

Snapshot Report

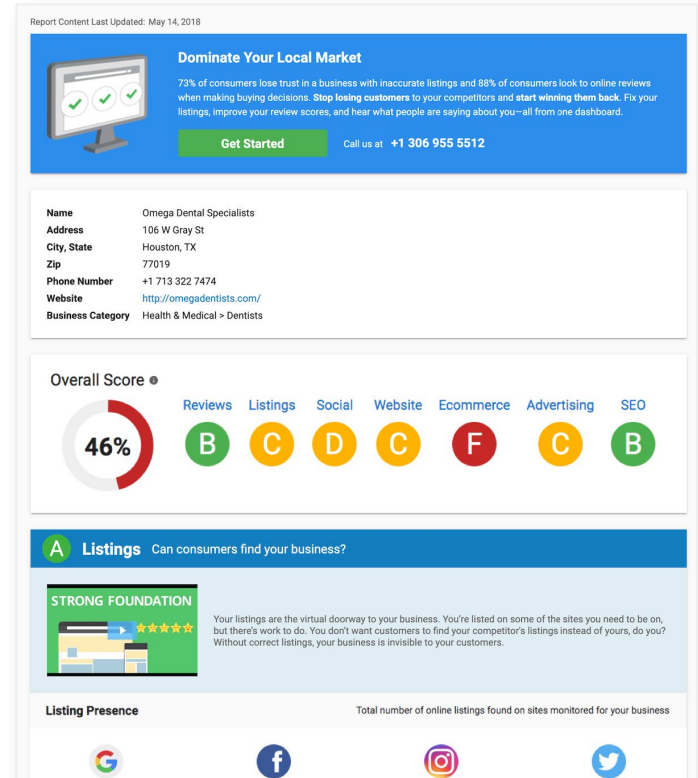
How to generate revenue

*your***LOGO**

What is the Snapshot Report?

The Snapshot 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 Snapshot Report to start conversations with business owners, highlight gaps in their marketing, and propose optimal solutions.



Benefits

The Snapshot Report equips you to:

- Uncover a business's hidden marketing needs
- Identify hot leads with instant notifications
- Engage prospects in conversation
- Build trust with transparency
- Leverage known opportunities
- Propose strategic solutions

Get your foot in the door and win your next consult!

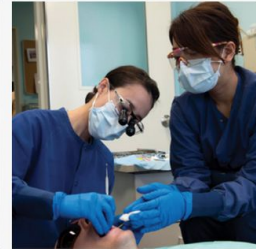
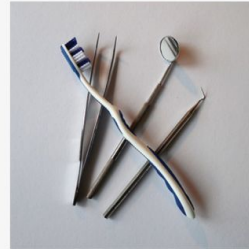
Overview

Business Information

The first section of the Snapshot Report specifies information about your prospect's business. This information is used to search for your prospect's digital marketing data and see how they perform within their industry.

Before sending the Snapshot Report, confirm that this information is absolutely correct. Our grading algorithms require exact matches!

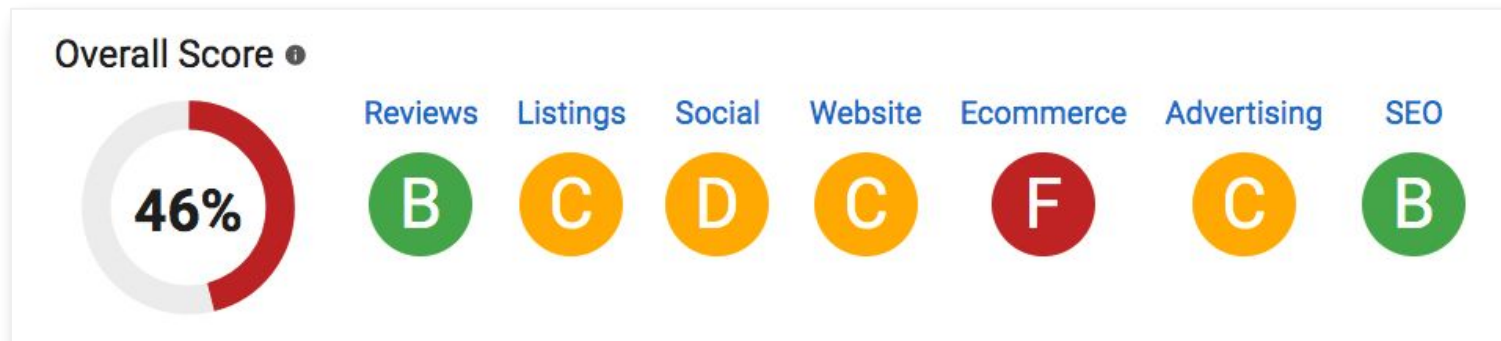
Name	Omega Dental Specialists
Address	106 W Gray St
City, State	Houston, TX
Zip	77019
Phone Number	+1 713 322 7474
Website	http://omegadentists.com/
Business Category	Health & Medical > Dentists



Overall Score

Your prospect's Overall Score indicates how well their digital marketing is performing in comparison to other businesses in the same industry. There's no pass / fail here—a business should strive to be as close to 100% as possible.

Whether your prospect scores an A or an F, there's plenty of work to be done!

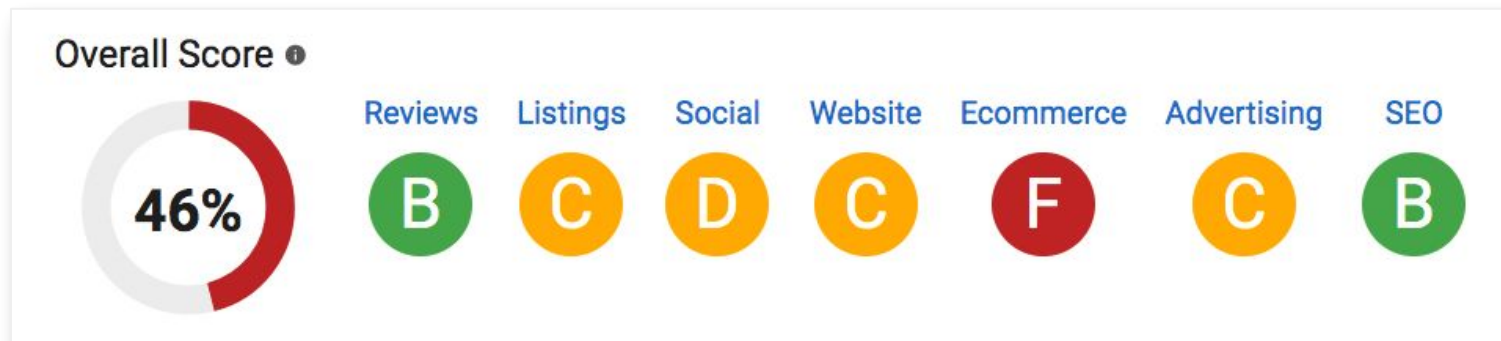


Overall Score

The Overall Score is calculated by converting each section grade into a numerical score. This scoring chart is used:

A=4 | B=3 | C=2 | D=1 | F=0

Then, these scores are added and divided by a perfect score (4 X # of section grades). The result is displayed as a percentage and rounded to the nearest whole number.



