

REPUTATION & SOCIAL **MANAGEMENT**



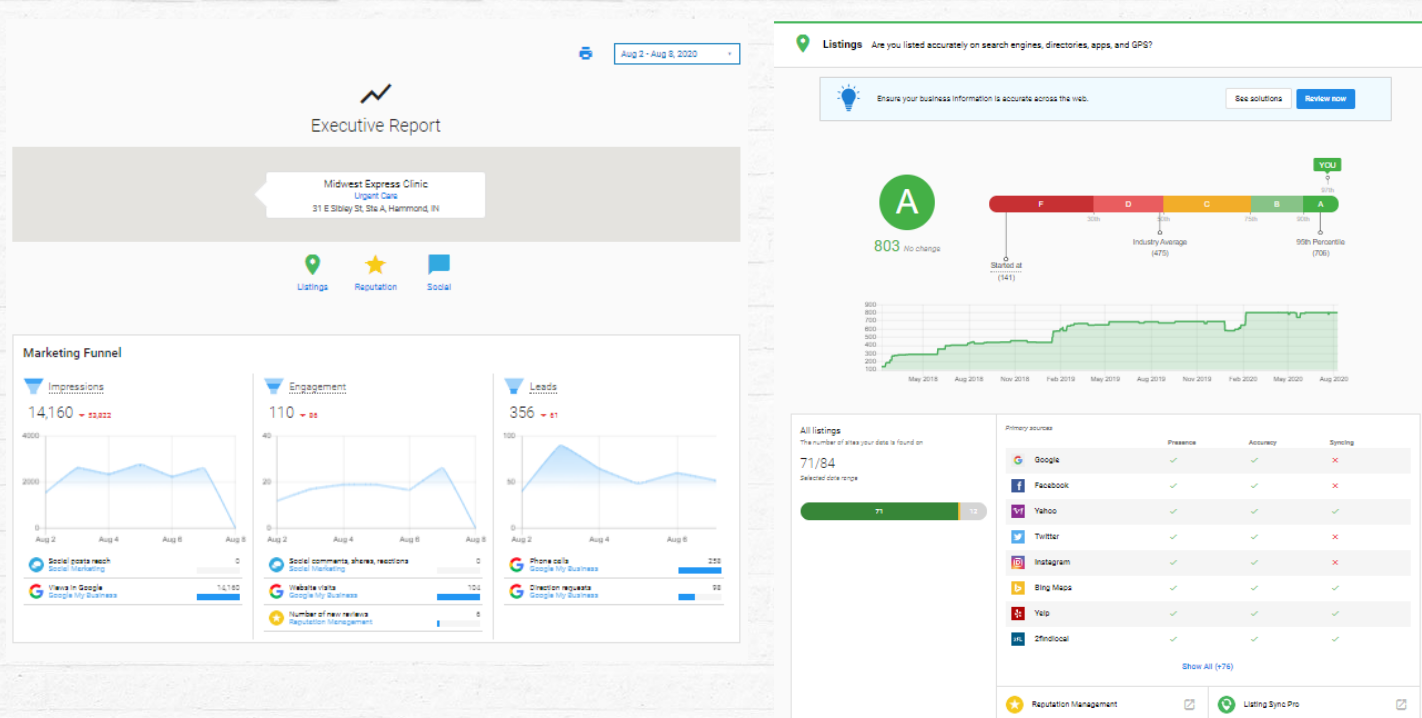
THE EXECUTIVE REPORT
2020

DRIVEN BY **DATA**. FUELED BY **PASSION**.  **AMPLIFIED**
digital

Executive Report OVERVIEW

The Executive Report provides a weekly recap on the online activity that has recently impacted your business. This includes:

