

# Online Presence Report Cheat Sheet

The Online Presence Report is an award-winning marketing needs assessment that arms sales reps with automated insights into a business’s online marketing performance. These insights make for compelling and persuasive sales pitches. Use the Online Presence Report to understand where your prospect needs the most help and how you can help them!

## Business Information

Your prospect’s business information is displayed at the top of the report. This information is used to search for your prospect’s digital marketing data and see how they perform within their industry. Before sending the Online Presence Report, confirm that this information is absolutely correct.

## Overall Score

The Overall Score indicates how well your prospect’s digital marketing is performing within their industry. There’s no pass/fail here—a business should strive to be as close to 100% as possible. Each grade is calculated using a percentile grading system, comparing your prospect to other businesses within their industry.

## Listings

Put your prospect on the map with an abundance of accurate listings. Local businesses need accurate listings on many directories to ensure that customers can find them online.

### Listing Presence

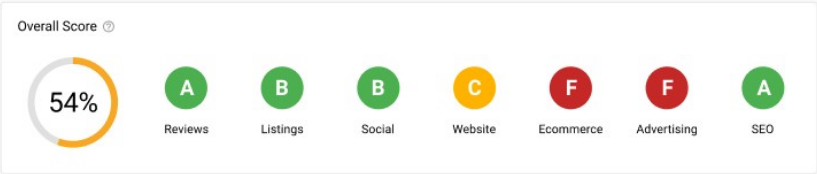
Improve your prospect’s search rank and make them discoverable with a strong listing presence. Without online listings, your prospect will lose customers to competitors.

- If the grade is high, it’s important to keep it that way! Listing Distribution can ensure that your prospect’s 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.

### Listing Accuracy

Correct your prospect’s listings to bring customers into their store. Accurate listings ensure that customers can find and contact a business. Incorrect listings lead to unhappy and frustrated customers. Your prospect’s business must be listed correctly!

Name	Omega Dental Clinic
Address	1510 Texas Avenue Houston, TX 77002
Phone Number	1 (713) 228-1111
Website	https://omegadentalclinic.com
Business Category	Food



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

Google

Your Business was found

78.36% of your industry is on Google

Facebook

Your Business was found

92.74% of your industry is on Facebook

Instagram

Your Business was found

69.72% of your industry is on Instagram

Twitter

Your Business was found

19.78% of your industry is on Twitter

Your Business

61

Available Listing Sites

66

Listing Accuracy

Percentage of accurate listings found for your business

Your Accurate Listings

40.98%

Industry Average

34.79%

Your Business

Number of Incorrect Listings

Incorrect Phone #

42

(415) 814-1780  
Yelp

Missing Phone #

5

Cars.com

Incorrect Address

21

75 Howard St  
Facebook

Incorrect Website

18

http://www.euro-motor-cars.com  
Superpages

Missing Website

23

YP.com

Listing Details

16 accurate 7 not found 43 possible errors

Listing Site	Business Name	Address	Website	Phone
Yelp	BMW of San Francisco	1675 Howard St San Francisco, CA 94103	bmwsf.com	(415) 814-1780
Google	BMW of San Francisco	1675 Howard St San Francisco, CA 94103	http://www.bmwsf.co...	(628) 235-1200
Facebook	BMW of San Francisco	75 Howard St San Francisco, CA 94105-1627	http://www.bmwsf.co...	(415) 863-9000
Bing Maps	BMW of San Francisco Service Center	1675 Howard St San Francisco, CA 94103	http://www.bmwsf.co...	(833) 848-4744

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Data Provider Accuracy How your business appears on Data Provider sites

Alert! As a business you cannot afford to have wrong information on even one of these major data providers. This incorrect information will be distributed to literally hundreds of online sources including review sites, directories, social sites, search engines, GPS services and more.

data axle

neustar / Localeze

FOURSQUARE

Contains Errors

Contains Errors

Contains Errors

- If the grade is high, it's important to keep it that way! Listing Distribution can ensure that your prospect's listings remain correct over time. If your prospect ever moves, their location will be updated on 300+ sources across the web.
- If the grade is low, Listing Distribution and Reputation Management can help! Listing Distribution corrects and maintains listings across major sources. Reputation Management reveals where information is listed incorrectly.