Call to Action

At the top and bottom of the report, there is a call to action that drives your prospect into the Business Center. There, they can browse your products and solutions.

Make sure to set up your online store in Business Center before sending the report!



Dominate Your Local Market

73% of consumers lose trust in a business with inaccurate listings and 88% of consumers look to online reviews when making buying decisions. **Stop losing customers** to your competitors and **start winning them back**. Fix your listings, improve your review scores, and hear what people are saying about you—all from one dashboard.

[Get Started](#)

Listings

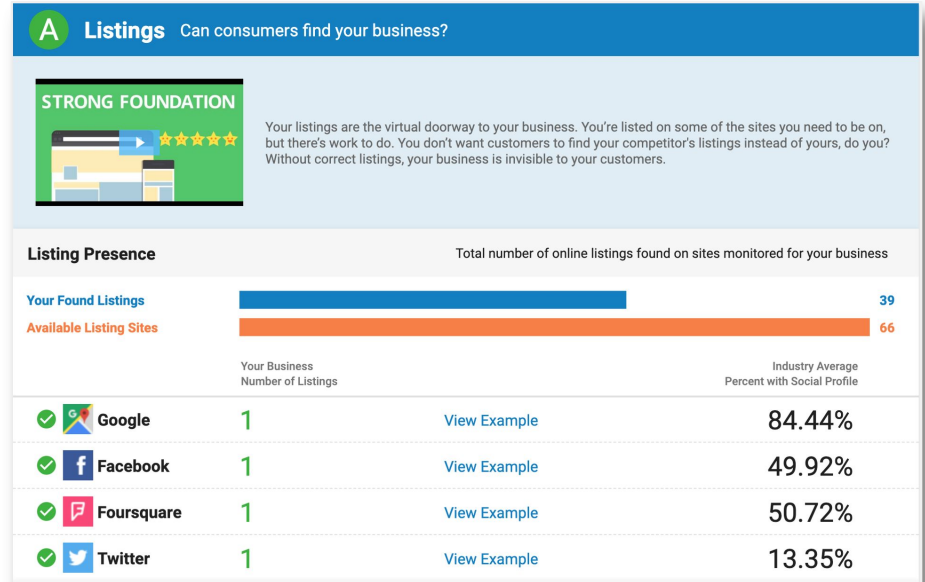
Listings

The Snapshot Report aggregates data from over 70 directories to show your prospect:

- Number of listings
- Accuracy of listings
- Missing sites

Local businesses need accurate listings on many directories to ensure that customers can find them online.

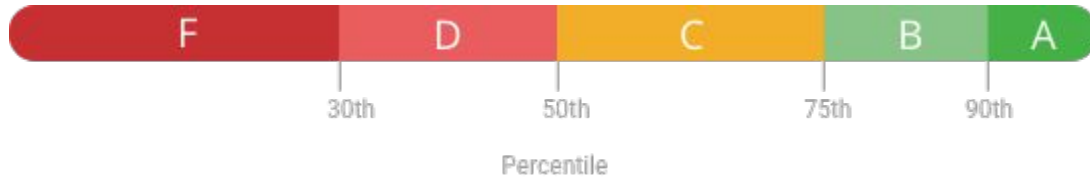
Put your prospect on the map with an abundance of accurate listings.



Listings Grade Calculation

Each listing source is assigned a score based on how popular the site is. For example, having an accurate listing on a popular site like Google Maps will have a greater influence on the score.

The Listings grade is determined by the percentile range your prospect falls into when compared to other businesses in the same industry.



Listing Presence

A strong listing presence improves your prospect's search ranking and makes them discoverable. Without online listings, your prospect will lose customers to competitors.

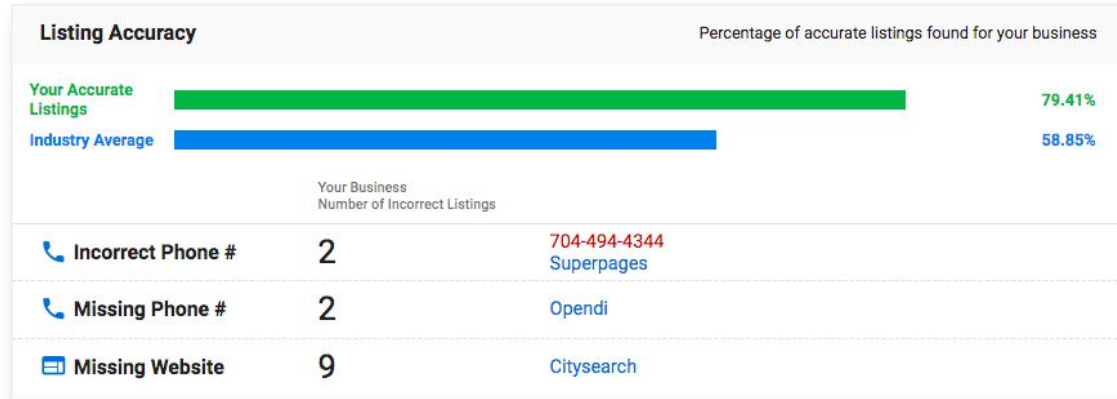
- + If the grade is high, it's important to keep it that way! **Listing Distribution** can ensure that your prospect's listings remain present online.
- If the grade is low, it's **Listing Distribution** and **Reputation Management** to the rescue! Listing Distribution can create and distribute listings across major sources. Reputation Management will display which listings are missing.



Listing Accuracy

Accurate listings ensure a customer can find and contact a business. Incorrect listings lead to unhappy and frustrated customers. Your prospect's business must be listed correctly!

- + 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 current listings across major sources. Reputation Management reveals where information is listed incorrectly.



Data Provider Accuracy

There are three major listing providers in the United States: **Data Axle**, **Neustar (Localeze)**, and **Foursquare**. These data providers are referenced by over 300 online listing directories and disseminate business information all over the web.

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
✓ Accurate	⚠ Contains Errors	✗ Not Found

Data Provider Accuracy

data axle

neustar // Localeze.

FOURSQUARE

 **Accurate**

Business listings are healthy!
The listings exist (presence), and they are correct (accuracy).

This is no small feat. Ensure listings remain healthy with Listing Distribution.