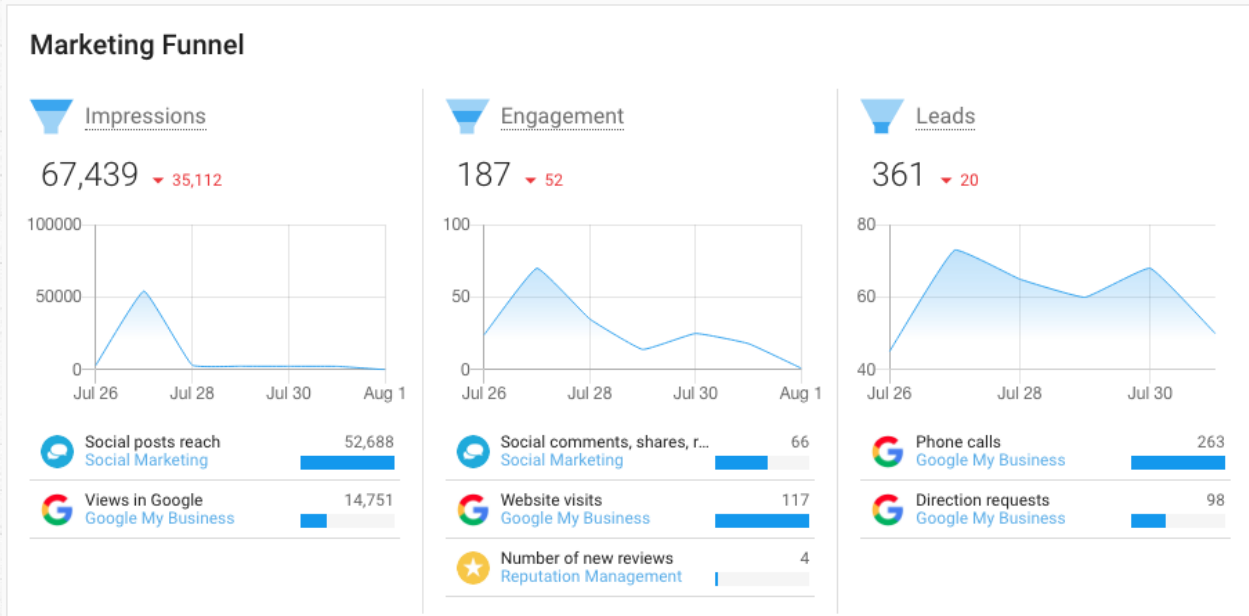
- Review Insights
- Social Insights
- Listing Insights
- Google Insights



MARKETING FUNNELS

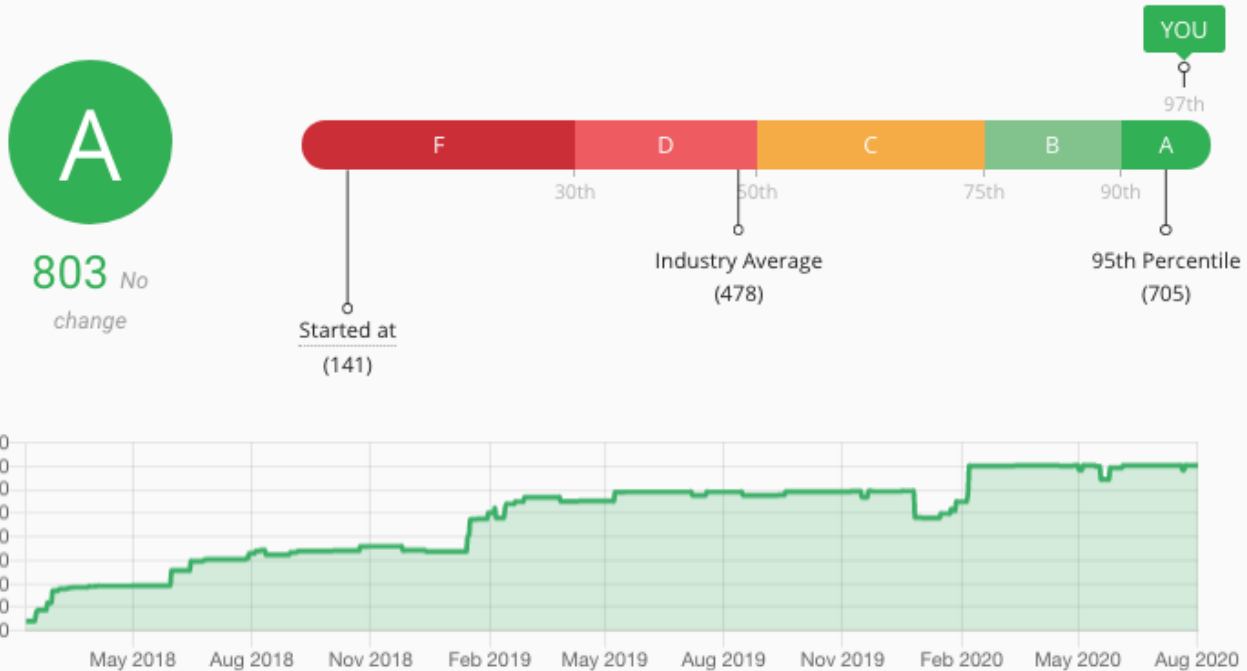
The Marketing Funnel rolls up *impressions* (number of views your content has received), *engagement* (number of interactions with your online content), and *lead metrics* (number of interactions from people interested in your business) from the following products:

