-2016 | http://www.hllawfirm.com/10-tips-representing-divorce/ |
| Keyword Link Building | 05-03-2016 | http://www.salisburylawoffices.com/blog/how-to-select-the-right-family-lawyer-for-your-needs/ |
| Keyword Link Building | 06-03-2016 | http://www.majeskilaw.com/divorce/5-tips-when-meeting-with-a-divorce-attorney-at-intake.html |
| Keyword Link Building | 06-03-2016 | http://www.delawaretoday.com/Sponsored-Content/Ask-the-Top-Lawyers/Q-A-Topics-Family-Law/ |
| Keyword Link Building | 07-03-2016 | http://www.jonesmitchell.com.au/blog/choose-family-lawyer/ |
| Keyword Link Building | 07-03-2016 | http://gossipy.co/2016/01/how-to-simplify-child-visitation-arrangements-by-hiring-a-divorce-lawyer/ |
| Keyword Link Building | 08-03-2016 | http://www.worldbestlawyers.com/choose-divorce-lawyer-usa/ |
| Keyword Link Building | 08-03-2016 | http://www.divorcelawyersattorneys.com/tips-on-choosing-a-divorce-attorney/ |
| Keyword Link Building | 09-03-2016 | http://www.fgd.com.au/blog/the-family-law-act-no-fault-divorce/ |
| Keyword Link Building | 09-03-2016 | http://www.gaebler.com/Divorced-Business-Owners.htm |
| Social Bookmarking | 05-03-2016 | http://bitly.com/ |
| Social Bookmarking | 05-03-2016 | http://delicious.com/ |
| Social Bookmarking | 05-03-2016 | http://www.stumbleupon.com/submit/ |
| Social Bookmarking | 05-03-2016 | http://www.stumbleupon.com/submit/ |
| Social Bookmarking | 05-03-2016 | http://bitly.com/ |
| Social Bookmarking | 05-03-2016 | http://www.xerpi.com/ |
| Social Bookmarking | 05-03-2016 | http://www.turboclip.com/xxl/sign.asp/ |
| Social Bookmarking | 05-03-2016 | http://www.xerpi.com/ |
| Social Bookmarking | 05-03-2016 | http://www.folkd.com/ |
| Social Bookmarking | 05-03-2016 | http://digg.com/submit/ |

Onsite Recommendations for: <http://patersondowding.com.au>

| | Title Tag | Meta Description Tag |
|--|---|---|
| Keywords to Include | "family law firms" and "perth" | "family law firms" and "perth" |
| Recommended Content For Title Tag & Meta Description Tag | Paterson & Dowding Family Solicitors in Perth | Looking at family law firms around Perth? We aim to deliver timely and practical advice with an emphasis on client satisfaction. Consult with us today. |
| Actual Content For Title Tag & Meta Description Tag | Paterson & Dowding Family Solicitors in Perth | Looking at family law firms around Perth? We aim to deliver timely and practical advice with an emphasis on client satisfaction. Consult with us today. |
| Keyword Exact Match | NO: Please verify your keywords "family law firms" and "perth" are spelled exactly as shown. | NO: Please verify your keywords "family law firms" and "perth" are spelled exactly as shown. |
| Date Verified | 11-09-2015 | 11-09-2015 |
| Onsite Optimisation Status | PASS | PASS |

Please refer to the Onsite Recommendations documentation that you received in the first month of your campaign for more complete details

Onsite Recommendations for: <http://patersondowding.com.au/our-expertise/divorce/>

| | Title Tag | Meta Description Tag |
|--|---|---|
| Keywords to Include | "divorce lawyers" and "perth" | "divorce lawyers" and "perth" |
| Recommended Content For Title Tag & Meta Description Tag | Divorce Lawyers Assisting Perth's Couples | Divorce lawyers can help you resolve parenting and financial matters during a difficult divorce process. Consult with Paterson & Dowding in Perth for advice. |
| Actual Content For Title Tag & Meta Description Tag | Divorce Lawyers Assisting Perth's Couples | Divorce lawyers can help you resolve parenting and financial matters during a difficult divorce process. Consult with Paterson & Dowding in Perth for advice. |
| Keyword Exact Match | NO: Please verify your keywords "divorce lawyers" and "perth" are spelled exactly as shown. | NO: Please verify your keywords "divorce lawyers" and "perth" are spelled exactly as shown. |
| Date Verified | 11-09-2015 | 11-09-2015 |
| Onsite Optimisation Status | PASS | PASS |

Please refer to the Onsite Recommendations documentation that you received in the first month of your campaign for more complete details