 **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.

 **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.

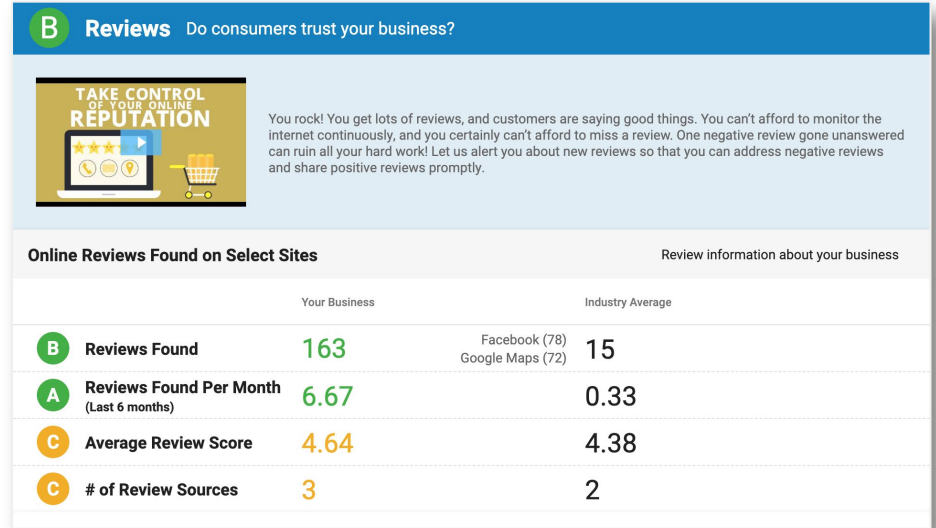
Reviews

Reviews

The Snapshot Report aggregates data from over 30 customer review sites to highlight:

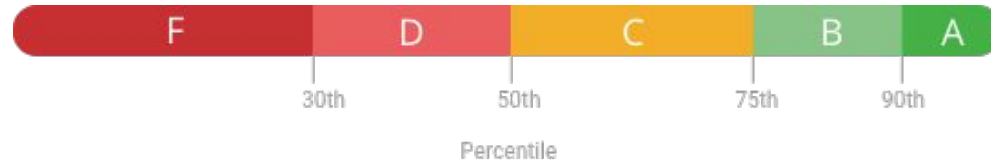
- Number of reviews
- Recency of reviews
- Average score

Local businesses must continually collect fresh reviews and strive for 5-star ratings to establish trust and credibility. Help your prospect make a stellar first impression.



Reviews Grade Calculation

Each grade in the Reviews section is determined by the percentile range your prospect falls into when compared to other businesses in the same industry.



To determine the overall Review grade, the individual sections are converted into numerical scores:

$$A=4 \mid B=3 \mid C=2 \mid D=1 \mid F=0$$

The sum of these scores is divided by the number of individual grades within the Reviews section. Finally, that score is converted back into a letter grade.

Selling Reviews

- + 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 prospect's website, whereas negative reviews can be dealt with privately.



Social

Social

The Snapshot Report investigates a business's social media presence:

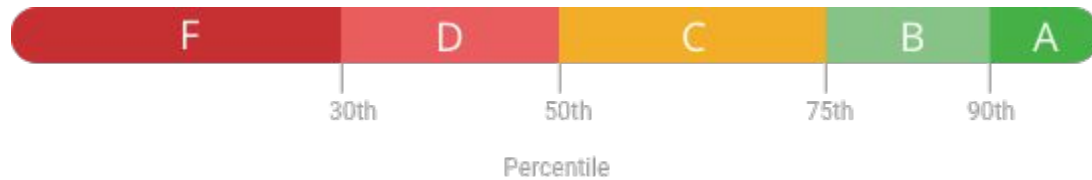
- **Facebook:** Likes, Average Posts/Month, Average Likes/Post, Average Shares/Post
- **Twitter:** Followers, Following, Tweets*
- **Instagram:** Followers, Posts*

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. Local businesses must keep their followers engaged to grow their audience and build brand loyalty.

* Total number

Social Grade Calculation

Each grade in the Social section is determined by the percentile range your prospect falls into when compared to other businesses in the same industry.



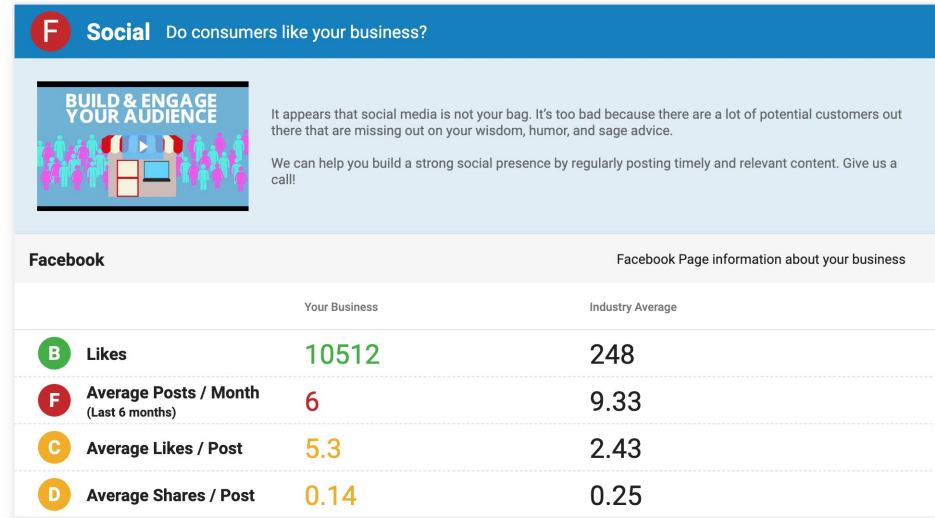
To determine the overall Social grade, the individual sections are first converted into numerical scores:

$$A=4 \mid B=3 \mid C=2 \mid D=1 \mid F=0$$

The sum of these scores is divided by the number of individual grades within the Social section. Finally, that score is converted back into a letter grade.

Selling Social


- + If the grade is high, your prospect is off to a great start! However, managing multiple social networks is difficult and time-consuming. **Social Marketing** is an easy way for your prospect to continue to build their social presence and find new leads.
- If the grade is low, you need to get your prospect to the 21st century where customer service lives online! With **Social Marketing**, your prospect can manage customer activity in a single feed, respond to customers straight from the feed, and track every interaction.



Selling Social

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.

Instagram Information about your business's Instagram profile



People can't find your business on Instagram!

Your customers want to interact with your business on Instagram, but they can't find you. Either you don't have a profile or the one you have needs improvement.

To build your brand and connect with customers, we recommend that you establish comprehensive profiles with a powerful social presence. We can help!