## Data Provider Accuracy

**Manage and distribute accurate listings all over the web with major listing providers.** There are four major listing providers in the United States: Factual, Acxiom, Infogroup, and Neustar (Localeze). These data providers are referenced by over 300 online listing directories and disseminate business information all over the web.

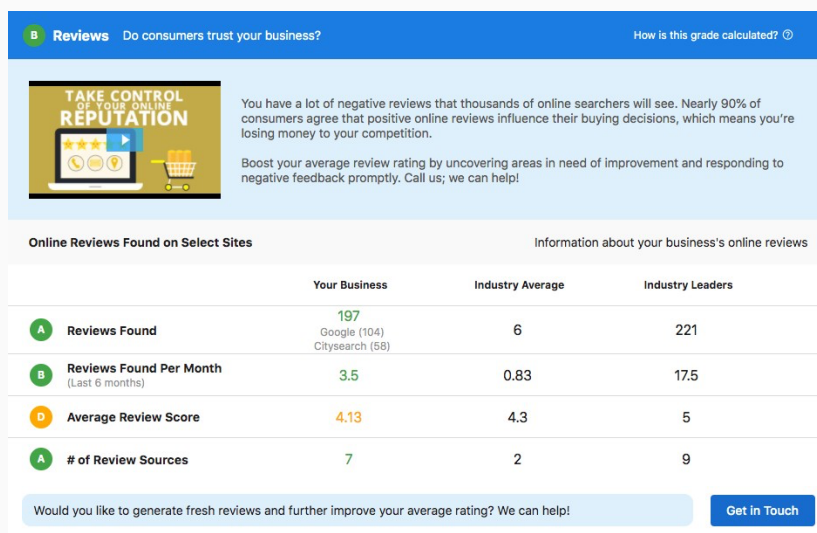
- **Green - Accurate:** Business listings are healthy! The listings exist (presence), and they are correct (accuracy). This is no small feat. Ensure that listings remain healthy with Listing Distribution.
- **Yellow - Contains Errors:** There is real trouble here! Although some business listings have been found, they are not accurate. Somewhere and somehow, the wrong information about your prospect's business got out and is now being circulated all over the web. Offer Listing Distribution pronto to help correct these costly errors.
- **Red - Not Found:** Looks bad, but it's not as bad as you think! Not being found is better than being found with errors. Offer Listing Distribution to push out the correct data.

## Reviews

**Boost your prospect's online reviews to establish trust and credibility.** Reviews are structured mentions that are classified or ranked in some way, often with

a star rating or numerical scale. Local businesses must continually collect fresh reviews and strive for 5-star ratings. Help your prospect make a stellar first impression.

- If the grade is high, congratulate your prospect on their hard work in earning a solid reputation! Offer Social Marketing to amplify all that positivity.
- If the grade is low, you can help! Offer Reputation Management to reveal where the negative sentiment is coming from. Add Customer Voice to the package to provide the perfect avenue for collecting more reviews. Positive reviews can easily be displayed on your website, whereas negative reviews can be dealt with privately.




**Grow your prospect's fan base and turn online leads into raving customers through social channels.** Every day, millions of consumers declare their buying intentions on social media. Your prospect must keep their followers engaged to grow their audience and build brand loyalty.

- A social page may not appear in the report for several reasons. It could mean that your prospect does not have a page for their business, they are using a personal page instead of a business page, or their page has viewing restrictions. In any case, you can help your prospect. Remember, if our system has a hard time finding your prospect's social page, their customers will too.


