

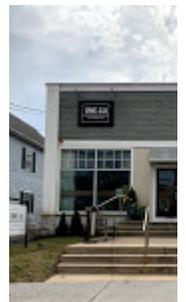
## Dominate Your Local Market



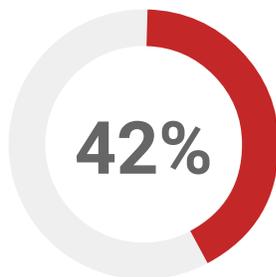
73% of consumers lose trust in a business with inaccurate listings and 88% of consumers look to online reviews when making buying decisions. **Stop losing customers** to your competitors and **start winning them back**. Fix your listings, improve your review scores, and hear what people are saying about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

Call us at **+1 609 608 0647**

<b>Name</b>	ONE 53
<b>Address</b>	153 Washington St
<b>City, State</b>	Rocky Hill, NJ
<b>Zip</b>	08553
<b>Phone Number</b>	+1 609 921 0153
<b>Website</b>	<a href="http://one53nj.com/">http://one53nj.com/</a>
<b>Business Category</b>	Nightlife > Bars



### Overall Score



Listings



Reviews



Social



Website



Advertising



SEO





# Listings Can consumers find your business?

Your listings are the virtual doorway to your business. You're listed on some of the sites you need to be on, but there's work to do. You don't want customers to find your competitor's listings instead of yours, do you? Without correct listings, your business is invisible to your customers.

## Listings Presence

Total number of online listings found on sites monitored for your business



	Your Business Number of Listings		Industry Average Percent with Social Profile
<b>Google</b>	<b>1</b>	<a href="#">View Example</a>	<b>79.38%</b>
<b>Facebook</b>	<b>1</b>	<a href="#">View Example</a>	<b>66.37%</b>
<b>Foursquare</b>	<b>1</b>	<a href="#">View Example</a>	<b>63.18%</b>
<b>Twitter</b>	<b>1</b>	<a href="#">View Example</a>	<b>18.99%</b>

## Listings Accuracy

Percentage of accurate listings found for your business



	Your Business Number of Incorrect Listings	
<b>Incorrect Phone #</b>	<b>19</b>	<b>6099241019</b> Citysearch
<b>Missing Phone #</b>	<b>2</b>	Twitter
<b>Missing Address</b>	<b>2</b>	Twitter
<b>Incorrect Website</b>	<b>2</b>	<b>http://RESTAURANTONE53.COM</b> Hotfrog
<b>Missing Website</b>	<b>15</b>	Superpages

## 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

⚠ Contains Errors

✓ Accurate

⚠ Contains Errors

⚠ Contains Errors

Do you want to protect and maintain your listings so that customers will continue to find ONE 53? We'd be happy to help!



# Reviews Do consumers trust your business?

You rock! You get lots of reviews, and customers are saying good things. You can't afford to monitor the internet continuously, and you certainly can't afford to miss a review. One negative review gone unanswered can ruin all your hard work! Let us alert you about new reviews so that you can address negative reviews and share positive reviews promptly.

## Online Reviews Found on Select Sites

Review information about your business

	Your Business	Industry Average	Industry Leaders
<b>C</b> <b>Reviews Found</b>	<b>633</b> <small>Yelp (186) Google Maps (182)</small>	<b>332</b>	<b>2554</b>
<b>D</b> <b>Reviews Found Per Month (Last 6 months)</b>	<b>11.17</b>	<b>11.83</b>	<b>74.83</b>
<b>B</b> <b>Average Review Score</b>	<b>4.41</b>	<b>3.94</b>	<b>4.63</b>
<b>B</b> <b># of Review Sources</b>	<b>6</b>	<b>5</b>	<b>10</b>

Would you like to get more reviews and boost your average rating? We can help!

## C Social Do consumers like your business?

Nice work! You're rocking at least half the social media world, but there are other users out there that are missing out on your wisdom, humor, and sage advice.

You don't have to do it all yourself. As much as you like social media, we know you have a job to do. We can help you build a strong social presence by regularly posting timely and relevant content. Give us a call!

### Facebook

Facebook Page information about your business

	Your Business	Industry Average	Industry Leaders
<b>C</b> Likes	3007	2027	15448
<b>F</b> Average Posts / Month (Last 6 months)	3	15	73.67
<b>B</b> Average Likes / Post	25.57	6	41.56
<b>C</b> Average Shares / Post	1.52	0.75	5.8



A Facebook User

2 months

WHY ARE YOU NOT OPEN FOR LUNCH :(

### Twitter

Twitter Profile information about your business

	Your Business	Industry Average	Industry Leaders
<b>D</b> Followers	391	495	18825
<b>D</b> Following	201	262	2901
<b>C</b> Tweets	1432	736	11050

# Instagram

Instagram Profile information about your business

	Your Business	Industry Average	Industry Leaders
<b>B</b> Followers	7201	1340	24297
<b>D</b> Posts	144	325	1342

Want to learn how to grow your social media presence? We'd love to help!



## Website Can your business website convert?

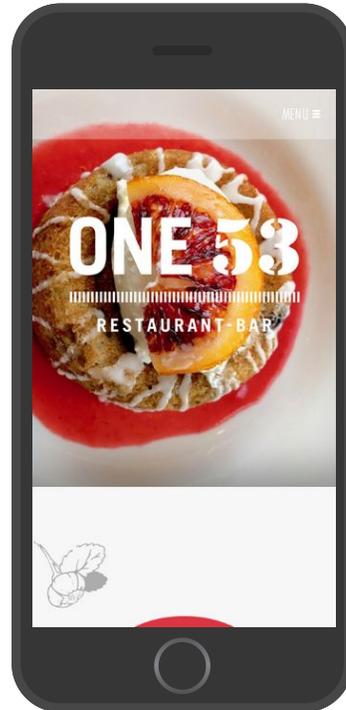
We see that you have a website, but Google is telling us it might need a makeover. If you're interested, we're here to help!



