



Snapshot Report

How To Become More Local

What is the Snapshot Report?



Our Snapshot Report is an award-winning *marketing needs assessment* that arms Local Business Owners with automated insights into their online performance.

We use the Snapshot Report to start conversations with Local Business owners, highlight gaps in their marketing, and propose optimal solutions.

Report Content Last Updated: May 14, 2018



Dominate Your Local Market

73% of consumers lose trust in a business with inaccurate listings and 88% of consumers look to online reviews when making buying decisions. **Stop losing customers to your competitors and start winning them back.** Fix your listings, improve your review scores, and hear what people are saying about you—all from one dashboard.

[Get Started](#) Call us at **+1 306 955 5512**

Name	Omega Dental Specialists
Address	106 W Gray St
City, State	Houston, TX
Zip	77019
Phone Number	+1 713 322 7474
Website	http://omegadentists.com/
Business Category	Health & Medical > Dentists

Overall Score [®]

46%

Reviews Listings Social Website Ecommerce Advertising SEO

B **C** **D** **C** **F** **C** **B**

A Listings Can consumers find your business?

STRONG FOUNDATION



Your listings are the virtual doorway to your business. You're listed on some of the sites you need to be on, but there's work to do. You don't want customers to find your competitor's listings instead of yours, do you? Without correct listings, your business is invisible to your customers.

Listing Presence Total number of online listings found on sites monitored for your business

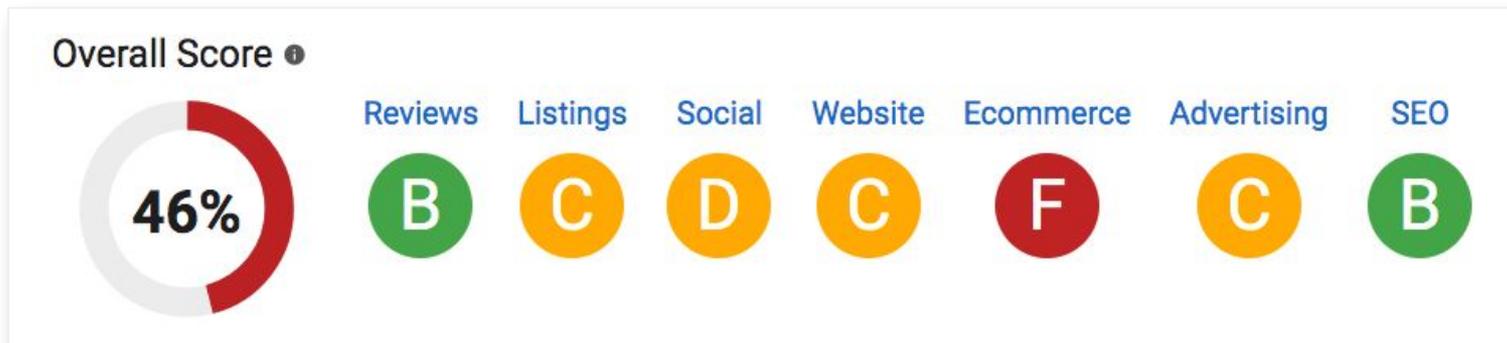
   

Overall Score



Your Overall Score indicates how well your digital marketing is performing in comparison to other Local Businesses in the same industry. There's no pass / fail here—a business should strive to be as close to 100% as possible.

Whether your Local Business scores an A or an F, there's plenty of work to be done!