**Your prospect's website loading speed is critical.**  
The Online PresenceReport leverages Google  
PageSpeed Insights

to assess whether your prospect's website speed meets Google's expectations on mobile and desktop. The report then displays recommendations for issues to fix.

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**Social**

Do consumers like your business?

How is this grade calculated? ⓘ



It appears that social media is not your bag. That's too bad—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

Information about your business's Facebook page

	Your Business	Industry Average	Industry Leaders
<b>B</b> Likes	550	124	3.76K
<b>C</b> Average Posts / Month (Last 6 months)	13	11	104
<b>A</b> Average Likes / Post	30.45	1.2	14.34
<b>B</b> Average Shares / Post	0.98	0.1	3

Twitter

Information about your business's Twitter profile



**Interact with your customers on Twitter**

We didn't find a Twitter profile for your business. It's a great, cost-effective way to reach customers. We can help you tap into this invaluable pool of customer interaction!

Instagram

Information about your business's Instagram profile

	Your Business	Industry Average	Industry Leaders
<b>F</b> Followers	132	304	5.66K
<b>B</b> Posts	271	85	893

Want to learn how to grow your social media presence? We'd love to help!

Get in Touch

Website

Can your business website convert visitors into customers?

How is this grade calculated?

IMPROVE YOUR WEBSITE

We see that you have a website, but Google is telling us it might need a makeover. If you're interested, we're here to help!

Homepage Content

Key business information found on your homepage

✓ Business Address

✓ Phone number

✓ Secure Website (HTTPS)

	Your Business	Industry Average
✓ Homepage Size	1078KB	2199KB
✗ Video on Homepage	✗	4.37%
✓ Facebook link	✓	54.53%
✓ Twitter link	✓	32.99%
✗ Instagram link	✗	2.41%

**Display vital information on the first page customers see.** First impressions count! Your prospect's business information, location information, and links to social media are arguably the most important content on your prospect's website.

- If the grade is high, great! Now, does your prospect have multiple tabs or pages to their business's website? If so, is all this information readily available on them too? You can take it one step further and collect reviews on their killer site with the Review Generation Widget (Customer Voice)!
- If the grade is low, uh oh! Your prospect has two choices—fix what's broken or take advantage of a mobile-optimized Location Page. It's simple to create, search engine optimized, and additional tabs can easily be added. No coding knowledge required!

## Mobile

**Boost your prospect's website response on mobile devices.** With the majority of first-time searches being done from a mobile device, your prospect needs a mobile-friendly site that delivers the information that people are seeking.

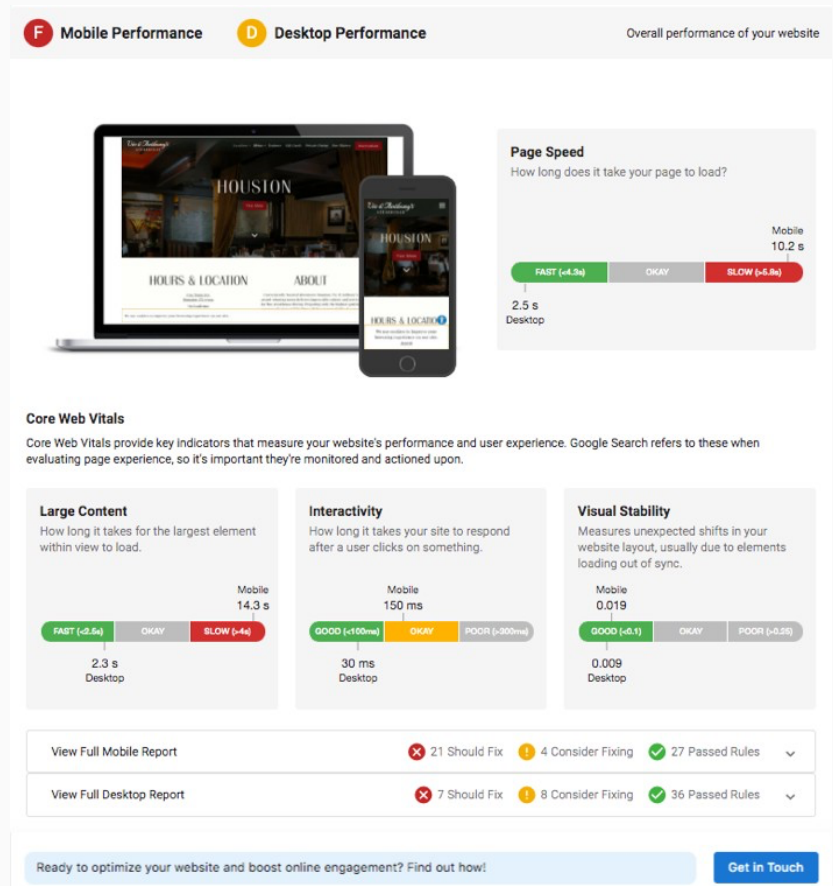
- If the grade is high, your prospect is on the right track!
- If the grade is low, uh oh! Your prospect has two choices—fix what's broken or take advantage of a mobile-optimized Location Page. It's simple to create, search engine optimized, and most importantly, mobile responsive!