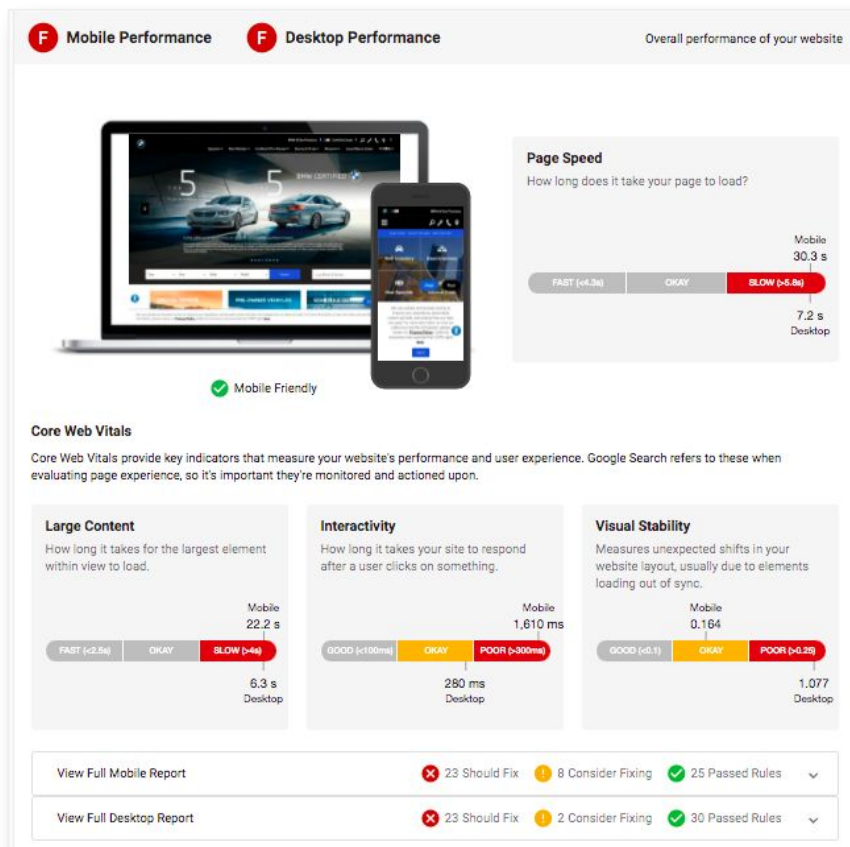
Website

Website

The Snapshot Report leverages **Google PageSpeed Insights** and **Core Web Vitals** to assess your prospect's website.

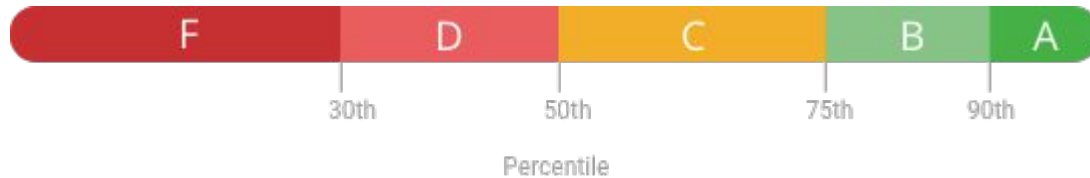
The website section looks at:

- Mobile responsiveness
- Desktop load speed
- Homepage content



Website Grade Calculation

Each grade in the Website section is determined by the percentile range your prospect falls into when compared to other businesses in the same industry.



To determine the overall Website grade, the individual sections are first converted into numerical scores:

A=4 | B=3 | C=2 | D=1 | F=0

The sum of these scores is divided by the number of individual grades within the Website section. Finally, that score is converted back into a letter grade.

Website Performance Metrics

Your prospect's website loading speed is critical. There are a variety of factors that affect this performance.

Using PageSpeed Insights, we assess whether your prospect's website meets Google's expectations for page speed. We then display recommendations for issues to fix.

- **Should Fix:** Rules that failed PageSpeed Insight's tests. You should fix these immediately.
- **Consider Fixing:** Rules that passed PageSpeed Insight's tests, but could use improvement. You might consider fixing these issues, but they're not necessarily critical.
- **Passed Rules:** Rules that passed PageSpeed Insight's tests.



Website Performance Metrics

The Snapshot Report assesses ten speed metrics in total:

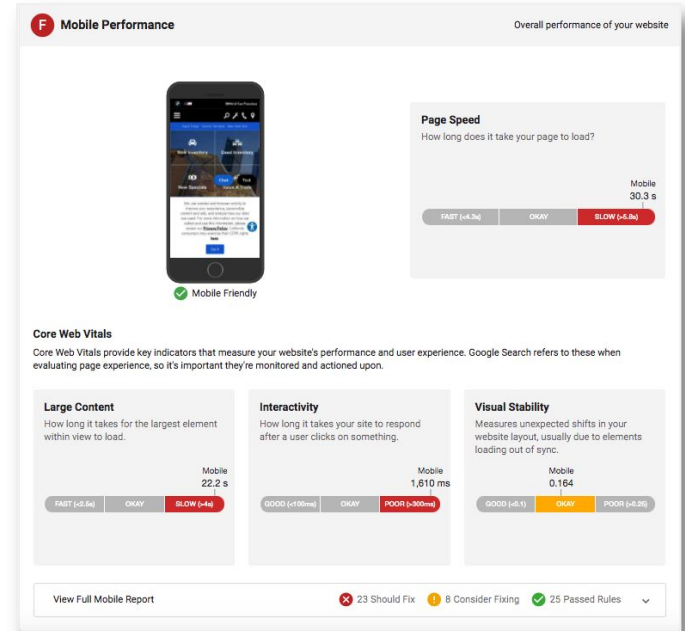
- **Eliminate Render-Blocking JavaScript and CSS in Above-the-Fold Content:** When a page includes render blocking external stylesheets, which delays the time to first render.
- **Leverage Browser Caching:** When the response from your prospect's server does not include caching headers or if the resources are specified to be cached for only a short time.
- **Optimize Images:** When the images on the page can be optimized to reduce their file size without significantly impacting their visual quality.
- **Minify HTML:** When the size of one of your prospect's resources could be reduced through minification.
- **Enable Compression:** When compressible resources were served without gzip compression.
- **Minify CSS:** When the size of CSS could be reduced through minification.
- **Minify JavaScript:** When the size of JavaScript could be reduced through minification.
- **Reduce Server Response Time:** When your prospect's server response time is above 200 ms.
- **Avoid Landing Page Redirects:** When you have more than one redirect from the given URL to the final landing page.
- **Prioritize Visible Content:** When additional network round trips are required to render the above the fold content of the page.

Mobile

This section investigates what your prospect's website looks like on a mobile device. 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.

Note: The grade for this section is based on the Speed rules only.

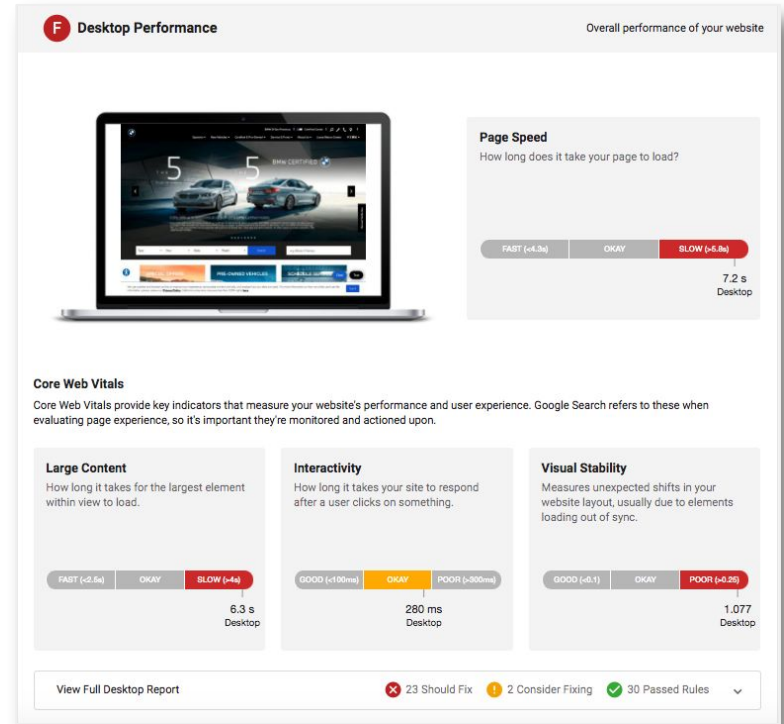
- + If the grade is high, your prospect is on the right track!
- If the grade is low, uh oh! Your prospect has two choices—fix what's broken or take advantage of a mobile- optimized Location Page. It's simple to create, search engine optimized, and most importantly, mobile responsive!