LocalListings

Listings

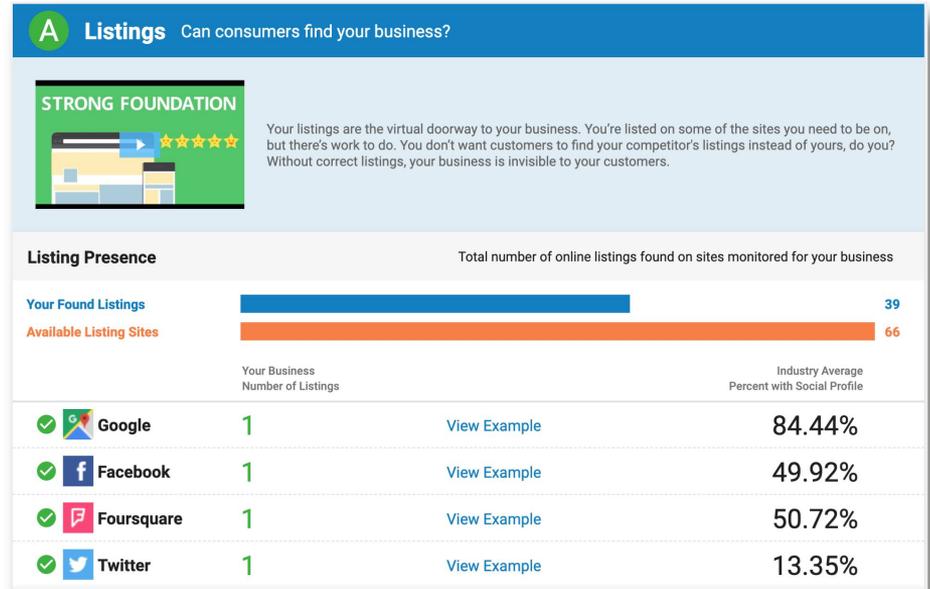


The Snapshot Report aggregates data from over 70 directories to show you:

- Number of listings
- Accuracy of listings
- Missing sites

Local Businesses need accurate listings on many directories to ensure that customers can find them online.

Put your Local Business on the map with an abundance of accurate listings.



Listing Presence



A strong listing presence improves Local Business search ranking and makes them discoverable. Without online listings, your Local Business will lose customers to competitors.

- + If the grade is high, it's important to keep it that way! **Listing Distribution** can ensure that your Local Business listings remain present online.
- If the grade is low, it's **Listing Distribution** and **Reputation Management** to the rescue! Listing Distribution can create and distribute listings across major sources. Reputation Management will display which listings are missing.



LocalReviews

Reviews



The Snapshot Report aggregates data from over 30 customer review sites to highlight:

- Number of reviews
- Recency of reviews
- Average score

Local businesses must continually collect fresh reviews and strive for 5-star ratings to establish trust and credibility. Help your Local Business make a stellar first impression.

B Reviews Do consumers trust your business?



You rock! You get lots of reviews, and customers are saying good things. You can't afford to monitor the internet continuously, and you certainly can't afford to miss a review. One negative review gone unanswered can ruin all your hard work! Let us alert you about new reviews so that you can address negative reviews and share positive reviews promptly.

Online Reviews Found on Select Sites

Review information about your business

	Your Business	Industry Average
B Reviews Found	163	Facebook (78) Google Maps (72) 15
A Reviews Found Per Month (Last 6 months)	6.67	0.33
C Average Review Score	4.64	4.38
C # of Review Sources	3	2

Selling Reviews



- + If the grade is high, congratulate yourself on your hard work in earning a solid reputation!
- If the grade is low, WE can help! We offer **Reputation Management** to reveal where the negative sentiment is coming from. Positive reviews can easily be displayed on your website, whereas negative reviews can be dealt with privately.

Social Media

Social Media



The Snapshot Report investigates a business's social media presence:

- **Facebook:** Likes, Average Posts/Month, Average Likes/Post, Average Shares/Post
- **Twitter:** Followers, Following, Tweets*
- **Instagram:** Followers, Posts*

Social channels can help Local Businesses grow their fan base and turn online leads into raving customers. Every day, millions of consumers declare their buying intentions on social media. Local Businesses must keep their followers engaged to grow their audience and build brand loyalty.

* Total number

Selling Social



- + If the grade is high, your Local Business is off to a great start! However, managing multiple social networks is difficult and time-consuming. **Social Marketing** is an easy way for your Local Business to continue to build their social presence and find new leads.
- If the grade is low, you need to move your Local Business to the 21st century where customer service lives online! With **Social Marketing**, you can manage customer activity in a single feed, respond to customers straight from the feed, and track every interaction.