- **Social Media:** reach (number of people who see your content), comments, shares, reactions
- **Reputation Management:** new reviews
- **Google My Business Insights:** views, website visits, phone calls, direction requests



LISTING SCORES

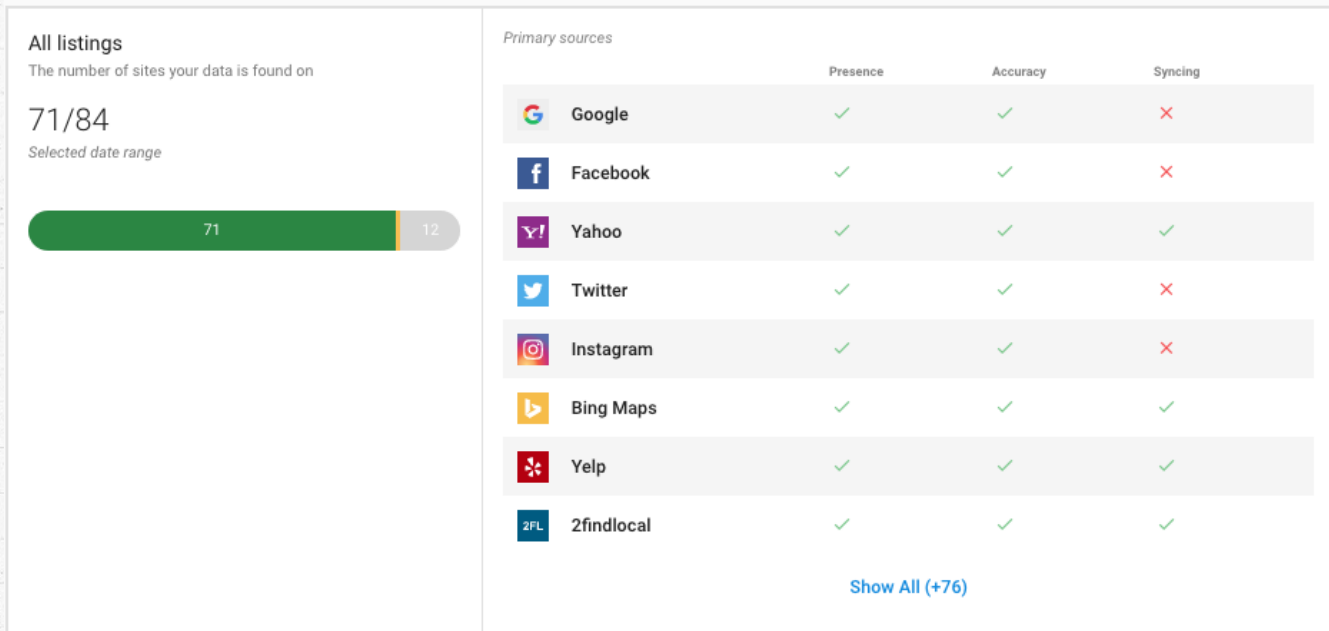
The Listing Score is determined based on the accuracy of the business listings across the web. This section displays the score, as well as shows the progression over time – where the business started, versus where you are today, and in relation to your industry leaders (95th percentile).