\*The grade for this section is based on Google's Speed rules only.

## Desktop

**Boost your prospect's website response on desktop.** The faster your prospect's website loads, the more engaged their customers will be. If a site takes too long to load, customers will likely go elsewhere. Time is money!

- If the grade is high, your prospect's site is quick! But is there anything else you can do to decrease the load time? After all, there's no such thing as a site that loads too quickly.
- If the grade is low, looks like you've got a few things to fix! Use Website Pro for effortless and dependable WordPress hosting that is fast, secure, and backed up automatically.





**Put your prospect's business in front of targeted audiences in search results, social media feeds, and other relevant sites around the web.** Targeted ad campaigns build your prospect's brand awareness, drive traffic to their website, and help them grow their customer base. By making sure that customers can find your prospect's business online, you will empower your prospect to grow their business and secure their place in the market.

**Explore the opportunity.** This section of the report identifies the average Cost-Per-Click (CPC) for your prospect's top five keywords, based on content gathered from their website and location. The report also displays the potential results of running a dedicated ad campaign over one month that focuses on these keywords. Imagine the excitement your prospect would feel about receiving this exposure for their business!

**Investigate how your prospect's campaigns stack up against their competition.** The report examines the number of paid ads your prospect and their competitors have purchased in the most recent month, the estimated number of clicks received from all their paid keywords, and the approximate Google Ads spend in the last month. This data provides you and your prospect a view of what high-performing competitors are doing, and what your prospect must do to compete.

**Learn whether your prospect is taking advantage of retargeting.** This section offers insights from Facebook to investigate whether your prospect is displaying targeted ads to people who have already visited their website. People don't always convert the first time they visit a website. Retargeted ads will keep your prospect's business top-of-mind and direct customers back to their site. These ads can boost conversions and grow revenue!

Use the insights uncovered in the Online Presence Report to guide the sales conversation around digital ads. Offer the DigitalAds Setup package, with any combination of add-ons, to target your potential customers, drive more sales, and maximize ROI. Our Digital Ads services include a variety of campaigns—including search, display, Facebook, LocalAds, and Youtube—and native ads.

- B Advertising** Do consumers know about your business? How is this grade calculated? ⓘ

### DIGITAL ADVERTISING

Plans and customers who pay for ads

Potential customers are within your reach, whether they're searching Google, scrolling through Facebook, or browsing other sites around the web. With digital advertising, you can put your business in the spotlight so that those people consider you before your competitors.

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#### Recommended Keywords

Top 5 keywords for your business

Advertise on Google and capture customers who are searching precisely for the products or services your business offers.

