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Health & Medical > Dentists

Overall Score

70%

Listings

C

Reviews

C

Social

D

Website

D

Advertising

C

C Listings

Can consumers find your business?

Your listings are the virtual doorway to your business. You are listed in some of the places you need to be but there is work to do. You don't want customers to find your competitors' listings instead of yours, do you?

Without correct listings, your business is invisible to your customers.

Listing Presence			Total number of online listings found on sites monitored for your business
Your Found Listings			12
Industry Avg Found Listings			17
	Your Business	Industry Average	
Facebook	1	59.40%	
Twitter	1	18.70%	
Google +	Listing Not Found	18.70%	

Listing Accuracy			Percentage of accurate listings found for your business
Your Accurate Listings			16%
Industry Avg Accurate Listings			26%
	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 provider sites

Alert! As a business you can not 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.

neustar / Localeze

factual

acxiom

infogroup

Accurate

Accurate

Not Found

Contains Errors

C Reviews

Do your consumers trust your business?

You rock! You get lots of reviews and they are saying good things! You can't afford to constantly monitor the entire Internet and you certainly can't afford to miss a review! One missed rogue review can ruin all your hard work! Let us automagically deliver all your reviews, wherever your customers leave them, so you can address any negative reviews and share the positive reviews in a timely manner.

Online Reviews Found on Select Sites			Review information about your business
	Your Business	Industry Average	
Reviews Found	148	48	
Reviews Found Per Month	7.5	3.87	
Average Review Score	2.68	3.24	
# of Review Sources	7	5.87	

D Social

Do consumers like your business?

It appears that social media is not your bag. It's too bad because there are a lot of potential customers out there that are missing out on your wisdom, humour and sage advice.

You don't have to do it all yourself, we know you have a job to do. We can certainly help you build fans through advertising and consistently posting timely relevant content, so you can handle the meaningful interactions and build your business.

Facebook			Facebook page information about your business
	Your Business	Industry Average	
Likes	877	900	
Posts	140	73.09	
Average Likes / Post	3.54	2.91	
Average Shares / Post	0.12	1.36	

Twitter			Twitter profile information about your business
	Your Business	Industry Average	
Followers	524	788.25	
Following	183	512.94	
Tweets	198	460.21	

D Website

Can your business website convert?

Ok so you have a website. However, Google is telling us you might need a makeover. If you are interested we are here to help! Never again be frustrated by not being able to make website changes because your dog ate the password.

We can help you own a spot on the first page of Google and help you generate reviews, upload coupons and offers, and provide stats and analysis on your customers. All of this is available in a fully responsive design, which means it doesn't matter if you're on a computer, tablet or phone.

Mobile

Overall performance of your website on mobile device

Speed

2 Should fix

6 Consider Fixing

2 Passed Rules

User Experience

1 Consider Fixing

4 Passed Rules

Speed

Eliminate render-blocking JavaScript and CSS in above-the-fold content
Your page has 3 blocking JavaScript resources. This causes a delay in rendering your page.
[Show How To Fix](#)

Optimize images
Properly formatting and compressing images can save many bytes of data.
[Show How To Fix](#)

[Show All](#)

User Experience

Size tap targets appropriately
Some of the links/buttons on your webpage may be too small for a user to easily tap on a touchscreen.
[Show How To Fix](#)

Use legible font sizes
The text on your page is legible.
[Show How To Fix](#)

[Show All](#)

Desktop

Overall performance of your website on desktop

Speed

2 Should fix

6 Consider Fixing

2 Passed Rules

Home Page Content

2 Below Industry Avg

4 Above Industry Avg

Speed

Enable compression
Compressing resources with gzip or deflate can reduce the number of bytes sent over the network.
[Show How To Fix](#)

Optimize images
Properly formatting and compressing images can save many bytes of data.
[Show How To Fix](#)

[Show All](#)

Home Page Content			
	Your Business	Industry Average	
Homepage Size	2221 KB	788.25	
Phone # on homepage	NOT FOUND	77.20%	
Address on homepage	FOUND	53.37%	
Facebook on homepage	FOUND	50.26%	
Twitter on homepage	FOUND	32.64%	

C Advertising

Do consumers know about your business?

Customers are searching for your services online. If they can't find your business, you are missing out! With digital advertising, you can be front and center on huge sites like Google and Facebook. Stay ahead of your competition by making sure that people find your business first!

Google AdWords

Top 5 search terms for your business in St. Louis

54,715

Possible Impressions

3,411

Possible Clicks

Dentist

Omega

Teeth

Braces

whitening

16,500

12,000

9,000

6,500

5,500

Dentist

Omega

Teeth

Braces

whitening

1,100

800

350

650

450

SEM (Search Engine Marketing)

Search Engine Marketing refers to all marketing tactics used to ensure your business can be easily discovered by customers on search engines like Google, Bing and Yahoo. Below, the report hones in on how well you're doing to attract customers through paid campaigns.

Pay Per Click					Pay Per Click information about your business
	Paid Keywords	Monthly PPC	CPC	Comparison	
omegadental.com	5	893	\$1.12	-	
competitor.com	11	1295	\$1.47	47.54%	
competitor.com	7	988	\$1.09	7.62%	
competitor.com	3	568	\$1.72	2.34%	

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.