ALL LISTINGS









'All Listings' dives deeper into the individual listings and their accuracy across the web through three categories:

- **Presence:** whether the listing exists on that site
- **Accuracy:** whether the listing information is accurate on that site
- **Syncing:** whether the listing is syncing with Listing Sync Pro Powered by Yext (an add-on product)



ALL LISTINGS

Visiting their Reputation Management dashboard will provide a more in-depth view of these details and any inaccuracies.

		Presence	Accuracy	Syncing
	Google	✓	✓	✗
	Facebook	✓	✓	✗
	Yahoo	✓	✓	✓
	La Voz	✓	⚠	—
	YellowPagesDirectory.com	✓	✓	✓
	YP.com	✓	✓	✓
	YP.com	✓	✓	—
	Zocdoc	✗	✗	—

LISTING CHANGES & CITATIONS

- **Listing Data Changes:** If a listing on a source has a change in status during the report's time period to either missing, inaccurate, or accurate information found.
- **Citations:** The total number of citations found (all-time) as well as the starting number, and a trend line to show the progression. Citations are when your business name and at least one other piece of information is mentioned online



GOOGLE MY BUSINESS INSIGHTS

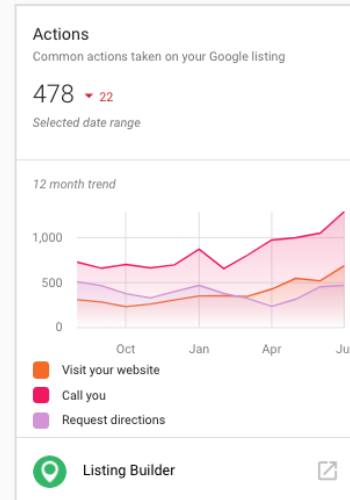
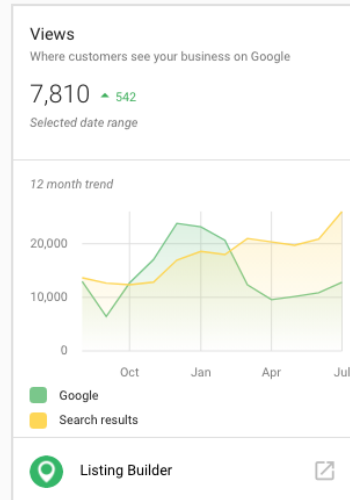
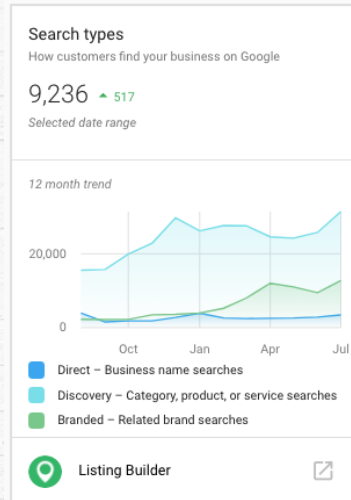
Google My Business Insights are pulled into the Executive Report once the listing has been authenticated and connected to the Dashboard. The Executive Report shows a 12-month trend line and contains the following data points:

Search Types: Direct (business name searches), Discovery (category, product, or service searches), and Branded (related brand searches)