**15.69K**

**Possible Impressions**

Estimated views of your ads (per month)

Keyword	Impressions (approx.)
bmw dealership	5,500
bmw for sale	2,500
bmw near me	2,000
bmw dealer near me	1,500
bmw service near me	1,500

**969.7**

**Possible Clicks**

Estimated clicks on your ads (per month)

Keyword	Clicks (approx.)
bmw dealership	300
bmw for sale	400
bmw near me	100
bmw dealer near me	100
bmw service near me	50

Figures shown assume a maximum cost per click (CPC) of \$5.00 with an unlimited budget. Keywords are generated using content gathered from your website. Actual results may vary due to specific advertising budgets, goals, and methods used.

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#### Campaign Performance

Here's how your ad campaigns compare to those of your competitors

	Overlap ⓘ	Keywords ⓘ	Clicks ⓘ	Budget ⓘ
bmwsf.com		195	1.03K	\$1.37K
bmwaautorepairsf.com	<div style="width: 10%;"></div>	28	337	\$465
bmwofmountainview.com	<div style="width: 20%;"></div>	141	780	\$1.10K
peterpanbmw.com	<div style="width: 30%;"></div>	133	380	\$521
weatherfordbmw.com	<div style="width: 40%;"></div>	2	0	\$0

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#### Retargeting

Information about your business's retargeting

**Great work!**

It looks like you're taking advantage of retargeting!

Make sure to test your ads frequently so you know which ones work best with your customers.

Let's continue to build brand awareness and get more customers in the door!

**Get In Touch**

are going to buy from the competition. Ask your prospect to search for their services/products using general keywords. Do they show up? Or is their competition showing up?

## Search Engine Optimization (SEO)

**Improve a website's ranking in organic (unpaid) search results or search engines like Google and Bing.** Your prospect's goal with SEO is to rank on the first page for the right keyword search phrases that are relevant to their business. Consumers are using search engines to assess their options and qualify the goods and services they're interested in. With 81% of consumers performing an online search before making a purchase decision, every business needs to invest in SEO!

### Local Search Results

**View your prospect's search ranking and see how high up they appear in search results.** We conduct a search for a high-priority keyword related to your prospect's business and display those results directly in the Online Presence Report. We display their ranking in two formats, the first being across their local area within Google Maps using 9 dynamic hotspots. The second is the top three search results, along with where the prospect falls in those results.