Desktop

This section investigates your prospect's website speed on Desktop. The faster their page loads, the more engaged their customers will be. If a site takes too long to load, customers will likely go elsewhere. Time is money!

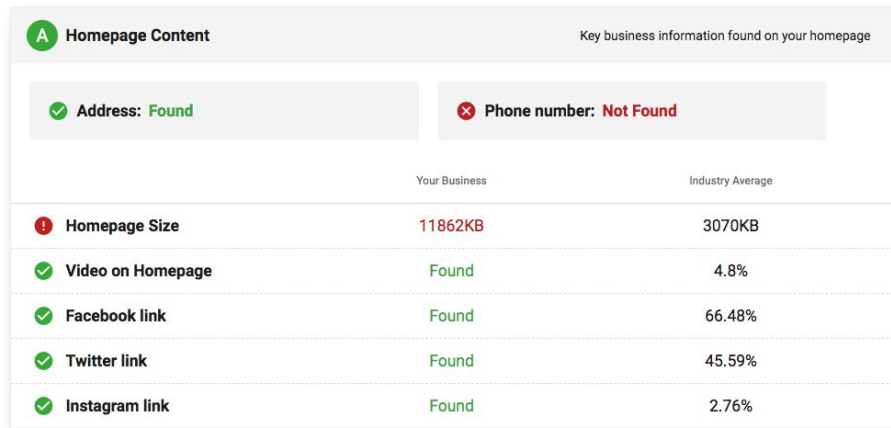
- + If the grade is high, your prospect's site is quick! But is there anything else you can do to decrease the load time? After all, there's no such thing as a site that loads too quickly.
- If the grade is low, looks like you've got a few things to fix! Use **Website Pro** for effortless and dependable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



Homepage Content

This section investigates the effectiveness of your prospect's homepage. Vital information needs to be laid out clearly on the first page a customer lands on. 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 this 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!



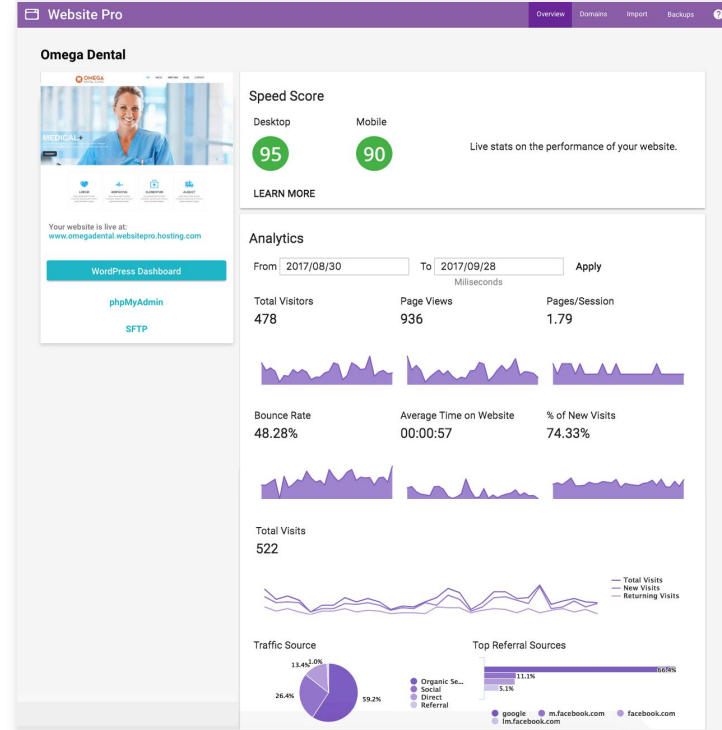
The screenshot shows a dashboard for 'Homepage Content' with a grade of 'A'. It lists findings for 'Address' (Found) and 'Phone number' (Not Found). Below is a table comparing 'Your Business' metrics to 'Industry Average'.

	Your Business	Industry Average
🚫 Homepage Size	11862KB	3070KB
✅ Video on Homepage	Found	4.8%
✅ Facebook link	Found	66.48%
✅ Twitter link	Found	45.59%
✅ Instagram link	Found	2.76%

Selling Website

If your agency provides website services, offer to strengthen your prospect's website performance.

If you do not provide these services, leave this information with your prospect so they can address the issues with their web developers. Providing this detailed information will help build a trusting relationship with your prospect.



Digital Advertising

Why Digital Advertising?

Consumers are searching for your prospect's business services online. If they can't find your prospect's business, your prospect will miss out on sales opportunities.

Online advertising puts 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.

Digital Advertising Insights

The Snapshot Report provides valuable data on your prospect's digital advertising performance and potential. The advertising section of the report offers insights from:

- **Google Ads:** The type of Paid Keywords, CPC, and PPC results your prospect could receive if they were using an advertising solution, along with competitor campaign comparison.
- **Facebook:** Whether or not your prospect has taken advantage of retargeting.

Local businesses need to own the right keywords to ensure that their target audience knows about them. Uncover golden opportunities for your prospect with search, social, and display advertising.

Google Ads

The impressions and clicks in the Snapshot Report are an indication of revenue growth potential based on **Google Ads**. You can leverage this data and knowledge of Google Ads to help make your sale.

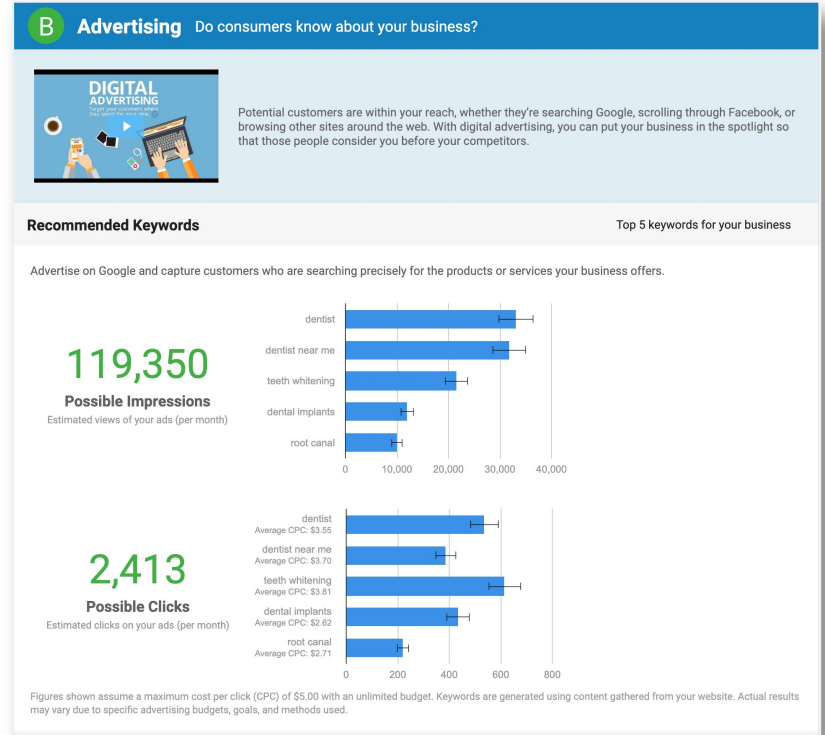
Google Ads is based on **SEM (Search Engine Marketing)**, a method of advertising where the desired result is to increase the visibility of a business's website when a specific set of keywords is searched. Advertisers determine the keywords that are relevant to their business, then use the Google Ads platform to bid on **Paid Keywords** and promote their ads in relevant search results. **Cost-Per-Click (CPC)** is the estimated final cost that advertisers are charged to appear for Google search keywords. With Google Ads, advertisers only pay when users click on the ad. This is called the **Pay-Per-Click (PPC)** model.