Views: Google Maps, Google Search

Actions: Website, Calls, Directions

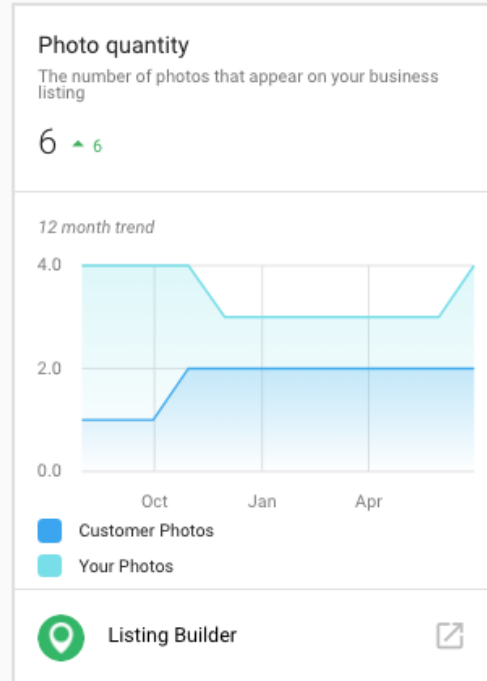
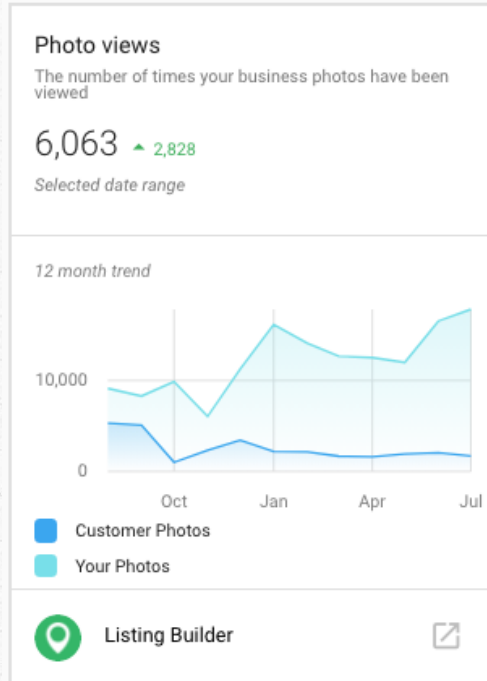
Google My Business



GOOGLE MY BUSINESS INSIGHTS

Photo Views: The number of times your business photos and customer photos have been viewed

Photo Quantity: The number of photos that appear on your business listing (both your photos and customer photos)



GOOGLE Q&A

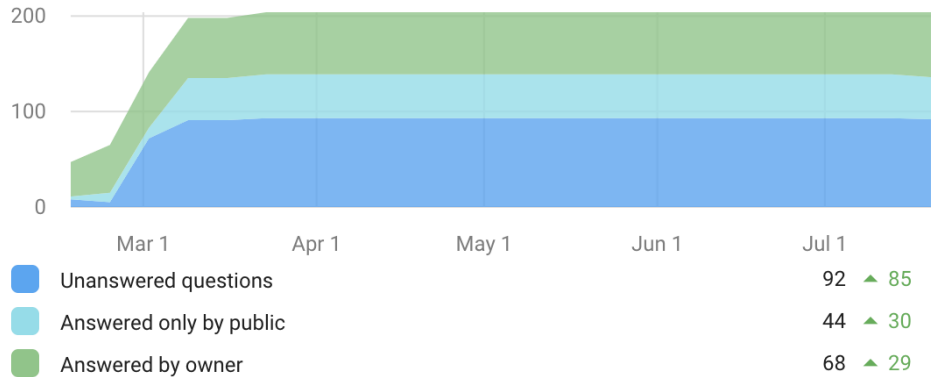
This reporting will show data pertinent to understanding changes in Google Q&A activity and overall status of Questions.

- How many new Questions were received during the selected time frame?
- How many Questions are unanswered (and the change from the previous time period)?
- How many Questions have been answered by the business owner (and the change from the previous time period)?
- How many Questions have been answered by other Google users (and the change from the previous time period)?

