

## Local SEO Platform: (vs just reputation)

1. Is my storefront **visible** online? (local ranking on: Yelp, G+, VP, FB)
2. Is my contact info **correct**? (Listing Accuracy Detection)
3. Do my customers **like** my store? (Reviews/Pictures)
4. How do I **compare** in my town to other stores? (Competitors)

## Unique Benefits of {Your Business Name}:

1. Rankings (local & organic)
  - Rankings show visibility & health online (can I be seen by customers?)
  - Ex. Local=Google Maps    Organic=Google.com
2. Automatic Competitors
  - {Your Business Name} HUNTS for 5 local competitors in each location's town
3. Shareable Reviews
  - Share reviews with comments on social media and via email internally

## Facebook:

- Largest Review Source in US for any industry (reviews per month)
- All storefronts have FB local pages in the US (we find them in audit)

## How do I improve LOCAL rankings? (breakdown of ranking weights)

- **52%**: Do my "listings" have accurate contact info across sites aka **Listing Accuracy**
- **20%** Am I popular in my town ... comparing **Review Quantity & Quality**
- **5%** How do my **Facebook/Twitter likes & posts** compare to other local competitors

## A few stats:

- One Negative Review equals 30 lost customers per month: **ROI Calculator=Revenue Lost**
- Unaddressed reviews lead to a 15% increase in churn (don't ignore - and + reviews)
- 92% of shoppers go on line as their first step in the purchase cycle. Then they read on avg 8 reviews.