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# Marketing Action Plan for Your Company

📍 123 Main Street, Springfield, MO, 65801

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 Can consumers find your business?

### 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

**Your Business**



20

**Available Listing Sites**



60

### Listing Accuracy

Percentage of accurate listings found for your business

**Your Accurate Listings**



20%

**Industry Average**



25%

**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.google.c...

+1 816 555 5555



**Facebook**

Your Company

123 Main Street  
spring field, MO  
65801

https://www.google.c...

+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** Do consumers trust your business?

### Online Reviews Found on Select Sites

Information about your business's online reviews

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

## A Social Do consumers like your business?

### 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



## Website

Can your business website convert visitors into customers?



### 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

Show Desktop Preview

Show Mobile Preview



✓ Mobile Friendly

### Page Speed ?

How long it takes your page to load.

Mobile

1.2 s

FAST (<4.3s)

OKAY

SLOW (>5.8s)

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

FAST (<2.5s)

OKAY

SLOW (>4s)

1.5 s

Desktop

### Visual Stability ?

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

Mobile

0.05

GOOD (<0.1)

OKAY

POOR (>0.25)

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



## Checklist

Drive sales and compete online

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





# Advertising

Do consumers know about your business?

## Recommended Keywords

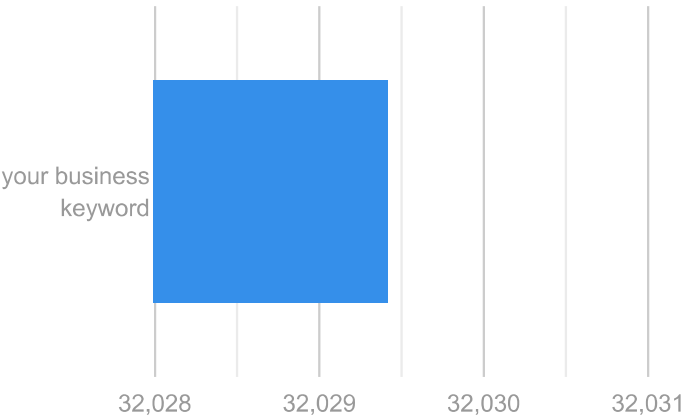
Top 5 keywords for your business

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

35.23K

### Possible Impressions

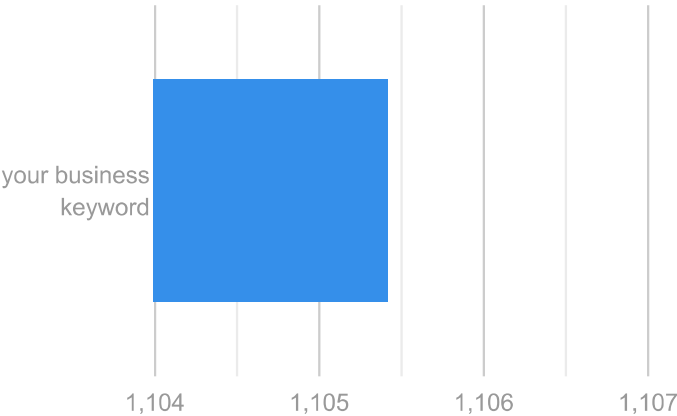
Estimated views of your ads (per month)



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



### **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** **Local Search Results** Who shows up when the 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

3.9★ • 960 reviews •  Claimed

123 Main Street, Springfield 65801

(306) 111-2222

You
- 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



### **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!