Onsite Recommendations for: <http://patersondowding.com.au/our-expertise/court-representation/>

| | Title Tag | Meta Description Tag |
|--|---|--|
| Keywords to Include | "family court" and "perth" | "family court" and "perth" |
| Recommended Content For Title Tag & Meta Description Tag | Family Court Representation for Perth | If you are unable to reach an agreement with your former spouse or partner, Paterson & Dowding can help you in family court. Consult with us in Perth. |
| Actual Content For Title Tag & Meta Description Tag | Family Court Representation for Perth | If you are unable to reach an agreement with your former spouse or partner, Paterson & Dowding can help you in family court. Consult with us in Perth. |
| Keyword Exact Match | NO: Please verify your keywords "family court" and "perth" are spelled exactly as shown. | NO: Please verify your keywords "family court" and "perth" are spelled exactly as shown. |
| Date Verified | 11-09-2015 | 11-09-2015 |
| Onsite Optimisation Status | PASS | PASS |

Please refer to the Onsite Recommendations documentation that you received in the first month of your campaign for more complete details

Onsite Recommendations for: <http://patersondowding.com.au/our-reputation/>

| | Title Tag | Meta Description Tag |
|--|---|---|
| Keywords to Include | "law" and "perth" | "law" and "perth" |
| Recommended Content For Title Tag & Meta Description Tag | Our Reputation as a Family Law Practice in Perth | Paterson & Dowding practices family law in Perth. Learn more about our reputation as one of the largest and most established practices. |
| Actual Content For Title Tag & Meta Description Tag | | |
| Keyword Exact Match | NO: Please verify your keywords "law" and "perth" are spelled exactly as shown. | NO: Please verify your keywords "law" and "perth" are spelled exactly as shown. |
| Date Verified | | |
| Onsite Optimisation Status | FAIL: Following these onsite recommendations will give you the best opportunity to have a successful campaign. It is important that you implement these onsite recommendations as closely as possible and make your keywords match exactly. | FAIL: Following these onsite recommendations will give you the best opportunity to have a successful campaign. It is important that you implement these onsite recommendations as closely as possible and make your keywords match exactly. |

Please refer to the Onsite Recommendations documentation that you received in the first month of your campaign for more complete details

Onsite Recommendations for: <http://patersondowding.com.au/our-team/>

| | Title Tag | Meta Description Tag |
|--|--|---|
| Keywords to Include | "family law advice" and "perth" | "family law advice" and "perth" |
| Recommended Content For Title Tag & Meta Description Tag | Come to Us for Family Law Advice in Perth | When looking for family law advice you can trust, come to Paterson & Dowding in Perth. Visit us here to meet and learn more about our team! |
| Actual Content For Title Tag & Meta Description Tag | Staff Members Archive - Paterson & Dowding - Family Lawyers & Mediators, Perth | When looking for family law advice you can trust, come to Paterson & Dowding in Perth. Visit us here to meet and learn more about our team! |
| Keyword Exact Match | NO: Please verify your keywords "family law advice" and "perth" are spelled exactly as shown. | NO: Please verify your keywords "family law advice" and "perth" are spelled exactly as shown. |
| Date Verified | 24-09-2015 | 24-09-2015 |
| Onsite Optimisation Status | FAIL: Following these onsite recommendations will give you the best opportunity to have a successful campaign. It is important that you implement these onsite recommendations as closely as possible and make your keywords match exactly. | PASS |

Please refer to the Onsite Recommendations documentation that you received in the first month of your campaign for more complete details

Onsite Recommendations for: <http://patersondowding.com.au/news/>

| | Title Tag | Meta Description Tag |
|--|---|---|
| Keywords to Include | "lawyers" and "perth" | "lawyers" and "perth" |
| Recommended Content For Title Tag & Meta Description Tag | Come to Us for News About Lawyers in Perth | Paterson & Dowding is the place to go for lawyers in Perth. Visit our newsroom here to stay updated with our firm and available services. |
| Actual Content For Title Tag & Meta Description Tag | | |
| Keyword Exact Match | NO: Please verify your keywords "lawyers" and "perth" are spelled exactly as shown. | NO: Please verify your keywords "lawyers" and "perth" are spelled exactly as shown. |
| Date Verified | | |
| Onsite Optimisation Status | FAIL: Following these onsite recommendations will give you the best opportunity to have a successful campaign. It is important that you implement these onsite recommendations as closely as possible and make your keywords match exactly. | FAIL: Following these onsite recommendations will give you the best opportunity to have a successful campaign. It is important that you implement these onsite recommendations as closely as possible and make your keywords match exactly. |

Please refer to the Onsite Recommendations documentation that you received in the first month of your campaign for more complete details

Onsite Recommendations for: <http://patersondowding.com.au/faqs/>

| | Title Tag | Meta Description Tag |
|--|--|--|
| Keywords to Include | "family law" and "perth" | "family law" and "perth" |
| Recommended Content For Title Tag & Meta Description Tag | Learn About Family Law in Perth | At Paterson & Dowding, we make sure all of your questions get answered regarding the family law act. Visit our FAQs page here or visit us in Perth today! |
| Actual Content For Title Tag & Meta Description Tag | | |
| Keyword Exact Match | NO: Please verify your keywords "family law" and "perth" are spelled exactly as shown. | NO: Please verify your keywords "family law" and "perth" are spelled exactly as shown. |
| Date Verified | | |
| Onsite Optimisation Status | FAIL: Following these onsite recommendations will give you the best opportunity to have a successful campaign. It is important that you implement these onsite recommendations as closely as possible and make your keywords match exactly. | FAIL: Following these onsite recommendations will give you the best opportunity to have a successful campaign. It is important that you implement these onsite recommendations as closely as possible and make your keywords match exactly. |