Google Q&A

Total questions answered by owner

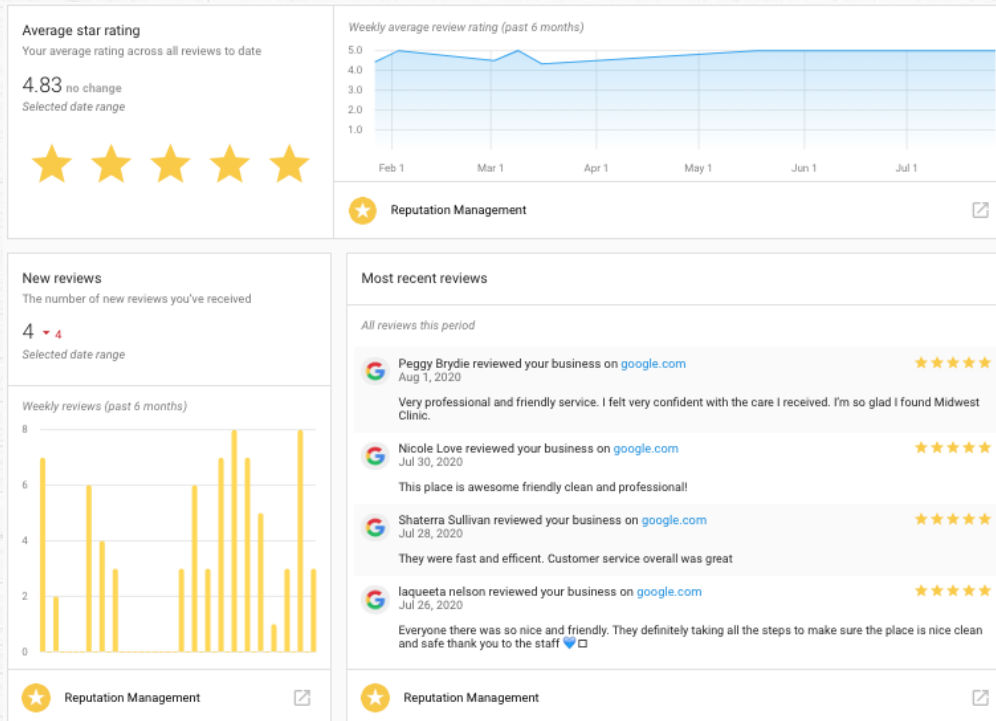
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REVIEWS

Average Star Rating: The average rating among all reviews to date, and across multiple platforms. The rating is compared to the previous period to track progress.

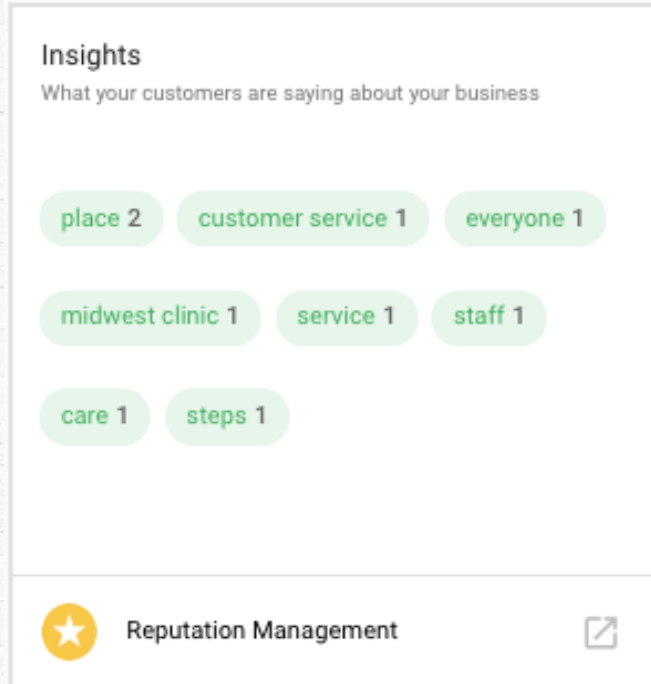
New Reviews: Any new reviews received in the reporting period selected.



