



Digital Marketing Portfolio for 850 Divorce Lawyer

Google Ads | SEO | Social Media

LAST 6 MONTHS

Managed marketing campaigns for a divorce law firm specializing in divorce and family law services.

**JUSTIN
ANDERSSON, P.A.**
YOUR 850 DIVORCE LAWYER

Google Ads Results

850 Divorce Lawyer

Google Search Ads targeting high-intent divorce lawyer, divorce attorney, and family law keywords.



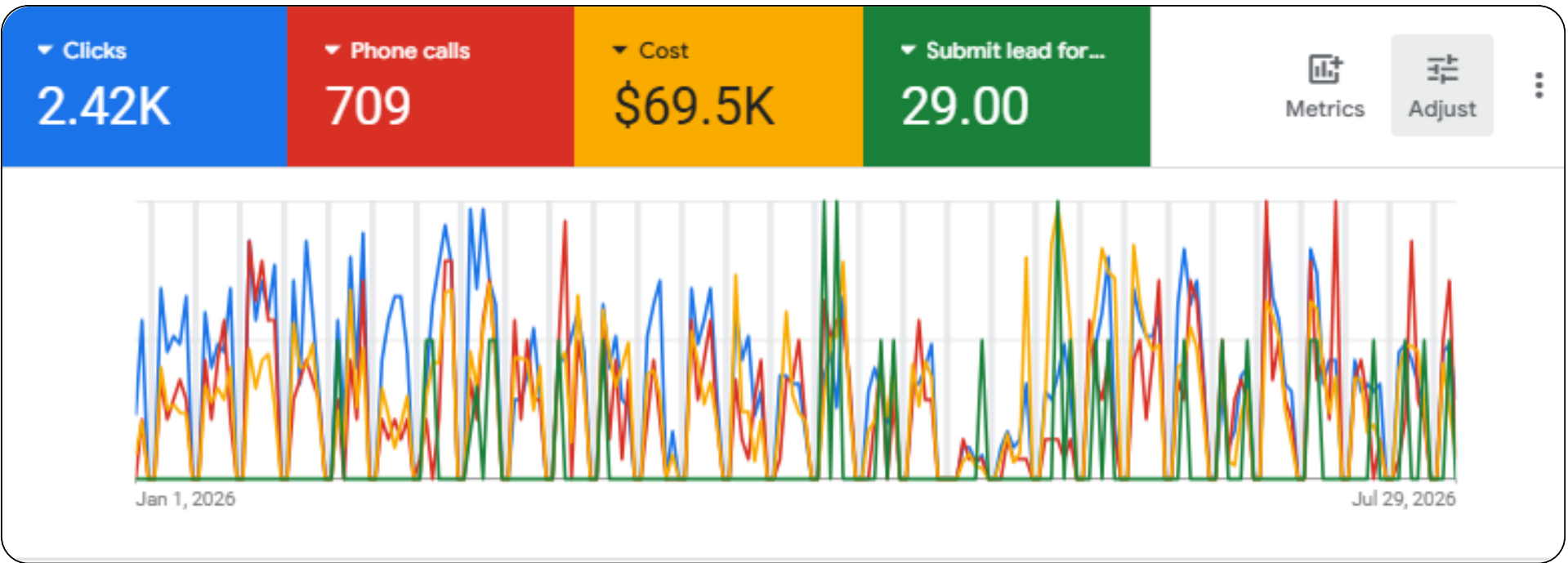
INDUSTRY

Divorce Attorney,
Family Law Attorney



LOCATION

435 Oak Ave Panama City,
FL 32401



Campaign Highlights

- Generated **738 qualified leads** through Google Search campaigns with a total ad spend of \$69.5K.
- Achieved an average **Cost Per Lead (CPL) of \$94.17**, delivering consistent lead generation in a competitive market.
- Maintained an average **Cost Per Click (CPC) of \$28.72**, driving high-intent traffic while optimizing campaign performance

Performance Summary



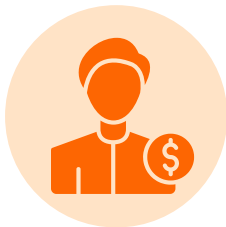
Cost

\$69.5k



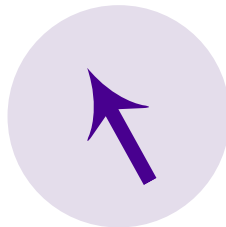
Total leads

738



Cost Per lead (CPL)

