



Fix Your Online Reputation

Nearly 75% of people lose trust in brands with inaccurate business listings and 90% of people look to online reviews when making purchase decisions. Make sure you're not losing real money because of bad listings and reviews.

Fix My Score Now!

Omega Dental Clinic
404 Maryland Plaza
St Louis, MO 63108
+1 940-483-8226
<http://www.omegadental.com/>
Health & Medical > Dentists



Overall Score



Listings

Listings Total number of online listings found for your business



	Your Business	Industry Avg
Facebook	✓ 3 Listings Found	59.40%
Twitter	✗ No Listing Found	18.70%
Foursquare	✓ 1 Listing Found	68.30%

Listings Accuracy

Percentage of accurate listings found for your business



	Your Business	Source
Phone Number Errors	✗ 5	Yellowbook
Address Errors	✗ 1	TripAdvisor
Website Errors	✗ 1	TripAdvisor

Data Provider Accuracy

How your business shows on Data Providers sites

Provider	Accuracy
neustar	✓ Accurate
factual	✓ Accurate
acxiom	✗ Not Found
infogroup	⚠ Contains Errors

Reviews

Online Reviews Found

	Your Business	Industry Average
Total Reviews Found	A 148	48
Average Per Month	B 7.5	3.87
Average Rating	D 2.68	3.24
Total Sources	B 7	5.87

Social Performance

Facebook Facebook page information about your business

	Your Business	Industry Average
Likes	C 877	900
Posts	B 140	73.09
Average Likes per Post	B 3.54	2.91
Average Shares per Post	F 0.12	1.36

Facebook

Foursquare venue information about your business

	Your Business	Industry Average
Check-Ins	F 731	1063.61
Posts	D 34	73.09

Website

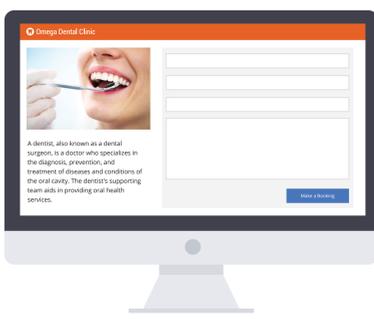
Mobile Overall performance of your website on mobile device

C	Speed
⚠	6 Consider Fixing
✓	4 Passed Rules
B	User Experience
⚠	1 Consider Fixing
✓	4 Passed Rules



Desktop Overall performance of your website on a desktop computer.

D	Speed
!	Should Fix
⚠	6 Consider Fixing
✓	2 Passed Rules
B	Home Page Content
!	2 Below Industry Avg
✓	4 Above Industry Avg



Snapshot Cheatsheet

The Snapshot is a personalized report that surfaces and compares a business's online presence to others in the industry. These four pillars of the virtual doorway - listings, reviews, social and website - will help you to understand where the business needs the most help and how you can help them!

Business Data

This first section is a summary of what's to come in the Snapshot Report. Grades are calculated based upon Google and other search engine's rankings. This digital report card is measured against the business's anchor data - name, address, phone number and website.

Overall Score

There's no pass / fail here, a business should strive to be as close to 100% as possible. The better the grade, the better the business performs online, which translates into more customers and happier customers. If you see B, C or D's here, there is plenty of work to be done!

Listings Presence

Listings Distribution, Reputation Management

Improves a business's search rank and makes them discoverable.

Listings presence is crucial to online health. Without online listings, potential customers are sure to turn to the competition.

- ➕ **If the score is positive**, it's important to keep it that way! Listing Distribution can ensure that your business's listings remain present online. Your business's digital footprint needs to stay alive!
- ➖ **If the score is negative**, it's Listing Distribution and Reputation Management to the rescue! Listing Distribution can create and distribute listings across major sources. Reputation Management will show you exactly where your listings are missing.

Listings Accuracy

Listings Distribution, Reputation Management

Correct information gets customers in the store.

Accurate listings ensure a customer can find and contact the business. Incorrect listings lead to unhappy and frustrated customers. It's not enough to be listed, you must be listed correctly!

