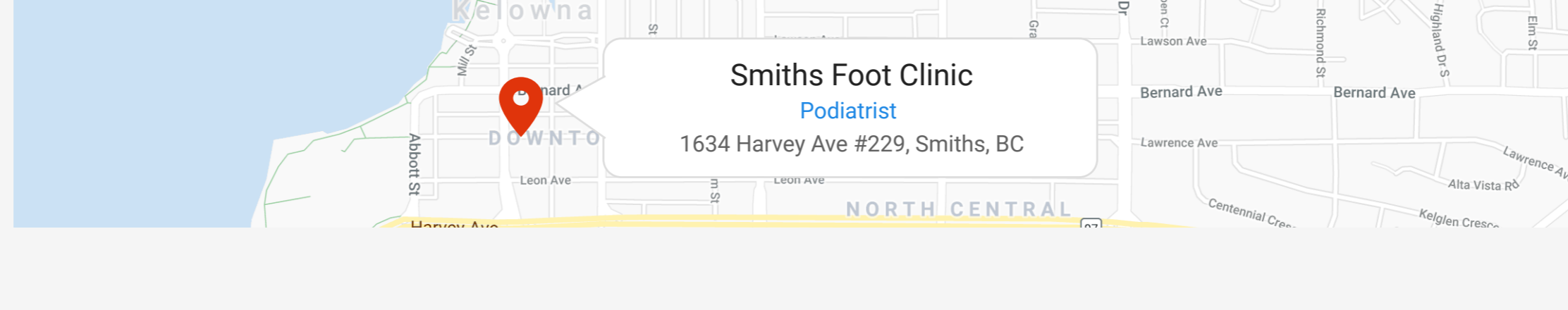


# Executive Report



- Reputation
- Listings
- Social
- Website
- Advertising
- SEO

## Reputation

How are customers rating your business online?

**Average Star Rating**  
Your average rating across all reviews to date  
**4.9** ▲ 1.6  
Selected Date Range

Weekly Average Review Rating (All-Time)

Reputation Management

**New Reviews**  
The number of new reviews you've received  
**3** ▼ 1  
Last 30 days

All-Time Trend

Reputation Management

**Most Recent Reviews**

All Reviews this Month

- Kelly Burgen reviewed your business on google.com Nov 14, 2018 **★★★★★** Responded
- Anonymous reviewed your business on ratemds.com **★★★★★** Responded
- Anonymous reviewed your business on ratemds.com Nov 14, 2018 **★★★★☆** Respond

Reputation Management

**Review Requested**  
The number of review request emails you sent to your customers.  
**14** ▼ 1

**Email Open Rate**  
The percentage of your review request emails that were opened by  
**62%** ▲ 2.1%

**New Mentions**  
The number of new mentions you received.  
**15** ▲ 4

**Trending Keywords**  
The most commonly used words found in your reviews for the last 30 days

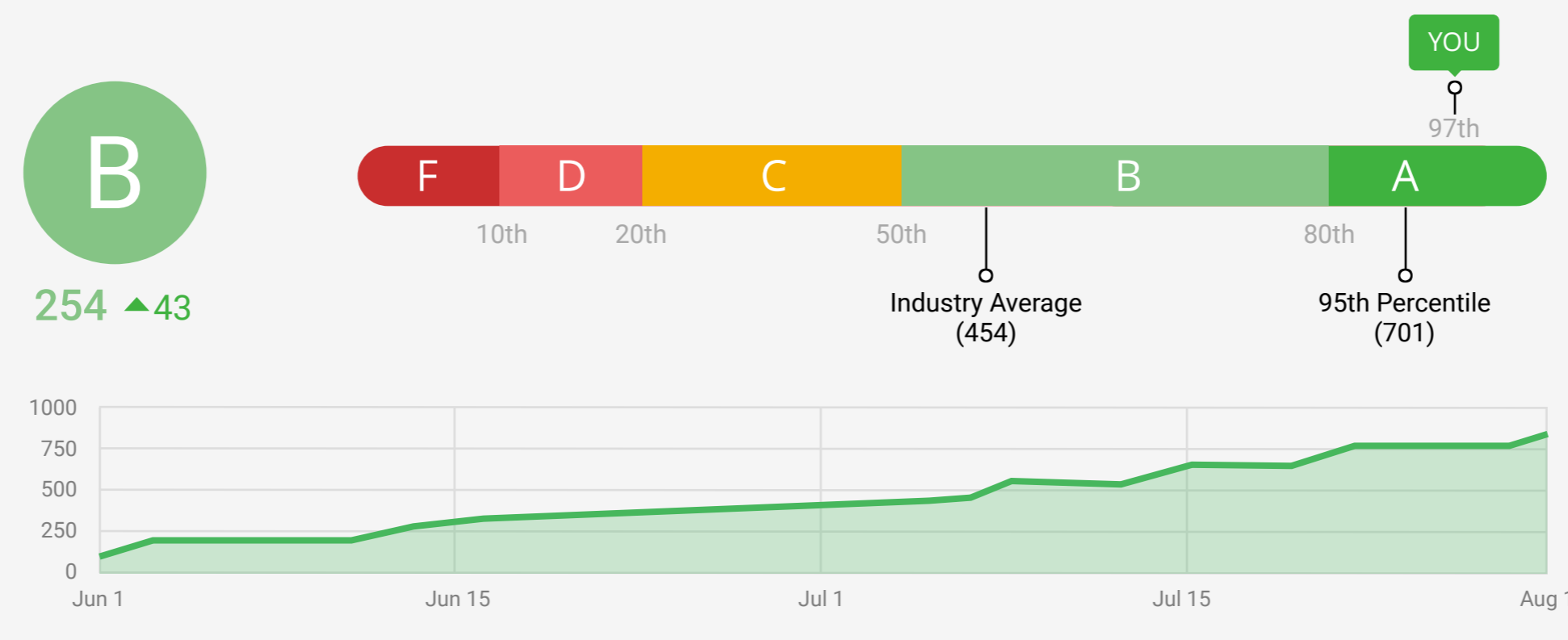
**Recent Mentions**

- coulthard-identity.com Somewhat Positive
- ehealthscores.com Somewhat Positive
- peekyou.com Somewhat Positive

View All (+12)

## Listings

Are you listed accurately on search engines, directories, apps, and GPS?