## Mobile

Overall performance of your website on mobile

Speed	
	4 Should Fix
	1 Consider Fixing
	5 Passed Rules



Mobile Friendly

## Speed



### Optimize images

Properly formatting and compressing images can save many bytes of data.



### Leverage browser caching

Setting an expiry date or a maximum age in the HTTP headers for static resources instructs the browser to load previously downloaded resources from local disk rather than over the network.

### Speed



**2 Should Fix**



**3 Consider Fixing**



**5 Passed Rules**



### Speed



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## Homepage Content

Key business information found on your homepage

	Your Business	Industry Average
<b>Homepage Size</b>	<b>6042KB</b>	2835KB
<b>Phone # on homepage</b>	<b>Found</b>	67.23%
<b>Address on homepage</b>	<b>Found</b>	61.29%
<b>Facebook on homepage</b>	<b>Found</b>	73.15%
<b>Twitter on homepage</b>	<b>Found</b>	47.39%
<b>Instagram on homepage</b>	<b>Found</b>	7.27%

### Video on Homepage

Do you have a video on your homepage?



## You are losing out on conversions from your website!

It looks like you don't have a video on your homepage.

Businesses with a video on their homepage have seen up to 41% more traffic from search engines than businesses that don't.

Consumers are also up to 85% more likely to buy a product after they see a video about that product. That's a lot of revenue you're missing out on!

Ready to optimize your website and boost online engagement? Find out how!



# Advertising

## Do consumers know about your business?

Potential customers are within your reach, whether they're searching Google, scrolling through Facebook, or browsing other sites around the web. With digital advertising, you can put your business in the spotlight so that those people consider you before your competitors.

### Recommended Keywords

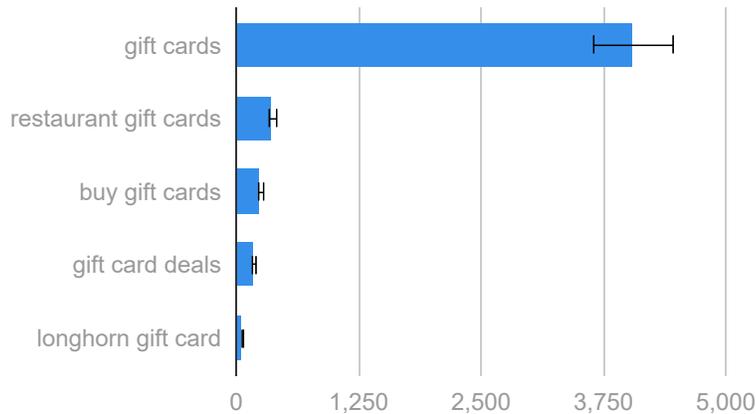
Top 5 keywords for your business

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

# 5,418

## Possible Impressions

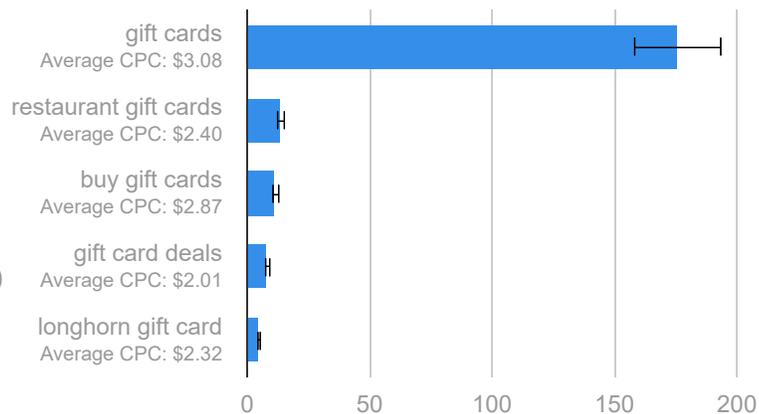
Estimated views of your ads (per month)



# 235

## 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.

## Campaign Performance

Here's how your ad campaigns compare to those of your competitors.



### People aren't getting digital ads for your business!

Digital advertising puts your business in front of your target audience on search engines, social media, and other relevant sites across the web. The problem is: we couldn't find any ads for your business. Your competitors might be eating your lunch!

To make sure people see your business first when they search for products and services nearby, we recommend that you run exciting and relevant ad campaigns. We can help!

## 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.

Want to run more effective ad campaigns and get more customers in the door? We can help!



## 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.

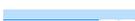
### Organic Keyword Performance

Here's how your SEO stacks up to that of your competitors.

	Overlap	Keywords	Clicks	Value
 one53nj.com		26	981	\$658
table50two.co.bw		2	12	\$0

### Organic Keyword Ranking

How your business shows up on Google Search

Keywords	Competitiveness	Rank	Local Searches	Global Searches
restaurant in nj		20	8,100	9,900
53		37	122,500	246,000
53.		42	110,000	246,000
Princeton Restaurant		48	12,100	12,100
restaurant nj		50	8,100	9,900

Are you ready to improve your search engine ranking and help more customers find your business online?



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