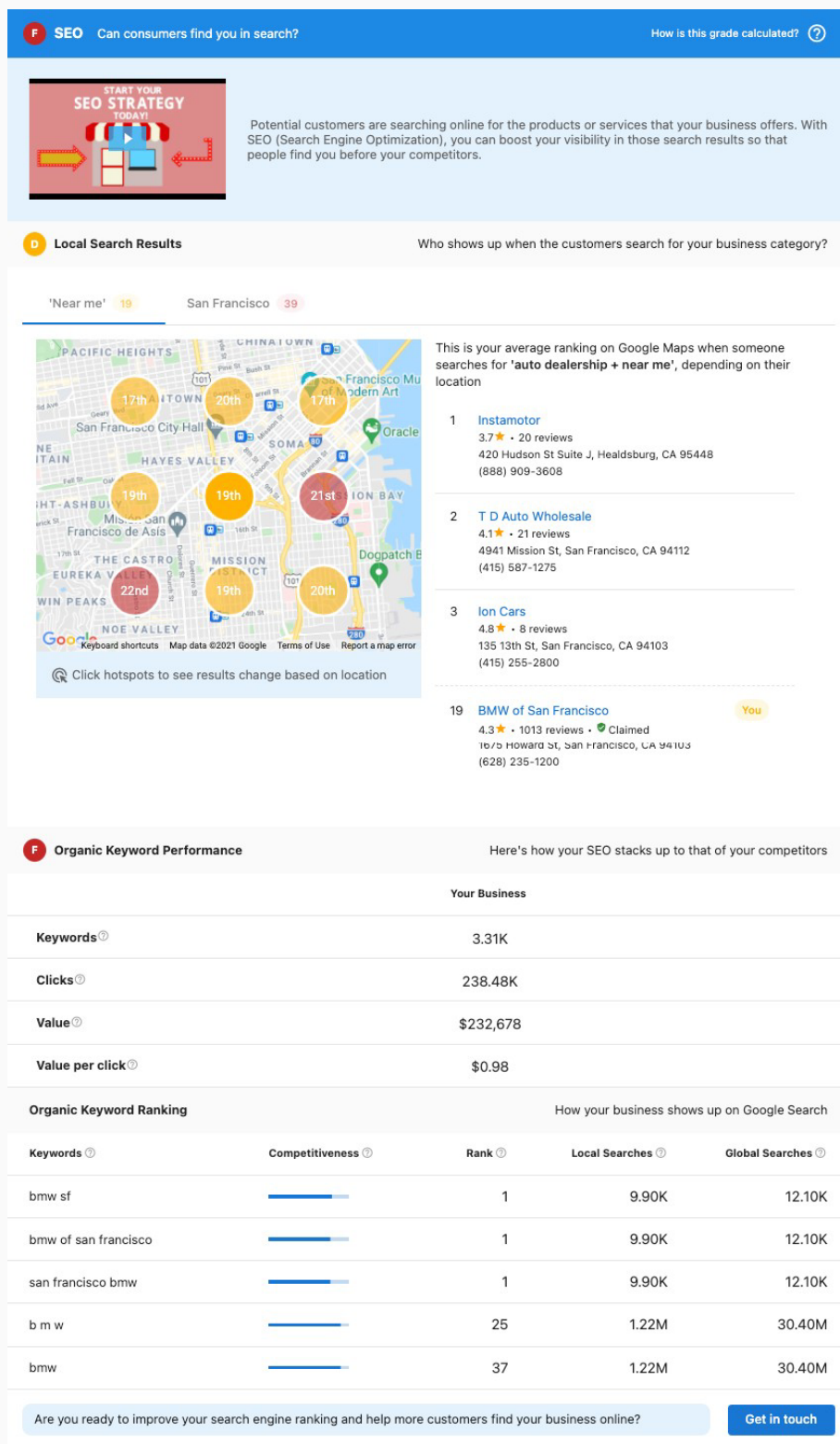
### Organic Keyword Performance

**Compare your prospect's keyword performance against their top competitors.** Your prospect's business website is scanned for the top keywords in the Online Presence Report's database, as determined by Google. The report then displays keyword performance for your prospect and their top competitors.

### Organic Keyword Ranking

**Examine the top organic keywords that consumers are using to search for your prospect's products or services on Google.** These insights provide you and your prospect

an idea of how people are searching for your prospect's business online, the types of keywords your prospect should be targeting in Pay-Per-Click (PPC) campaigns, and the type of organic content your prospect needs on their site to gain relevancy. Use this data to highlight the best SEO opportunities for your prospect, position yourself as the trusted SEO expert, and sell more SEO solutions.



A successful SEO sales strategy starts with understanding your prospect’s current online performance. Audit your prospect’s SEO and assess their needs to learn where to start the sales conversation. With good preparation, you’ll be equipped to close a deal with the perfect solution.

- If the grade is high, congratulate your prospect! Earning a positive SEO grade requires hard work. That being said, there’s always room for improvement! Offer to manage and optimize their SEO strategy so they can focus on running their business.
- If the grade is low, your prospect needs help! They don’t have enough time, tools, or expertise to research keywords, build links, manage their online reputation, create content, and perform all the other required tasks. With a strong SEO strategy, you can help your prospect get found online, increase customer engagement, increase organic website traffic, and produce real customer conversions!