REVIEWS

Insights: Sentiment analysis of review context using Google's Natural Language Processing technology. This shows common words used in reviews, and assigns a color if they are positive or negative

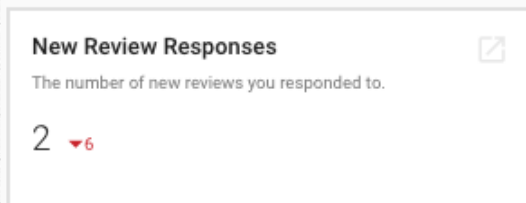
Top Review Sources: Which sources you are receiving reviews in the highest quantities



REVIEWS

Average Response Time: Time taken to respond to new reviews on the platform during the selected period.

New Review Responses: New responses to reviews during the selected period.



MENTIONS

Recent Mentions: Based on mention searches configured in Reputation Management. Mention searches include Business Name, Keywords, or other important phrases relevant to the business. These are determined with the client upon intake.

Recent Mentions ✕

[apartmentsmidtownhoustontx.com](#) Somewhat Positive

Apartments in Northwest Houston Enviably located at 13330 West Road,77041, between Cy-Fair, Jersey Village, 290, Beltway 8 and Highway 6/1960—the gorgeous one, two and three bedroom apartments of Estancia San Miguel Apartments are exactly where other...

2020-06-30

[click2houston.com](#) Neutral

Apartments for rent in Houston: What will \$2,200 get you? KPRC Click2Houston

2020-06-30

[click2houston.com](#) Somewhat Positive

Apartments for rent in Houston: What will \$1,600 get you? KPRC Click2Houston

2020-06-29

[Show All \(+4\)](#)

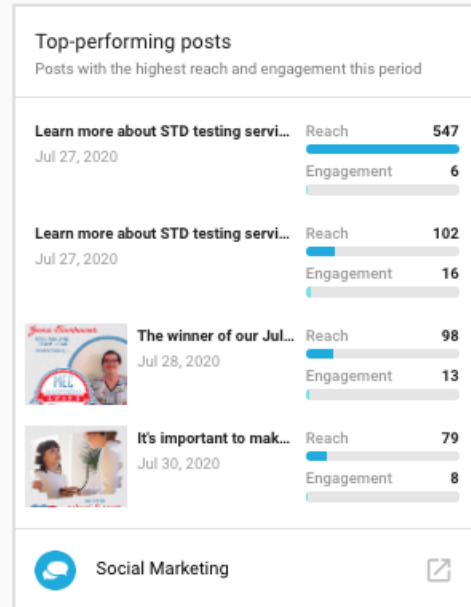
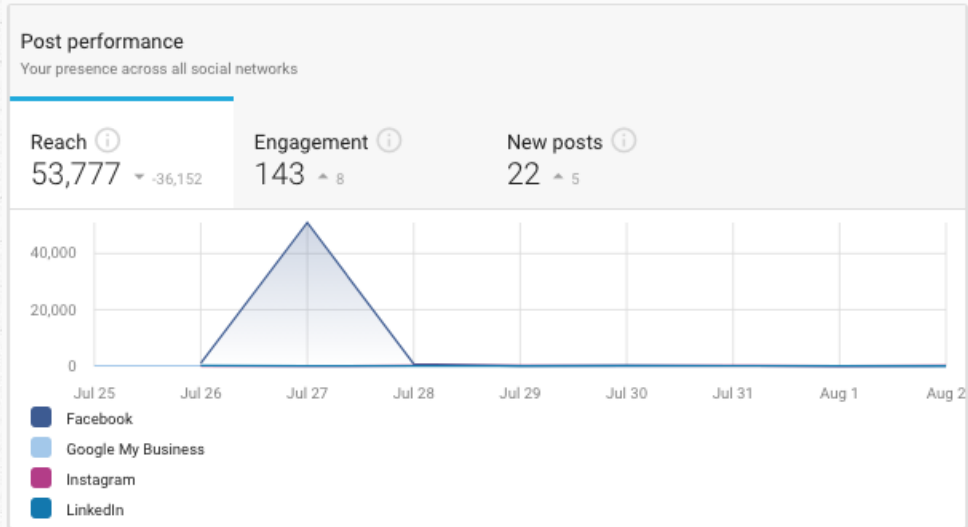
SOCIAL

New Posts: The number of posts you've published on all connected accounts during this period.