Recommended Keywords

What is the opportunity?

This section identifies the top five keywords for your prospect's business, based on content gathered from their website and location.

The report shows the average CPC for these keywords. It 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!



Campaign Performance

This section examines how your prospect's existing campaigns stack up against their competition. Here, the Snapshot 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.
- 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.

Campaign Performance





Show your prospect how their advertising stacks up against their competitors:

Overlap: How similar your prospect's campaigns are to their competitors, based on common keywords.

Keywords: The number of paid ads your prospect and competitors have purchased in the most recent month.

Clicks: The estimated number of clicks your prospect and competitors get from all their paid keywords.

Budget: The estimated Google AdWords spend for your prospect and their competitors in the last month.

Campaign Performance		Here's how your ad campaigns compare to those of your competitors		
	Overlap ⓘ	Keywords ⓘ	Clicks ⓘ	Budget ⓘ
 omegadentists.com		224	934	\$1,011
lindenwooddentistry.com		267	1000	\$2,353
siennadental.com		54	444	\$1,074
moberidentalspecialists.com		76	699	\$1,101

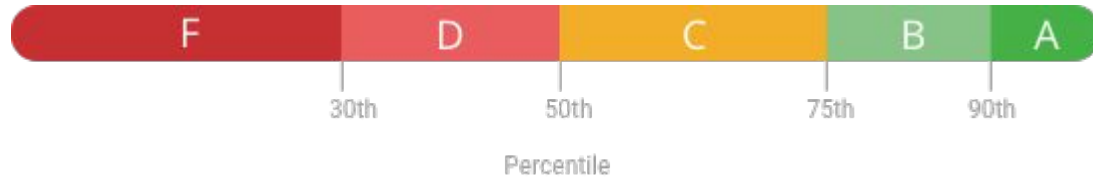
Your prospect's competitors

Your prospect

Advertising Grade Calculation

The Advertising grade is determined by the percentile range the campaign's estimated cost per click falls into when compared to other businesses in the same industry.

Estimated Cost per Click = Estimated Monthly Ad Budget / Estimated Monthly Paid Clicks



Retargeting

This section offers insights from **Facebook** on whether a business is taking advantage of retargeting—a method where advertisers display 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!

Retargeting Retargeting information about your business

😊

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.

Selling Digital Advertising

Use the insights uncovered in the Snapshot Report to guide the sales conversation around digital ads. Offer the **Digital Ads 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.

- + **If the grade is high**, great! Your prospect is spending money, but they likely aren't optimizing it. There's always room for growth.
- **If the grade is low**, your prospect is losing potential customers! If consumers aren't buying with your prospect, they 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?

Selling Digital Advertising

Follow these steps to sell digital advertising to your prospect successfully:

1. Ask your prospect to consider their buying journey.

“What steps would you take if you wanted to find a good, local, and inexpensive restaurant for dinner tonight?”

2. Ask your prospect to consider their business’s place within that journey.

“Would it be valuable for your business to show up in searches when people use keywords related to the products and services you offer? People are much more likely to engage with your ad when they are actively searching and ready to make a purchase. How much is it worth to get that once click from a qualified audience?”

Selling Digital Advertising

3. Show your prospect the Google Ads section of the Snapshot Report.

"This is how many people are searching for related keywords in your area. These people are looking for products and services like yours and are ready to buy. Wouldn't you want them to buy from you, rather than from your competitors?"

4. Create urgency with the Campaign Performance data.

"This shows that your competitors are eating your lunch. Your local competition is advertising to your potential audience and stealing your business. Do you think it's valuable for you to be known for your products and services in your area? Your competition may be a step ahead and stealing the business you could capture right out from under you."

5. Drive home the importance of retargeting and ongoing campaigning.

"What sort of website traffic do you receive monthly? Imagine the revenue you could drive if just another 5% of those visitors converted... that's where retargeting comes in!"

Final Considerations

You may encounter hesitation when your prospect doesn't fully understand the definitions, processes, or metrics used to measure ROI. Don't overcomplicate it! Focus on your prospect's needs and explain the basics of digital advertising in ways that highlight the value to their business while using relevant data. This allows your prospect to easily envision how you'll put their advertising dollars to work.

By showing the Snapshot Report metrics to your prospect and connecting this data back to your available advertising solutions, you can deliver a compelling sales pitch that proves your ability to help drive more brand awareness and sales for any business!

SEO

Why SEO?

Search Engine Optimization (SEO) is the work that goes into improving a website's ranking in organic (unpaid) search results on search engines like Google and Bing. The goal with SEO is to rank on the first page for the right keyword search phrases that are relevant to the business.

Your prospect must understand that search engines have completely revolutionized the modern buying process and that consumers are searching for their business services online. Consumers are using search engines to assess their options and qualify the goods and services they're interested in without setting foot in a brick and mortar store. With 81% of consumers performing an online search before making a purchase decision, every business needs to invest in SEO!

SEO Insights

The Snapshot Report provides valuable insights on how your prospect's SEO stacks up against their competitors. The SEO section assesses SEO in three areas:

- **Local Search Results:** View your prospect's search ranking, exactly how it appears in Google Search.
- **Organic Keyword Performance:** Compares your prospect's keyword performance against their top competitors.
- **Organic Keyword Ranking:** Assesses the top keywords that consumers are using to search for your prospect's products or services.



SEO Can consumers find you in search?



Potential customers are searching online for the products or services that your business offers. With SEO (Search Engine Optimization), you can boost your visibility in those search results so that people find you before your competitors.

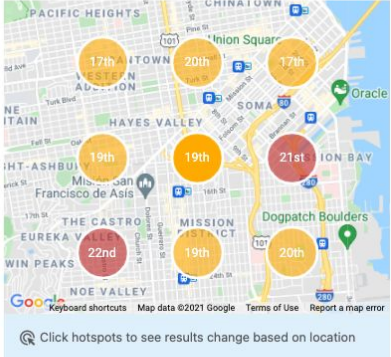
Local Search Results

We generate a keyword based on your prospects Google My Business account and primary business category, then perform a search for that keyword with “near me” added to simulate a prospective customer. We then display these results in both a map and search results format.