\$94.17



Average CPC

\$ 28.72

SEO Results

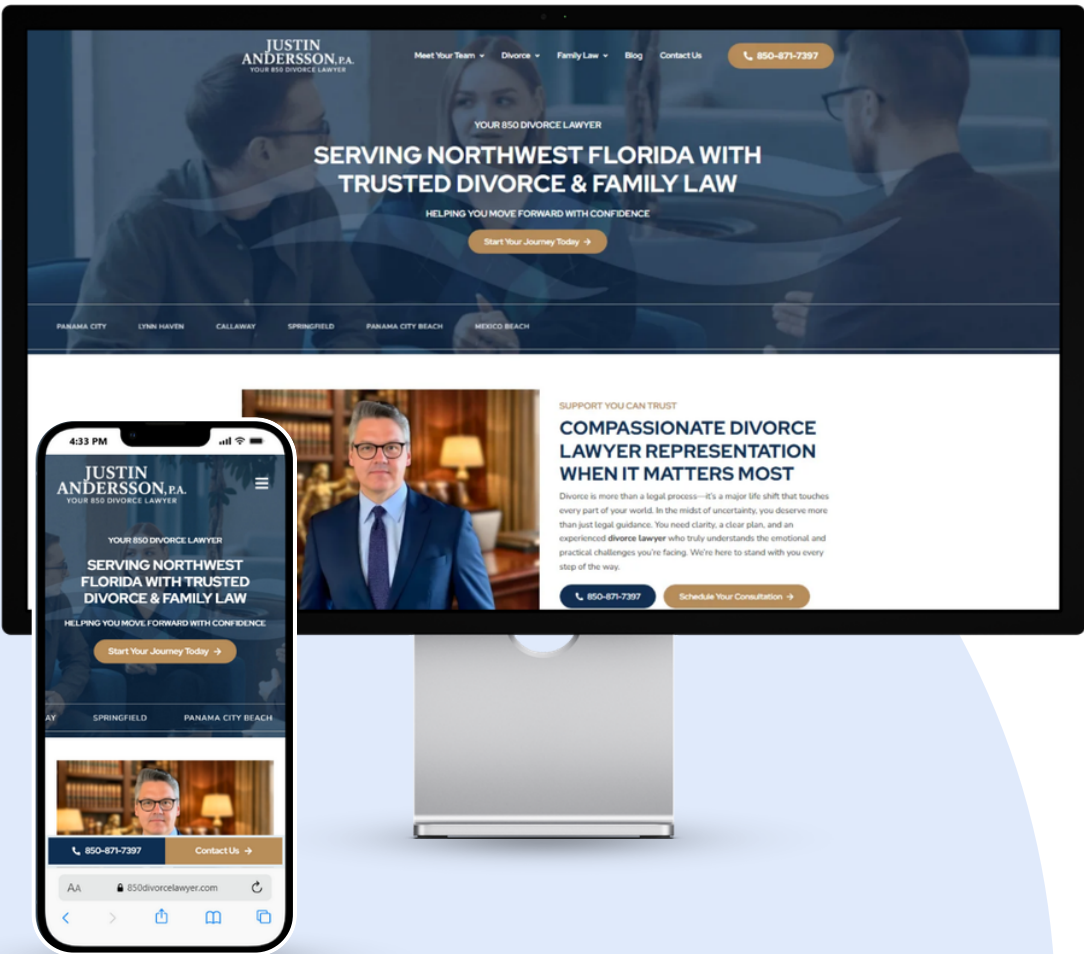
850 Divorce Lawyer

Service

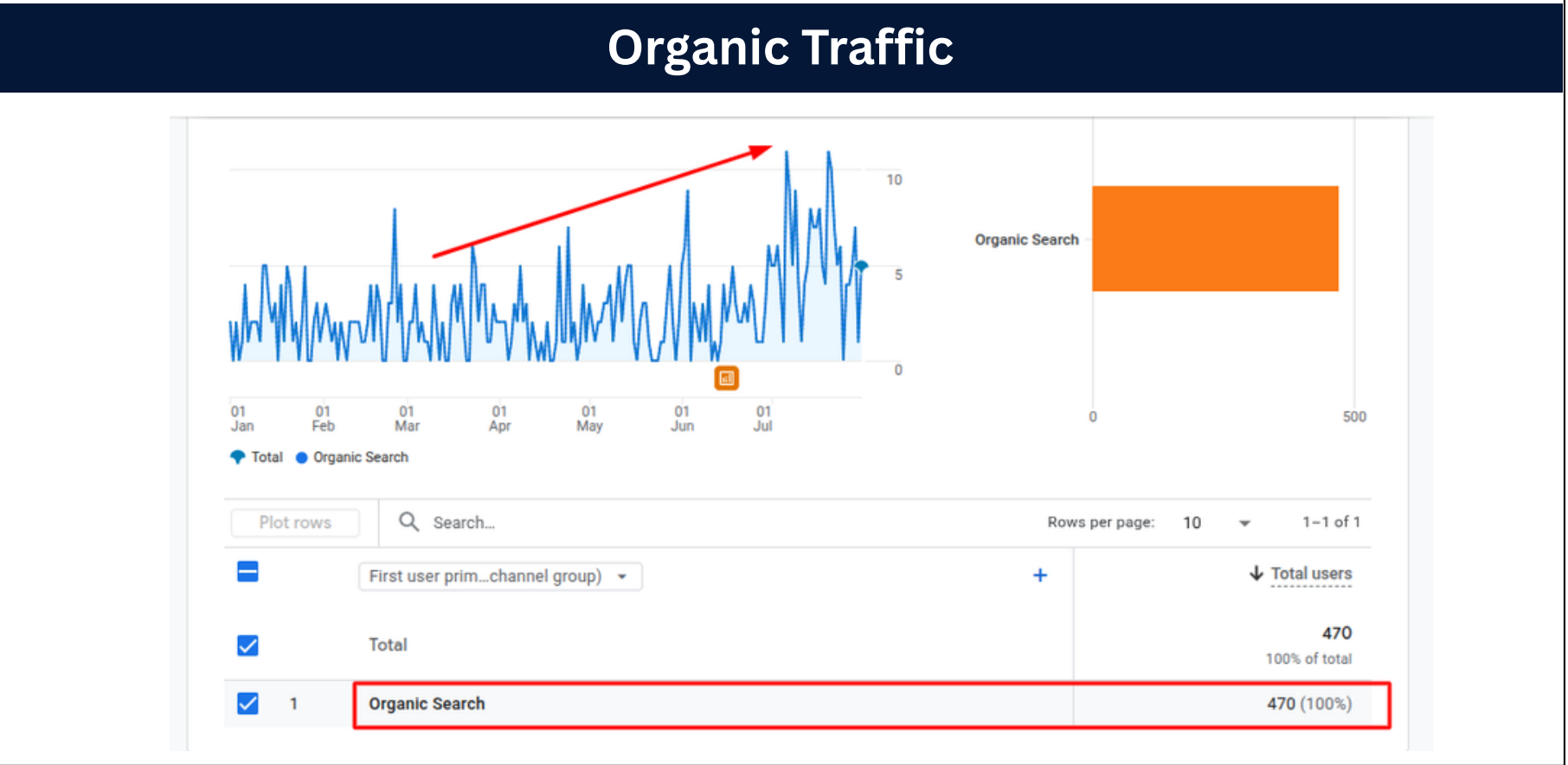
Divorce Attorney, Family Lawyer,
Contested Divorce Attorney, Alimony
Divorce Attorney, Child Custody
Attorney, Military Divorce Attorney,
Uncontested Divorce Attorney

Target Location

USA



Keyword Ranking Status		
S. No	Keywords	Current Ranking
1	contested divorce lawyer panama city	3
2	panama city divorce lawyers	4
3	military divorce attorney lynn haven fl	5
4	uncontested divorce lawyer panama city	5
5	uncontested attorney panama city	5
6	contested divorce attorney panama city fl	5
7	divorce lawyers in panama city florida	7
8	family law panama city	7
9	uncontested attorney panama city	7
10	divorce lawyer panama city fl	8



Performance Summary



Target Keywords

100



Top 10 Keywords

60



Top 20 Rankings

23



Organic Keywords

198

SEO Overview



Organic Traffic

Increased to 464 organic visitors (USA), showing strong growth in traffic and online visibility.



Google Search Performance

The website generated 456 organic clicks and 53.3K search impressions, increasing its visibility in Google Search.