Engagement: Likes, comments, shares, etc., that your posts have received during this period.

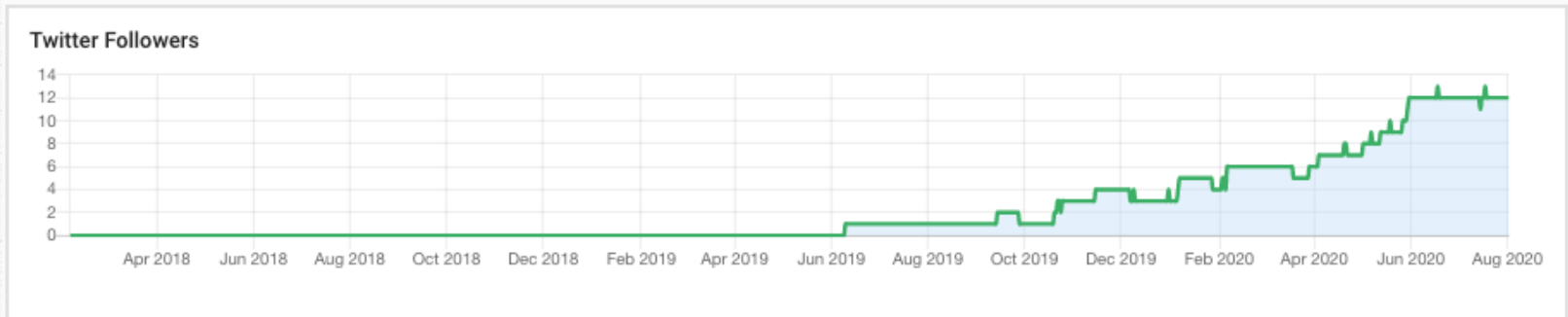
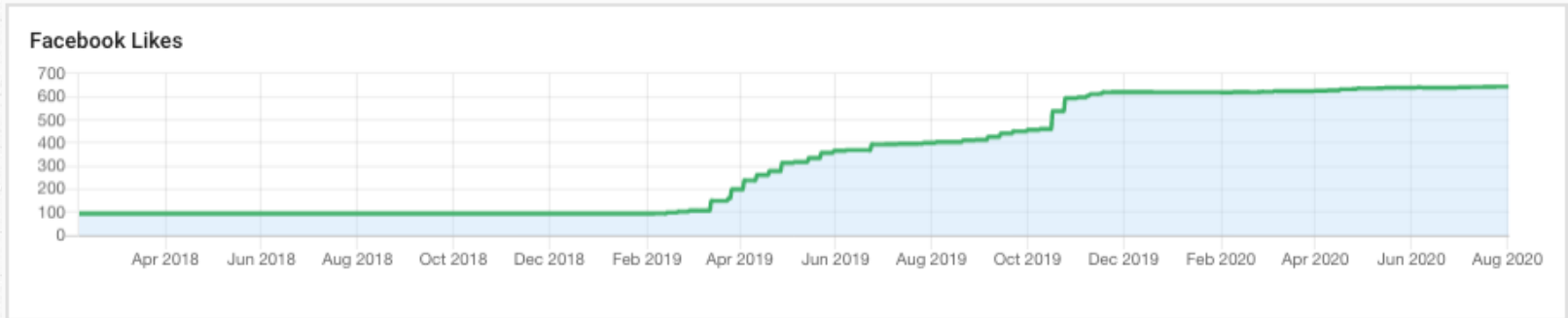
Reach: The amount of people who have seen your posts during this period.

Top Performing Posts: Posts with the highest reach and engagement this period.



SOCIAL

Facebook Likes & Twitter Follows: Audience growth over time



CONTACT

If you have questions or would like further training on the Executive Report, please contact social@leelocal.com.