- ➕ **If the score is positive**, you've got the first part covered! Next, employ Listing Distribution to ensure that your business's listings remain correct over time. If you ever move, your location will be updated on 300+ sources across the web.
- ➖ **If the score is negative**, Listing Distribution and Reputation Management are your new best friends! Listing Distribution corrects and maintains existing listings across major sources. Reputation Management shows you where your information is listed incorrectly.

Data Provider Accuracy

Listings Distribution

These are the four major listing data providers.

Factual, Acxiom, Infogroup and Neustar (Localeze). These data providers are referenced by over 300 online listing directories and disseminate business info all over the web.

- Green** - Your listings are healthy! Your listing exists (presence) and they are correct (accuracy). This is no small feat, ensure the green remains with Listing Distribution.
- Red** - Looks bad, but it's not as bad as you think! You have not been found, so let's go ahead and turn on Listing Distribution which will push out the correct data.
- Yellow** - This is where the real trouble is! Although you business listing has been found, it is not accurate. Somewhere and somehow, the wrong information about your business got out and is now being circulated. You need Listing Distribution pronto to help correct these errors that could be costing you business.

Reviews

Social Marketing, Reputation Management, Review Generation

Reviews are structured mentions which are classified or ranked in some way, star rating or numerical.

Customers share their opinions online through testimonials, articles, blogs or even offhand comments on social media. This 24/7 chatter is exactly what local business owners need to be paying attention to.

- ➕ **If the score is positive**, great job! Your business has worked hard to earn a solid reputation. Now let's add Social Marketing to amplify all of that positivity and use the RSS feeds to provide relevant content to you customers and help schedule posts.
- ➖ **If the score is negative**, we can help! Reputation Management provides insight into where the negative sentiment directed at your business is coming from. Adding Review Generation will allow for the perfect avenue to collect more reviews - positive reviews can easily be displayed and published whereas negative reviews can be dealt with privately.

Social Performance

Social Marketing

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. Successful customer service is about two-way communication. Your customers commenting on social are just as important as your customers calling into your store's phone line.

- ➕ **If the score is positive**, you're off to the right start! However, managing multiple social networks is difficult and time-consuming. Social Marketing is an easy way for local businesses to continue to build their social presence and find new leads.
- ➖ **If the score is negative**, we need to get you to the 21st century where customer service lives online! Social Marketing can monitor and manage customer activity in a single feed, respond to customers online straight from the activity feed, and track every interaction.

Website - Page Speed

The faster your page loads, the more engaged your customers will be.

If a site takes too long to load with both mobile and desktop searches, it is likely your customer will go elsewhere. Time is money!

- ➕ **If the score is positive**, your site is as quick as can be! But is there anything else you could do to help decrease the load time? After all, there's no such thing as a site loading too quickly.
- ➖ **If the score is negative**, looks like you've got a few things to fix! Large images look great but not at the expense of a frustrated customer.

Website - Homepage Content

Review Generation, Location Pages

Vital information needs to be laid out clearly on the first page your customer lands on.

First impressions count! Your business's anchor data, location information, and links to social media are arguably the most important content on your website.

- ➕ **If the score is positive**, great! Now, do you have multiple tabs or pages to your business's website? If so, is all of this information readily available on them too? And let's take it one step further and collect reviews on this killer site of yours with our Review Generation widget!
- ➖ **If the score is negative**, uh oh! You've got two choices - fix what's broken or take advantage of our mobile optimized Location Page! It's simple to create, search engine optimized and additional tabs can easily be added - no coding knowledge required.

Website - Mobile

Location Pages

What does your website look like on a mobile device? Is it easy to navigate and scaled to the right size?

The majority of search, especially if it's for the first time, takes place on a mobile device.

- ➕ **If the score is positive**, you're on the right track!
- ➖ **If the score is negative**, uh oh! You've got two choices - fix what's broken or take advantage of our mobile optimized Location Page! It's simple to create, search engine optimized and most importantly it's mobile responsive.