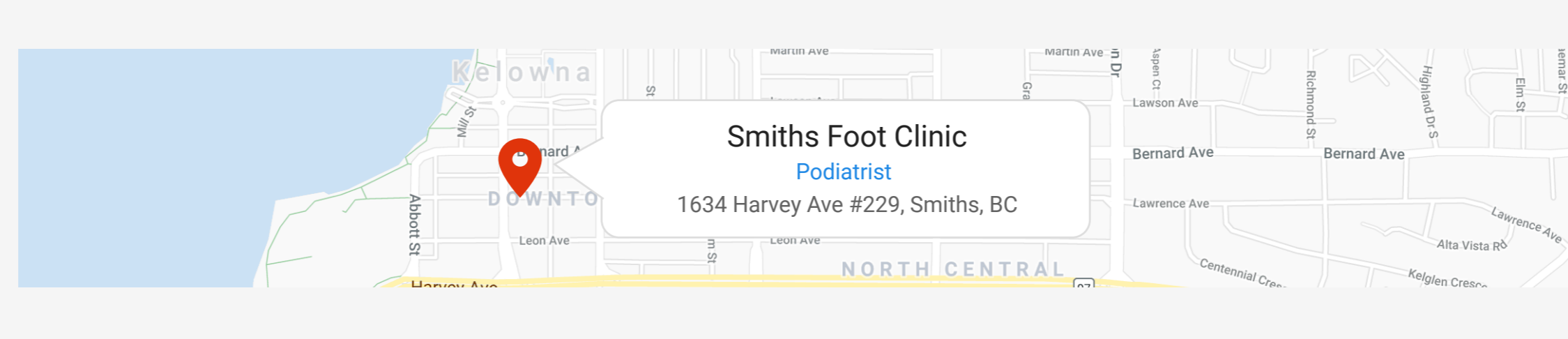


Executive Report



- 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)
Line chart showing weekly average review rating from Jun 1 to Aug 1. The rating fluctuates between approximately 1.5 and 4.5.

Reputation Management

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

All-Time Trend
Bar chart showing the number of new reviews received over time from Jun 1 to Aug 1. The number of reviews peaks in late July.

Reputation Management

Most Recent Reviews
All Reviews this Month

- Kelly Burgen reviewed your business on google.com Nov 14, 2018 ★★★★★ Respond
- Anonymous reviewed your business on ratemds.com Nov 14, 2018 ★★★★★ Responded
Dr. Smith was thorough and ran the necessary tests. My 9 year old daughter liked him and she is very particular about doctors and their "bedside" manner. I already recommended this doctor to my father.
- Anonymous reviewed your business on ratemds.com Nov 14, 2018 ★★★★★ Respond
Dr. Smith diagnosed and treated my foot issues (which another podiatrist knew nothing about) and 4 months later I am enjoying walking again! The staff is helpful and pleasant too.

Reputation Management

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

Reputation Management

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

Reputation Management

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

Reputation Management

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

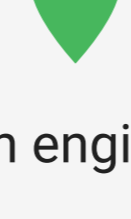
Word cloud showing trending keywords: highly recommend, foot pain, foot issues, ingrown toenail, staff, waste time, pain free, knee pain, recommend doctor, foot problems, foot institute, knowledgeable, read reviews, foot problem, expensive orthotics, reading reviews, sales pitch, time money.

Recent Mentions

- coulthard-identity.com Somewhat Positive
Patrick G Duffy Dds, Mdd Inc practices as a Foot Clinic/center provider in Fremont, California. Find their office location, ratings, phone number, NPI, and more.
Jan 12, 2019
- ehealthscores.com Somewhat Positive
Michael R Ricupito, Dds, Ms, Inc. practices as a Foot Clinic/center provider in Fremont, California. Find their office location, ratings, phone number, NPI, and more.
Jan 10, 2019
- peekyou.com Somewhat Positive
Dr. Maninder Nijjar and Dr. Ruchi Sahota - Google+ Nijjar Dental: Dr. Maninder Nijjar and Dr. Ruchi Sahota - When you visit our Fremont podiatry office ...
Jan 09, 2019

View All (+12)

Listings



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

B
254 ▲ 43

10th 20th 50th Industry Average (454) 80th 95th Percentile (701)

YOU 97th

Line chart showing listing accuracy score over time from Jun 1 to Aug 1. The score starts around 200 and rises to approximately 700.

Listing Data Changes

- Google Maps Found with Errors ⚠️
Smiths Foot Clinic, 1634 Harvey Ave #229, Smiths, BC, Jackson AB, N0M1S3, 519-235-0404, http://www.smithsfootclinic.com
Jan 14, 2019
- Bing Found Accurate ✅
Previous Status: Found with Errors
Jan 12, 2019
- Rate MDs Found Accurate ✅
Previous Status: Not Found
Jan 10, 2019

All Listings
The number of sites your data is found on
Accuracy 32/65
Selected Date Range

22 19 14

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

SHOW ALL (+57)

Reputation Management Listing Sync Pro

Google My Business

Search Types
How customers find your business on Google
3,123 ▲ 764
Last 30 days

All-Time Trend
Line chart showing search types over time. Direct searches are the highest.

Listing Builder

Views
Where customers see your business on Google
3,386 ▲ 285
Last 30 days

All-Time Trend
Line chart showing views over time. Google Maps views are the highest.

Listing Builder

Actions
How customers interact with your business on Google
232 ▲ 64
Last 30 days

All-Time Trend
Line chart showing actions over time. Visit your website is the most common action.

Listing Builder

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
Line chart showing reach, engagement, and shares over time. Engagement shows a significant peak in late July.

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

Top Performing Posts
Facebook posts with the most engagement this period

- Clear Pro Nails One of the... Aug 5, 2018 Reach: 174 Engagement: 105
- Don't limit yourself by your health... Aug 4, 2018 Reach: 102 Engagement: 42
- Where do your Orthotics take... Aug 2, 2018 Reach: 52 Engagement: 14
- Where do your Orthotics take... Aug 1, 2018 Reach: 52 Engagement: 14

See More Post Analytics

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%

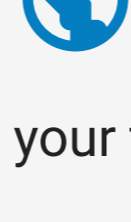
Traffic Source
How visitors find your website

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

All-Time Trend
Line chart showing email engagement over time. Opened email is the highest metric.

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

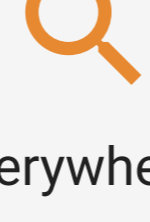
Constant Contact

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

Constant Contact

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