Set the right expectations with your prospect. There is no single, ‘instant fix’ SEO solution—it’s the sum of many small tasks that work together to elevate the ranking and visibility of a website over time. Incorporate multiple solutions to build a solid foundation for good SEO. Online listings, reviews, digital ads, and social activity all contribute to search engine rankings for local search. By showing the Online Presence Report metrics to your prospect and connecting this data back to your available SEO solutions, you can deliver a compelling sales pitch that proves your ability to drive more brand awareness and conversions for any business.

## Ecommerce

**Increase the number of revenue opportunities for your prospects by ensuring their website has an ecommerce presence.** With 57% of consumers now expecting to be able to buy online from local businesses, ecommerce is vitally important. If your prospects aren’t able to deliver on that expectation, their customers will seek out competitors that do offer an ecommerce solution.

### Online Storefront

This checks to see if your prospect has the ability to sell their products/services through their website using a recognized commerce platform such as Shopify or WooCommerce.

### Online Payments

This checks if your prospect is able to accept transactions through their site using recognized payment software such as Apple Pay or PayPal.

### Online Scheduler

This checks if your prospect is able to accept online bookings for appointments, classes, or meetings through their website using recognized meeting scheduling software.

### Lead Engagement


A

Ecommerce

Can consumers instantly buy from you online?

How is this grade calculated? ?

OPEN YOUR  
ONLINE STORE



More businesses than ever before are selling products and services online. Consumers see an online store as a sign of a reputable, established business.

Checklist

Drive sales and compete online

	Found	Why it matters
✓ Online storefront	Klarna Checkout +2 more	Online sales of products and services are up 110% year over year
✓ Online payments	Klarna Checkout +8 more	As online transactions have increased by 140%, you'll want to make sure customers can pay you online
✓ Lead engagement	Klaviyo	Engaging customers with relevant content can move them down the sales funnel
✓ Online scheduler	Acuity Scheduling	Bring in more customer bookings in less time by automating your meeting and appointment scheduling

Is your online store working for you? We can help optimize.

Get in touch

This scans your prospect's website for software that allows them to engage with current or recent website visitors, helping to move them down the sales funnel. This includes solutions such as live chat or advertising campaigns.

## Selling Ecommerce

Buyer behavior has changed, and ecommerce has become an essential ingredient for your prospect's success. Depending on the solutions that are found on the prospect's website, you'll need to adapt your talk track around the potential strategies you suggest.

- If no solutions are found, you need to convey to the prospect how important it is for them to optimize their site for ecommerce. To compete in today's online marketplace, your prospects need to offer a way for their customers to buy from them online, or else they could be losing significant revenue to their competitors. Try offering them a solution that covers multiple factors, like CalendarHero which can take care of both online scheduling and online payments.
- If they have either an online storefront or online payments but are missing the other then that's a great opportunity for you. If they have one but not the other, they're missing a vital component to a comprehensive ecommerce experience. This is where you can offer them a solution that compliments what they already have and helps them to strengthen their ecommerce presence.
- If your prospects don't have online scheduling, you can provide them with this vital solution to fill this void and ensure they're not losing market share to competitors. Enabling leads and customers to self-schedule appointments, classes, and meetings online is necessary for succeeding in a digital-first climate. Give your prospects a competitive edge, boost their booking rates, and help them convert those bookings into revenue faster by offering a scheduling solution like CalendarHero.
- If they're missing lead engagement software, then you'll want to offer them solutions that can help to engage with prospective customers either on their site or after they've left. Online chat is a great way to ensure that their customers have a way to easily reach out with any questions they have, while marketing automation solutions like digital advertising can be effective in re-engaging visitors who have left the site.
- If they do have lead engagement software enabled, ask them what sort of results they're seeing. This can open up opportunities for you to step in with alternative marketing automation solutions that can help them increase their conversions from these initiatives.

No matter what, it's important that you help your prospect understand the importance of ecommerce. If their customers don't have that option, your prospect could be leaving money on the table and losing vital market share to their competitors.

**Now go out there and make some sales!**