F Social Do consumers like your business?

BUILD & ENGAGE YOUR AUDIENCE

It appears that social media is not your bag. It's too bad because there are a lot of potential customers out there that are missing out on your wisdom, humor, and sage advice.

We can help you build a strong social presence by regularly posting timely and relevant content. Give us a call!

Facebook Facebook Page information about your business

	Your Business	Industry Average
B Likes	10512	248
F Average Posts / Month (Last 6 months)	6	9.33
C Average Likes / Post	5.3	2.43
D Average Shares / Post	0.14	0.25

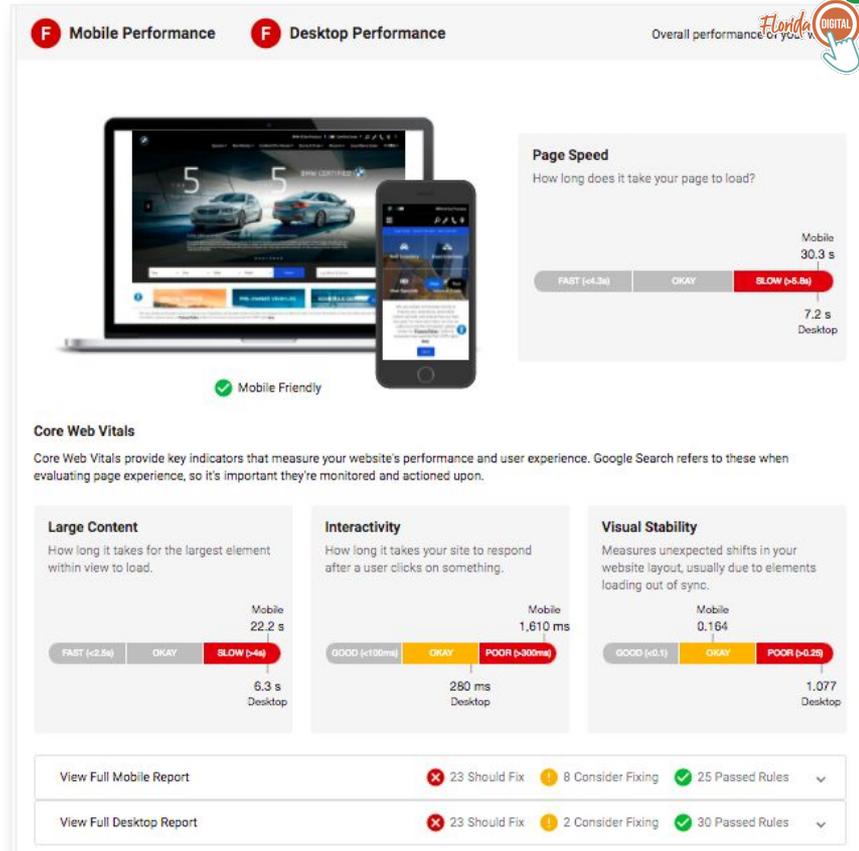
Your Website

Website

The Snapshot Report leverages **Google PageSpeed Insights** to assess your Local Business website.

The Website section looks at:

- Mobile responsiveness
- Desktop load speed
- Homepage content



Website Performance Metrics



Your Local Business website loading speed is critical. There are a variety of factors that affect this performance.

Using PageSpeed Insights, we assess whether your prospect's website meets Google's expectations for page speed. We then display recommendations for issues to fix.

- **Should Fix:** Rules that failed PageSpeed Insight's tests. You should fix these immediately.
- **Consider Fixing:** Rules that passed PageSpeed Insight's tests, but could use improvement. You might consider fixing these issues, but they're not necessarily critical.
- **Passed Rules:** Rules that passed PageSpeed Insight's tests.