**Listing Data Changes**

- Google Maps Found with Errors
- Bing Found Accurate
- Rate MDs Found Accurate

**All Listings**  
The number of sites your data is found on  
**Accuracy 32/65**

Primary Sources	Presence	Accuracy	Syncing
Google Maps	✓	⚠	—
Bing Maps	✓	✓	✓
Yahoo!	✓	✓	—
Yelp	✓	⚠	—
Citysearch	✓	⚠	✗
glassdoor.com	✗	✗	✗
indeed.com	✓	✓	—
True Local	✓	✓	—
SureCritic	✓	✓	—
411.com	✓	✓	—
Central Index US	✓	✓	✓

Reputation Management | Listing Sync Pro

**Google My Business**

**Search Types**  
How customers find your business on Google  
**3,123** ▲ 764

**Views**  
Where customers see your business on Google  
**3,386** ▲ 285

**Actions**  
How customers interact with your business on Google  
**232** ▲ 64

## Social

Are you engaging with your community & customers online?

**Facebook Post Performance**  
How your Facebook posts are performing

Reach: 4,022 ▲ 1  
Engagement: 248 ▲ 2  
Posts: 4 ▼ 8

All Time Trend

Reactions: 101 ▲ 3  
Comments: 40 ▼ 1  
Shares: 29 ▼ 1

**Top Performing Posts**  
Facebook posts with the most engagement this period

- Clear Pro Nails: Reach 174, Engagement 105
- Don't limit yourself by your health...: Reach 102, Engagement 42
- Where do your Orthotics take...: Reach 52, Engagement 14
- Where do your Orthotics take...: Reach 52, Engagement 14

Social Marketing

## Website

Is your website attracting potential customers?

**Website Pro**

**Total Visitors**  
The number of people who were on your website  
**164** ▲ 23

**Total Visits**  
The total number of times visitors go to your website, including repeat visits  
**165** ▲ 24

**Average Time on Website**  
The average amount of time visitors spend on your website  
**00:00:25** ▲ 00:00:03

**Bounce Rate**  
The percentage of visitors who leave your website after viewing only one page  
**79.39%** ▲ 2.51%

**Page Views**  
The total number of pages viewed on your website including repeat views  
**251** ▲ 37

**Pages/Session**  
The average number of pages viewed in a session  
**1.52** ▲ 0.1

**% of New Visits**  
The percentage of site visits that are from new visitors  
**94.55%** ▲ 0.69%

**Traffic Source**  
How visitors find your website

google	25 (71.4%)
houzz.com	3 (8.6%)
tpc.google...	2 (5.7%)
bing	1 (2.9%)

**Average Time on Website**  
The average amount of time visitors spend on your website

Direct	130 (78.8%)
Organic Se...	26 (15.8%)
Referral	6 (3.6%)
Social	3 (1.8%)

## Advertising

Are you reaching your target market?

**Advertising Intelligence**

**Client Spend (\$) - Google Ads**  
The total amount of money you've spent on ads to date.  
**10.26** ▲ 0.08

**Impressions - Google Ads**  
The number of times people have seen your ads.  
**434** ▲ 212

**Clicks - Google Ads**  
The number of times people have clicked on your ads.  
**21** ▲ 3

**Conversions - Google Ads**  
The number of actions people took on your ads such as product purchases, newsletter sign-ups, calls to your business, or app downloads.  
**4** ▲ 1

**Client Spend (\$) - Facebook Ads**  
The total amount of money you've spent on ads to date.  
**20.31** ▲ 0.13

**Impressions - Facebook Ads**  
The number of times people have seen your ads.  
**513** ▲ 102

**Clicks - Facebook Ads**  
The percentage of times people saw your ad and performed a link click.  
**31** ▲ 5

**Conversions - Facebook Ads**  
The number of actions people took on your ads such as product purchases, newsletter sign-ups, calls to your business, or app downloads.  
**6** ▲ 1

**Email**

**Email Engagement**  
How customers are engaging with your campaign emails

Opened Email: 890 ▲ 3  
Clicked CTA: 789 ▼ 1

**Campaign Performance**  
How your ongoing email campaigns are performing

	Opened Email	Clicked CTA
Back to School Promo	94% 221	94% 221
Newsletter - Aug 5	89% 172	89% 172
Newsletter - Aug 4	94% 221	94% 221
Newsletter - Aug 3	89% 172	89% 172
Newsletter - Aug 2	94% 221	94% 221
Newsletter - Aug 1	89% 172	89% 172

## SEO (Search Engine Optimization)

Are you showing up first everywhere people are searching?

**SEO Network**

**Top Ten Keywords**  
The number of keywords ranked in the top ten spots on Google, Yahoo, and Bing  
**5** ▲ 2

**Total Spots Moved**  
The cumulative number of spots your keywords moved up or down on Google, Yahoo, and Bing  
**5,905** ▲ 2