AI Visibility

Achieved 7 cited pages, including 6 Google AI Overview and 3 Google AI Mode.

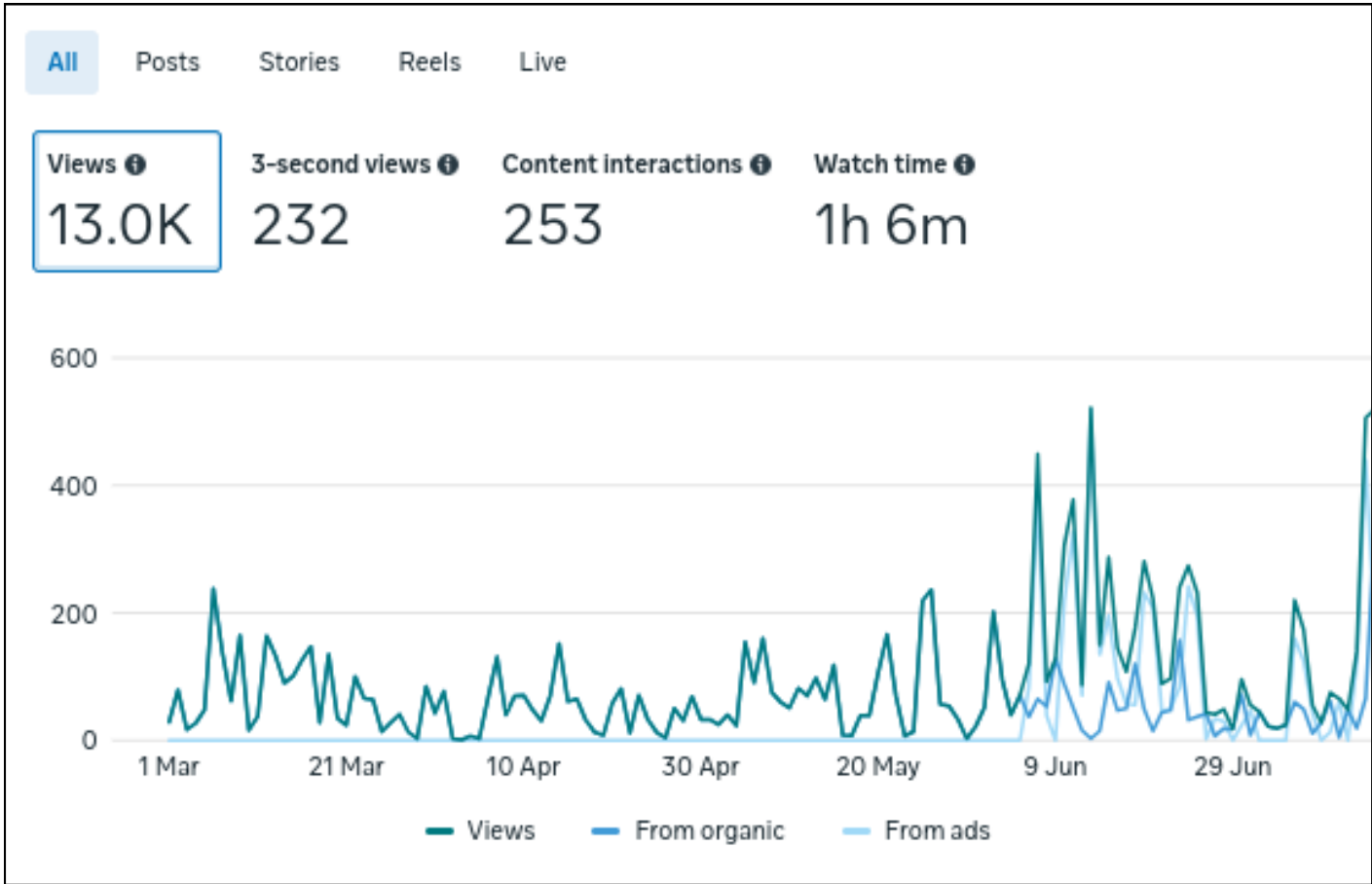
Facebook

850 Divorce Lawyer



Our Facebook page showed significant improvement in overall performance, achieving 12,971 total views, including 4,842 organic and 4,487 paid views, while generating 253 content interactions and 1 hour 6 minutes of watch time.

