



Digital Report Card for Your Company

 123 Main Street, Springfield, MO, 65801

PREPARED BY

Sales Person

Salesperson

(514) 852-1010

email@example.com

Overall Score for Your Company



Listings



Reviews



Social



Website



Ecommerce



Advertising



SEO

Business Details

Name

Your Company

Address

123 Main Street
Springfield, MO
65801

Phone Number

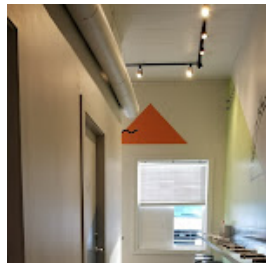
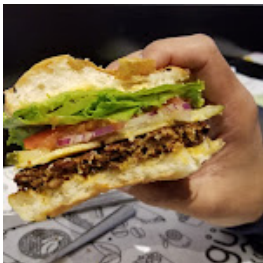
(816) 555-5555

Website

<https://www.google.com>

Business Category

Restaurants



A Listings

Listing Presence

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



Google

Your Business was found

84% of your industry is on Google



Facebook

Your Business was found

59.4% of your industry is on Facebook



Twitter

Your Business was not found

18.7% of your industry is on Twitter



Listing Accuracy

Percentage of accurate listings found for your business



Your Business Number of Incorrect Listings

Listing Details

✔ 1 accurate
 ✘ 1 not found
 ! 1 possible errors

Listing Site	Business Name	Address	Website	Phone
Google	Your Company	123 Main Street Springfield, MO 65801	https://www.go...	+1 816 555 5555
Facebook	Your Company	123 Main Street spring field, MO 65801	https://www.go...	+1 816 555 5555
Bing	Missing	Missing	Missing	Missing

Data Provider Accuracy

How your business appears on Data Provider sites

data axle

! Contains Errors

neustar // Localeze.

✘ Not Found

FOURSQUARE

 Accurate

A Reviews

Online Reviews Found on Select Sites

Information about your business's online reviews

	Your Business	Industry Average	Industry Leaders
A Reviews Found Google (40) Facebook (20)	132	55	0
A Reviews Found Per Month (Last 6 months)	20	3	0
A Average Review Score	4.95	3.72	0
A # of Review Sources	30	5	0

A Social

Facebook

Information about your business's Facebook page

	Your Business	Industry Average	Industry Leaders
A Likes	1.20K	223	0
A Average Posts / Month (Last 6 months)	102.31	75.3	0
A Average Likes / Post	20.43	6	0
A Average Shares / Post	20.43	6	0

Twitter

Information about your business's Twitter profile

	Your Business	Industry Average	Industry Leaders
A Followers	12	1	0
A Following	1.00K	52	0
A Tweets	54	6	0

Instagram

Information about your business's Instagram profile

	Your Business	Industry Average	Industry Leaders
A Followers	1.00K	100	0
A Posts	5.00K	429	0

A Website

A Homepage Content

Key business information found on your homepage



Business Address



Phone number



Secure Website (HTTPS)

Your Business

Industry Average

Homepage Size

1KB

2KB

Video on Homepage



81.3%

Facebook link



71.43%

Instagram link



72%

Twitter link



53.57%

A Mobile Performance

A Desktop Performance

Overall performance of your website



✓ Mobile Friendly

Page Speed [?]

How long it takes your page to load.

Mobile

1.2 s



1.8 s

Desktop

Core Web Vitals [?]

Core Web Vitals provide key indicators that measure your website's performance and user experience. Google Search refers to these when evaluating page experience, so it's important they're monitored and actioned upon.

Large Content [?]

How long it takes for the largest element within view to load.

Mobile

1.2 s



1.5 s

Desktop

Visual Stability [?]

Measures unexpected shifts in your website layout, usually due to elements loading out of sync.