Digital Advertising

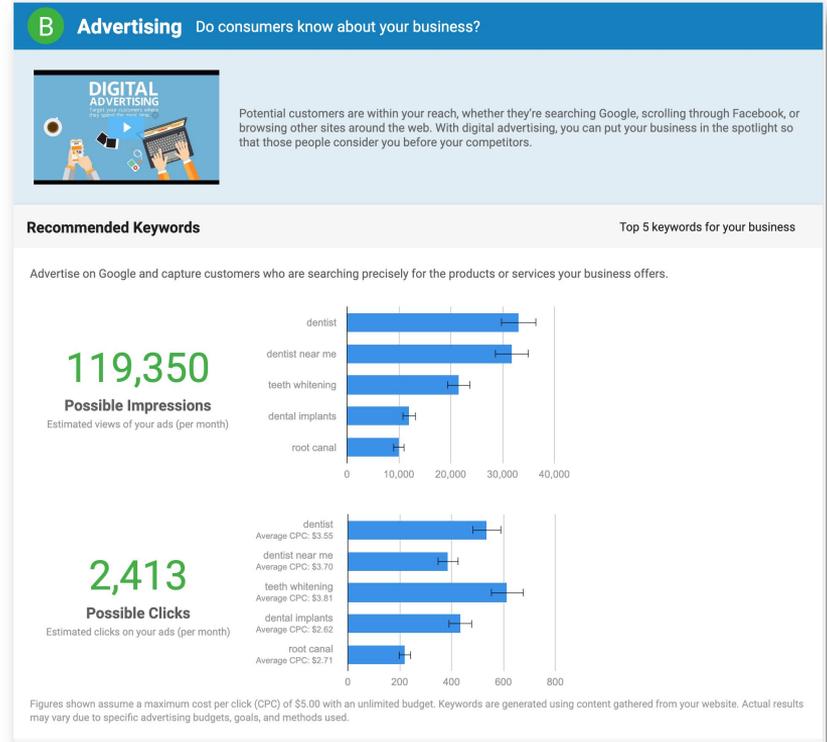
Recommended Keywords



What is the opportunity?

This section identifies the top five keywords for your Local Business, based on content gathered from their website and location.

The report shows the average CPC for these keywords. It also displays the potential results of running a dedicated ad campaign over one month that focuses on these keywords.



Campaign Performance



We show our clients how their advertising stacks up against their competitors:

Overlap: How similar your Local Business campaigns are to their competitors, based on common keywords.

Keywords: The number of paid ads you and your competitors have purchased in the most recent month.

Clicks: The estimated number of clicks you prospect and your competitors get from all their paid keywords.

Budget: The estimated Google AdWords spend for you and your competitors in the last month.

Campaign Performance		Here's how your ad campaigns compare to those of your competitors		
	Overlap ⓘ	Keywords ⓘ	Clicks ⓘ	Budget ⓘ
 omegadentists.com		224	934	\$1,011
lindenwooddentistry.com		267	1000	\$2,353
siennadental.com		54	444	\$1,074
moberidentalspecialists.com		76	699	\$1,101

Your competitors

Your Local Business

SEO

SEO Insights



The Snapshot Report provides valuable insights on how your Local Business SEO stacks up against your competitors. The SEO section assesses SEO in two areas:

- **Organic Keyword Performance:** Compares your keyword performance against your top competitors.
- **Organic Keyword Ranking:** Assesses the top keywords that consumers are using to search for your products or services.

C SEO Can consumers find you in search?



Potential customers are searching online for the products or services that your business offers. With SEO (Search Engine Optimization), you can boost your visibility in those search results so that people find you before your competitors.

Organic Keyword Ranking



The report highlights to top five keywords that your Local Business is ranking within their business category. For each keyword, the report highlights:

Competitiveness: How difficult it is to appear in the top Google Search results.

Rank: The position of your website in Google Search.

Local Searches: The estimated number of searches per month in your country.

Global Searches: The estimated number of searches per month across Google.

Organic Keyword Ranking		How your business shows up on Google Search		
Keywords ⓘ	Competitiveness ⓘ	Rank ⓘ	Local Searches ⓘ	Global Searches ⓘ
omega dental specialists		1	22,200	27,100
omega dental houston		1	40,500	49,500
omega dental in houston		1	90,500	135,000
dental specialists in houston		24	2,240,000	2,740,000
dentists in houston		28	2,240,000	2,740,000