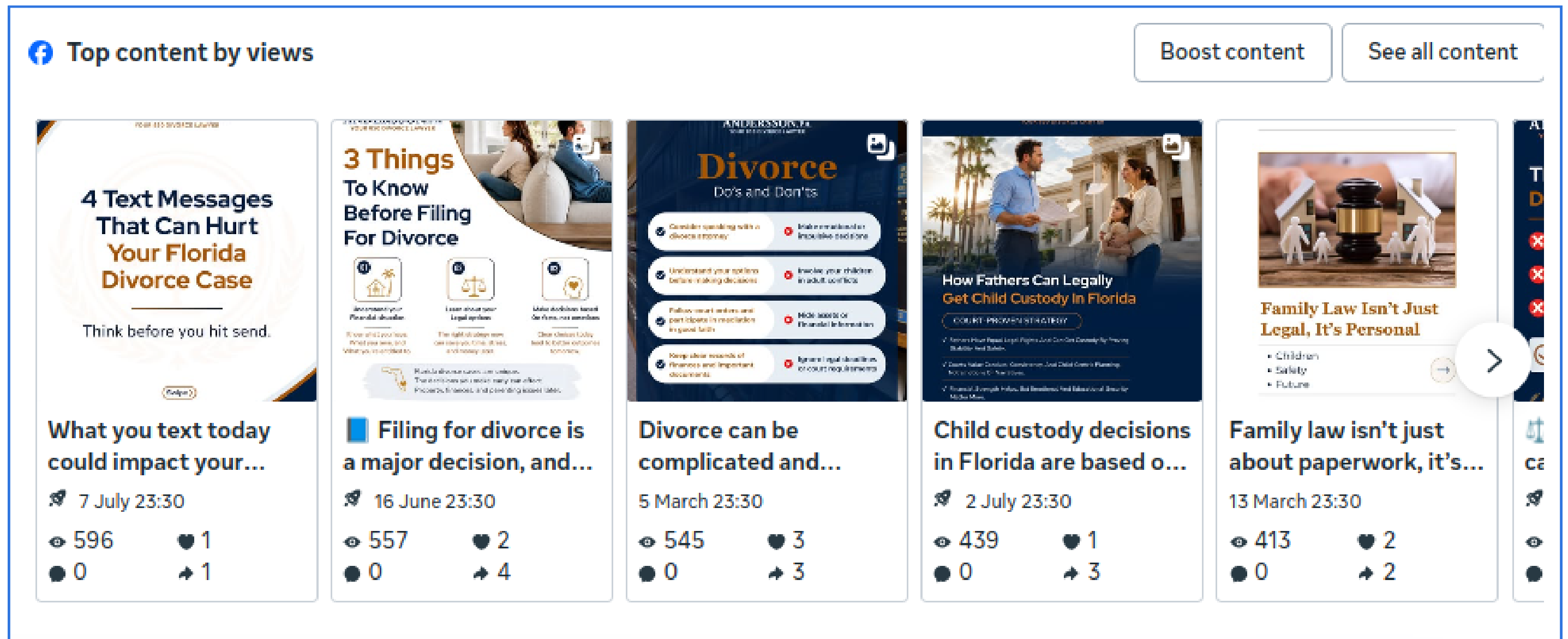
Organic Content Overview



Performance Summary

- Views increased by 465%, indicating significantly higher content reach.
- Followers grew from 1 to 217, reflecting improved audience acquisition.
- Link Clicks increased by 1175%, suggesting stronger CTA performance.
- Profile Visits increased 424%, showing higher audience interest.
- Engagement increased 216%, demonstrating better-performing content.

Top content by views

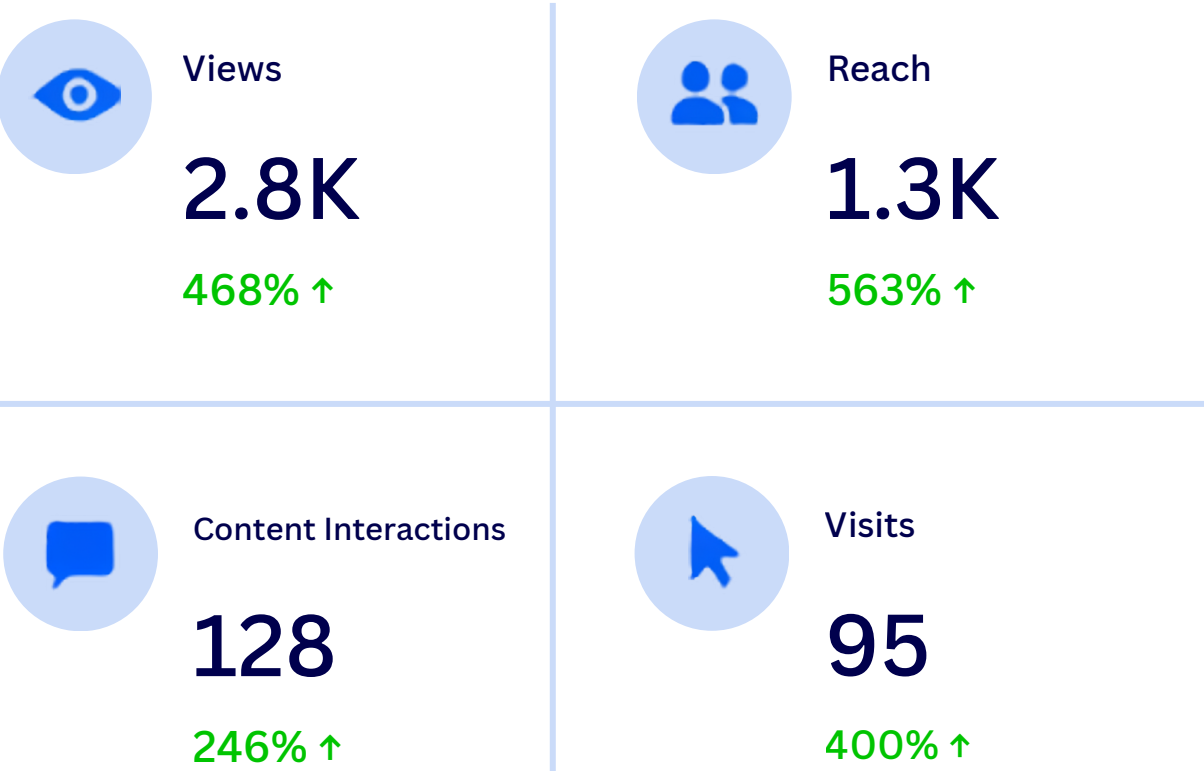


The top-performing content focused on divorce guidance and child custody, with educational posts consistently generating the highest views and audience engagement.

Facebook Page- <https://www.facebook.com/your850DivorceLawyer>

Instagram

850 Divorce Lawyer



Organic Content Overview



Performance Summary

- Views increased by 468%, indicating a significant improvement in overall content visibility.
- Reach grew by 563%, reflecting a substantial increase in audience exposure.
- Content interactions increased by 246%, demonstrating stronger audience engagement.
- Profile visits increased by 400%, showing higher user interest in the brand and its cont.

Our Instagram page achieved 2.8K views and reached 1.3K accounts, generating 128 content interactions through a combination of organic (306) and paid (977) reach, reflecting improved overall performance.

Top content by views

 **Top content by views**

[Boost content](#) [See all content](#)

Mistakes
That Can Hurt Your
Custody Case.



**Your custody case isn't
decided by one big...**
🕒 23 June 23:31
👁 165 ❤️ 2
💬 0 ➦ 0

ANDERSON PATEL
YOUR 850 DIVORCE LAWYER
Divorce Reality Check
Can this be
used against
you in a divorce?
What you post, text,
and share can matter.



**Could a social media
post affect a divorce...**
🕒 12 June 23:31
👁 145 ❤️ 4
💬 0 ➦ 0

custody case?
Avoid these 3 mistakes.



**Florida courts pay very
close attention to ho...**
🕒 25 May 23:31
👁 133 ❤️ 2
💬 0 ➦ 0

you want a divorce.
Do these 3 things first.



**Thinking about
divorce? The steps y...**
🕒 16 July 23:31
👁 132 ❤️ 1
💬 0 ➦ 0

**Understanding Injunctions
and Your Legal Options**



**If you or someone you
know is experiencing...**
🕒 23 March 23:32
👁 112 ❤️ 2
💬 0 ➦ 0

Educational divorce-related content generated the highest reach, with myth-busting posts, legal process explanations, and practical guidance resonating most with the audience.

Instagram Page- <https://www.instagram.com/your850divorcelawyer>