Mobile

0.05



0.04

Desktop

[View Full Mobile Report](#)

✗ 0 Should Fix

! 0 Consider Fixing

✓ 2 Passed Rules



[View Full Desktop Report](#)

✗ 0 Should Fix

! 0 Consider Fixing





✓ 2 Passed Rules



A Ecommerce

Checklist

Drive sales and compete online

	Found	Why it matters
 Online storefront	WooCommerce 1.2.3	Online sales of products and services are up 110% year over year
 Online payments	Stripe 4.1.12	As online transactions have increased by 140%, you'll want to make sure customers can pay you online
 Lead engagement	Google 3.2.7.19	Engaging customers with relevant content can move them down the sales funnel
 Online scheduler	Calendly 1.2	Bring in more customer bookings in less time by automating your meeting and appointment scheduling

A Advertising

Recommended Keywords

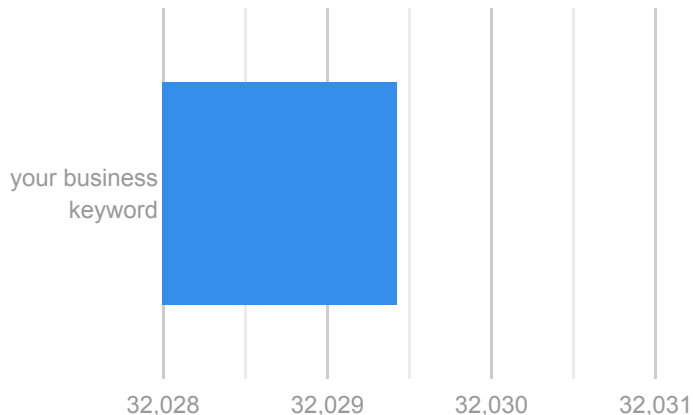
Top 5 keywords for your business

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

35.23K

Possible Impressions

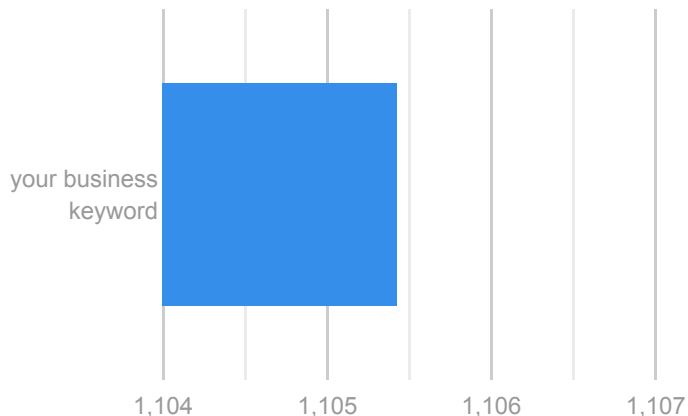
Estimated views of your ads (per month)



1.21K

Possible Clicks

Estimated clicks on your ads (per month)



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.

Paid Search Traffic Performance

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

	Your Business	competitorsdomain.com
Paid keywords (?)	2	10
Paid traffic (Clicks) (?)	23	56
Paid traffic cost (?)	\$110	\$423

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.

A **SEO**

A **Local Search Results** Who shows up when customers search for your business category?

'Near me' **1**

Springfield **1**

This is your average ranking on Google Maps when someone searches for **'Pizza Near me + near me'**, depending on their location

- 1

Your Company You

3.9 ★ • 960 reviews • ✔ Claimed

123 Main Street, Springfield 65801
(306) 111-2222

2

Vern's Pizza

4.2 ★ • 233 reviews

233 Place street
(460) 222-9999

A **Organic Search Traffic Performance** Here's how your website stacks up to competitors with the same keywords

	Your Business	competitorsdomain.com
Organically ranked search terms ?	15	29
Estimated search traffic (Clicks) ?	170	750
Estimated value of search traffic ?	\$250	\$375
Value of organic clicks ?	\$1.47	\$0.50

Organic Keyword Ranking

How your business shows up on Google Search



People can't find your website on Google Search...

We couldn't find your site in the top 50 search results for any of the organic keywords we track—that means potential customers won't be able to either. Let us help you optimize your website with relevant keywords!