Local Search Results

Who shows up when the customers search for your business category?

'Near me' 19 San Francisco 39

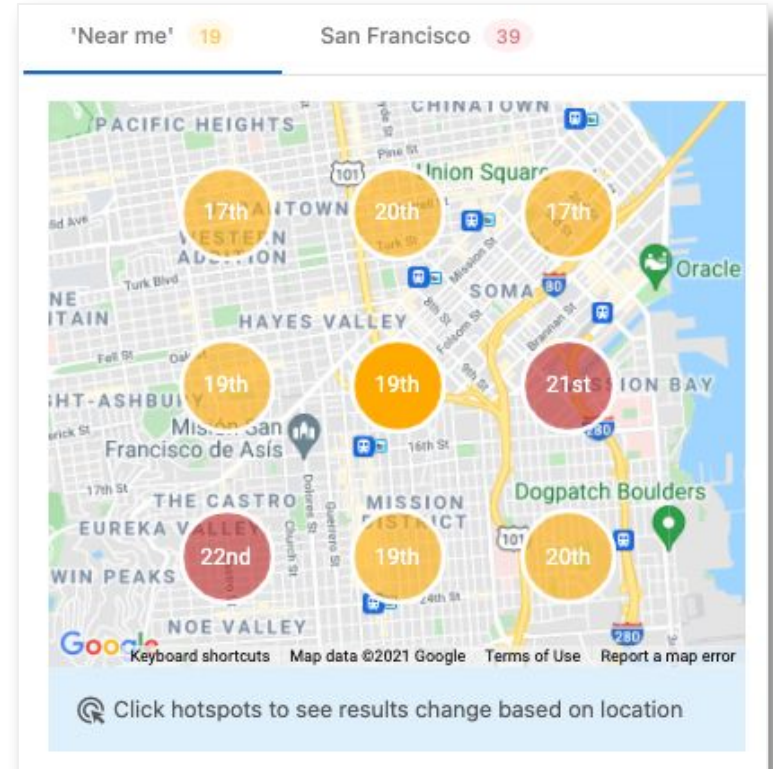


This is your average ranking on Google Maps when someone searches for 'auto dealership + near me', depending on their location

- 1** **Instamotor**
3.7★ • 20 reviews
420 Hudson St Suite J, Healdsburg, CA 95448
(888) 909-3608
- 2** **T D Auto Wholesale**
4.1★ • 21 reviews
4941 Mission St, San Francisco, CA 94112
(415) 587-1275
- 3** **Ion Cars**
4.8★ • 8 reviews
135 13th St, San Francisco, CA 94103
(415) 255-2800
- 19** **BMW of San Francisco** You
4.3★ • 1013 reviews • Claimed
1675 Howard St, San Francisco, CA 94103
(628) 235-1200

Local Search Results - Local Area Map

Within the local area map, you'll find the search results displayed across 9 separate hotspots. This search is performed within a ½ mile radius around the prospect's business. Each hotspot can be selected to see who they compete against, and the view can also be switched to a citywide level that will only display a single hotspot as it shows the prospect's rank across the entire city.



Local Search Results - Search Results

The second half showcases the actual search results for each hotspot. This displays the top 3 results, and where the prospect's business lands. If they don't appear within the top 3, you'll see them below those results along with their actual rank.

This is also dynamic, so if you click on any of the 9 hotspots within the map you'll see which competitors they're up against in that area. You'll also see if your prospect has claimed their GMB account, found in their business details.

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

1 **Instamotor**
3.7 ★ • 20 reviews
420 Hudson St Suite J, Healdsburg, CA 95448
(888) 909-3608

2 **T D Auto Wholesale**
4.1 ★ • 21 reviews
4941 Mission St, San Francisco, CA 94112
(415) 587-1275

3 **Ion Cars**
4.8 ★ • 8 reviews
135 13th St, San Francisco, CA 94103
(415) 255-2800

19 **BMW of San Francisco**
4.3 ★ • 1013 reviews •  Claimed
1675 Howard St, San Francisco, CA 94103
(628) 235-1200

You

Organic Keyword Performance






Your prospect's business website is scanned for the top keywords in the Snapshot Report's database, as determined by **Google**. Based on these keywords, the report compares:

Overlap: How similar your prospect is to their competitors, based on shared SEO keywords.

Keywords: The number of keywords for which your prospect and their competitors appear in the top 50 search results on Google.

Clicks: The estimated number of clicks your prospect and their competitors get from all their organic keywords within a month.

Value: The estimated value your prospect and their competitors get from all their organic keywords within a month.

Organic Keyword Performance		Here's how your SEO stacks up to that of your competitors		
	Overlap ⓘ	Keywords ⓘ	Clicks ⓘ	Value ⓘ
 omegadentists.com		8938	1250333	\$949,089
westgraydental.com		8886	1661093	\$1,155,523
nolendental.com		8726	1514568	\$1,097,688
downtowndentist.com		5630	444796	\$231,015
downtownhoustondds.com		6513	1698935	\$1,070,436

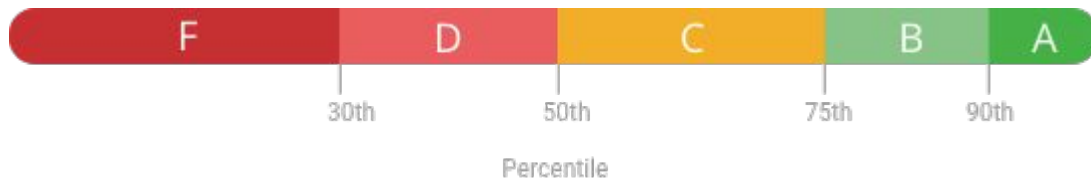
Your prospect's competitors

Your prospect

SEO Grade Calculation

The SEO grade is determined by the percentile range the keywords' estimated value per click falls into when compared to other businesses in the same industry.

Estimated Value Per Click = Estimated Monthly Value of Clicks / Estimated Monthly Clicks



Organic Keyword Ranking

This section uncovers the top organic keywords that your prospect is currently ranking for in Google searches. These are some of the top keywords that consumers are using to search for your prospect's products or services.

These insights are valuable because they give you an idea of:

- How people search for your prospect's business online.
- The types of keywords your prospect should be targeting in PPC campaigns.
- The type of organic content your prospect needs on their site to gain relevancy.

This data empowers you to highlight the best SEO opportunities for your prospect, position yourself as the trusted SEO expert, and sell more SEO solutions.

Organic Keyword Ranking






The report highlights to top five keywords that your prospect is ranking for within their business category. For each keyword, the report highlights:

Competitiveness: How difficult it is to appear in the top Google Search results.

Rank: The position of your prospect's website in Google Search.

Local Searches: The estimated number of searches per month in your prospect's country.

Global Searches: The estimated number of searches per month across Google.

Organic Keyword Ranking		How your business shows up on Google Search		
Keywords ⓘ	Competitiveness ⓘ	Rank ⓘ	Local Searches ⓘ	Global Searches ⓘ
omega dental specialists		1	22,200	27,100
omega dental houston		1	40,500	49,500
omega dental in houston		1	90,500	135,000
dental specialists in houston		24	2,240,000	2,740,000
dentists in houston		28	2,240,000	2,740,000

Selling SEO

A successful SEO sales strategy starts with understanding your prospect's current online performance. By auditing their SEO and assessing their needs, you'll have a place to start the sales conversation. You'll also be better equipped to close that 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!