Please refer to the Onsite Recommendations documentation that you received in the first month of your campaign for more complete details

Onsite Recommendations for: <http://patersondowding.com.au/links/>

| | Title Tag | Meta Description Tag |
|--|--|--|
| Keywords to Include | "legal advice" and "perth" | "legal advice" and "perth" |
| Recommended Content For Title Tag & Meta Description Tag | Get Free Legal Advice in Perth | When searching for free legal advice in Perth, come to us at Paterson & Dowding. Visit our website today for links that will help you! |
| Actual Content For Title Tag & Meta Description Tag | Links - Paterson & Dowding - Family Lawyers & Mediators, Perth | Paterson & Dowding - Family Lawyers & Mediators, Perth, is known as one of the largest and most established Family Law practices in Australia. |
| Keyword Exact Match | NO: Please verify your keywords "legal advice" and "perth" are spelled exactly as shown. | NO: Please verify your keywords "legal advice" and "perth" are spelled exactly as shown. |
| Date Verified | 23-09-2015 | 23-09-2015 |
| Onsite Optimisation Status | FAIL: Following these onsite recommendations will give you the best opportunity to have a successful campaign. It is important that you implement these onsite recommendations as closely as possible and make your keywords match exactly. | FAIL: Following these onsite recommendations will give you the best opportunity to have a successful campaign. It is important that you implement these onsite recommendations as closely as possible and make your keywords match exactly. |

Please refer to the Onsite Recommendations documentation that you received in the first month of your campaign for more complete details

Onsite Recommendations for: <http://patersondowding.com.au/join-our-team/>

| | Title Tag | Meta Description Tag |
|--|--|--|
| Keywords to Include | "law careers" and "perth" | "law careers" and "perth" |
| Recommended Content For Title Tag & Meta Description Tag | Law Careers in Perth Paterson & Dowding | When looking for law careers in Perth, come to us at Paterson & Dowding. We are always looking for people to add to our team. Learn more about us here. |
| Actual Content For Title Tag & Meta Description Tag | Join Our Team - Paterson & Dowding - Family Lawyers & Mediators, Perth | Careers at Paterson & Dowding - Family Lawyers & Mediators, Perth, is known as one of the largest and most established Family Law practices in Australia. |
| Keyword Exact Match | NO: Please verify your keywords "law careers" and "perth" are spelled exactly as shown. | NO: Please verify your keywords "law careers" and "perth" are spelled exactly as shown. |
| Date Verified | 24-09-2015 | 24-09-2015 |
| Onsite Optimisation Status | FAIL: Following these onsite recommendations will give you the best opportunity to have a successful campaign. It is important that you implement these onsite recommendations as closely as possible and make your keywords match exactly. | FAIL: Following these onsite recommendations will give you the best opportunity to have a successful campaign. It is important that you implement these onsite recommendations as closely as possible and make your keywords match exactly. |

Please refer to the Onsite Recommendations documentation that you received in the first month of your campaign for more complete details

Onsite Recommendations for: <http://patersondowding.com.au/our-expertise/mediation/>

| | Title Tag | Meta Description Tag |
|--|---|---|
| Keywords to Include | "family mediation" and "perth" | "family mediation" and "perth" |
| Recommended Content For Title Tag & Meta Description Tag | Family Mediation Service in Perth Paterson & Dowding | Paterson & Dowding provides a broad range of legal services for the Perth area, including family mediation. Get details online or by calling today. |
| Actual Content For Title Tag & Meta Description Tag | Mediation - Paterson & Dowding - Family Lawyers & Mediators, Perth | Paterson & Dowding - Family Lawyers & Mediators, Perth, offer a broad range of legal services for separated, married and de facto couples, including Mediation. |
| Keyword Exact Match | NO: Please verify your keywords "family mediation" and "perth" are spelled exactly as shown. | NO: Please verify your keywords "family mediation" and "perth" are spelled exactly as shown. |
| Date Verified | 23-09-2015 | 23-09-2015 |
| Onsite Optimisation Status | FAIL: Following these onsite recommendations will give you the best opportunity to have a successful campaign. It is important that you implement these onsite recommendations as closely as possible and make your keywords match exactly. | FAIL: Following these onsite recommendations will give you the best opportunity to have a successful campaign. It is important that you implement these onsite recommendations as closely as possible and make your keywords match exactly. |

Please refer to the Onsite Recommendations documentation that you received in the first month of your campaign for more complete details



Search Engine Optimisation Report For Billing Period 05-03-2016 to 05-04-2016

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Notes: