

# FindLaw Performance Report: Edward Smith

Report Generated: May 13, 2008 1:30 PM

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General: All Months

Directory Profiles: Longmont, CO (825 Delaware Avenue) Active

Advertising: All Products Colorado Boulder-Longmont, CO (Metro) Personal Injury -- Plaintiff

## FindLaw Lawyer Directory Activity

Report Period: July 2007 through April 2008

### Office Totals (Office + Attorneys)

Office	Profile Views
<a href="#">Edward Smith (Longmont, CO)</a>	44

### Office Profiles

Office	Profile Views
<a href="#">Edward Smith (Longmont, CO)</a>	29

### Attorney Profiles

Attorney	Profile Views
<a href="#">Smith, Edward</a>	15

## Advertising Product Activity

Report Period: March 2008 through April 2008

### By Product

Product	Impressions	Clicks
FindLaw Directory TopSpot	129	0

### Product Detail: Location & Practice Area

Location	Event Type	Personal Injury -- Plaintiff	TOTAL
Boulder-Longmont, CO	Impressions	129	129
	Clicks	0	0

### Product Performance Trends

#### Impressions

Month	FindLaw Directory TopSpot	TOTAL
2008-03	54	54
2008-04	75	75
TOTAL	129	129

#### Clicks




Month	FindLaw Directory TopSpot	TOTAL
2008-03	0	0
2008-04	0	0
TOTAL	0	0

## Benchmarks

### Fixed Placement Products: Click Benchmarks

Product Placement	# Your Clicks	Normal Range Others'	Analysis
FindLaw Directory TopSpot: Boulder-Longmont Metro (CO)/Personal Injury -- Plaintiff	0	3 - 5	

## Legend

Analysis Icon	Description
	The placement is performing at expected rates or within targets for the product. No adjustments are necessary.
	The placement is exceeding expected performance rates or defined product targets. Since the product is performing well, customer should be advised against adjustments.
	This placement should be examined. From an online performance viewpoint, it does not appear to be performing as expected. Note that deficient <i>online</i> click performance does not necessarily mean the product is not working. For example, if phone numbers are prominently included in the ad, it may be that users are contacting the <i>offline</i> via phone.
	Lack of an analysis icon indicates that there is insufficient data to base an analysis on.

## Definitions

"Profile Views" means the number of times our logs indicate that your FindLaw Lawyer Directory listings were displayed.

"Impressions" means the number of times our logs indicate that your ad was displayed.

"Clicks" means the number of times our logs indicate that your ad was clicked on.

"Visitors" attempts to approximate the number of unique users (as measured by distinct IP addresses) that clicked on your ad.

FindLaw has processes that attempt to remove impressions and clicks from spiders and other automated sources, as well as "double-clicks" from a single user. However, the report is merely a best estimate of performance; there are no warranties relating to accuracy.