Selling SEO

Follow these steps to sell SEO solutions to your prospect successfully:

1. Ask your prospect to consider their buying journey.

“What steps would you take if you wanted to find a good, local, and inexpensive restaurant for dinner tonight?”

2. Ask your prospect to consider their business’s place within that journey.

“Would it be valuable for your business to show up in searches when people use keywords related to the products and services you offer? People are more likely to click on your site when they are actively searching and ready to purchase. They are even more likely to click on your site when it appears at the top of relevant search results. How much is it worth to get that one click from a qualified audience?”

Selling SEO

3. Show your prospect the SEO section of the Snapshot Report.

“Based on these metrics, your competition may be a step ahead and stealing potential businesses right out from under you. Do you think it’s valuable for your site to appear at the top of search results when consumers are looking for your business services?”

4. Conduct a live demonstration. Open a search engine like Google and type in relevant keywords for their product offerings. Can you find your prospect’s business?
5. Use a keyword analysis tool to provide further insights.

Elevator Pitch

Now that you understand the key components of selling SEO, you can begin to craft a compelling elevator pitch. Here's a sample pitch you could use:

"People conduct more than 3.5 billion searches every day on Google. With a custom Search Engine Optimization strategy, we can ensure that your most valuable consumers see your business where it counts. SEO is about getting your website found on search engines like Google. Consumers see the top search results as the most trustworthy, which is why establishing good search rankings is absolutely critical. In fact, studies show that **the first five search results get nearly 70% of all clicks**, and **75% of consumers will never click past the first page of search**. Furthermore, a whopping **88% of local, mobile searches result in a store visit within 24 hours**! If you aren't showing up at the top, you're losing the battle. We can help you get found online with an SEO strategy."

Final Considerations

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 Snapshot 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


Ecommerce

Snapshot Report assesses your prospect's website to determine if it's capable of allowing customers to buy from them online.

The ecommerce section reviews:

- Online storefront
- Online payments
- Lead engagement
- Online scheduler

A Ecommerce Can consumers instantly buy from you online? How is this grade calculated? ?



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

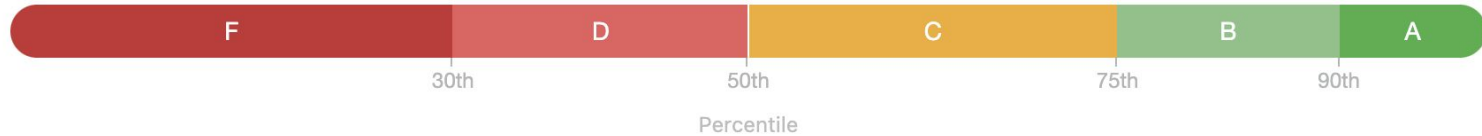
	Found	Why it matters
✓ Online storefront	Klarna Checkout +2 more	Online sales of products and services are up 110% year over year
✓ Online payments	Klarna Checkout +8 more	As online transactions have increased by 140%, you'll want to make sure customers can pay you online
✓ Lead engagement	Klaviyo	Engaging 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](#)

Ecommerce Grade Calculation

The Ecommerce grade is an indication of how well the prospect's business is optimized for online transactions. This grade is weighted to match the insights of sales professionals, giving you a score that helps you focus on the areas that matter most. These areas are weighted as follows:

Online storefront = high
Online payments = medium
Lead engagement = low



Your prospects business is then ranked against their industry to determine their overall grade.

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.

Selling Ecommerce

If the prospect has a selection of solutions, here are potential talk tracks on the different combinations you may see.

- 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.

Preparation

Research

The key to selling with the Snapshot Report is making sure that you are prepared.

Do your due diligence and research what services your prospect provides, how important digital marketing is to them, and whether they are currently using digital marketing products. Research their competitors to learn what they are up against. Good preparation will establish your credibility, boost your confidence, and set you up for success.

Focus

It's important to focus on one or two sections of the Snapshot Report and highlight these areas as your prospect's urgent needs. Instead of walking through the entire report, focus on selling solutions for areas with the lowest grades (F's, D's). This will prevent your prospect from feeling overwhelmed.

To highlight specific sections of the Snapshot Report, you can rearrange the sections so the most important sections appear first.* The remaining sections can be additional information, or you could cover them later in the conversation.

* Only available on Basic subscriptions and above.

Present Valuable Solutions

When Grades are Low

Identify your prospect's needs, and then present valuable solutions that can fill those needs.

Instead of saying "your listings are broken," come in and say "I'm going to help you with this. I'm going to deploy some strategies, whether it's Listing Distribution or a Manual Claim of the big four sites."

Present Valuable Solutions

When Grades are High

If your prospect's grade is high, you can still present valuable solutions. A business that scores well against their competitors knows how important their digital marketing is, and they have likely invested a lot into establishing their online presence. This is a great place to talk about how they are doing so well. The work is likely taking up a lot of their time, and they could benefit from either offloading the work or using a tool to simplify the process. Offer solutions that empower your prospect to focus on what they do best—growing their core business.

This is also an excellent opportunity to employ a fear-of-loss argument. Businesses who are doing well need to stay vigilant to continue surpassing their competition!

Refreshing a Snapshot Report

Snapshot Reports are active and accurate for seven days. After then, the report will stop updating.

If you need more time to close a deal, or you simply need to rekindle an old prospect, you can refresh the Snapshot Report to provide up-to-date data.

Now go out there and make some sales!

Troubleshooting

Troubleshooting Guide

Issue	Explanation	Solution
<p>My prospect's reference business information (such as phone number, street address, website) is incorrect.</p>	<p>When Snapshot Reports are generated in bulk, the system scrapes the internet for repeating information and selects the most common data. If the Snapshot Report has incorrect anchor data, it means that incorrect business data is prevalent throughout the web.</p>	<p>This business needs help with listings! Offer solutions that will correct the incorrect listings and build new listings with the correct information.</p>
<p>My prospect's social data is missing.</p>	<p>The social data could be missing because your prospect is marketing from a personal account, or their page has geographic or age-based viewing restrictions. The Snapshot Report can only find information that is publicly available on Facebook, so a business that limits their page to being found in certain locations or by certain age groups will not be found by the report (or any potential customer searching beyond those criteria). These limitations are often accidental, but block potential customers who might be trying to find them.</p>	<p>Create a business page for your prospect or remove the viewing restrictions.</p>
<p>I created my client's website, but it received a low grade. Why is the website scoring so low?</p>	<p>The Snapshot Report is intentionally harsh, and the website section is no exception. The report uses Google's PageSpeed Insights to grade websites. It's difficult to keep up with Google's latest algorithms!</p>	<p>The great thing about the Snapshot Report is that it suggestions solutions for each problem it finds with the website. Offer to help your client with these areas. If your client's budget doesn't allow you to make the recommended changes, you can always turn off this section of the report.</p>