ADVANCEDARTS SNAPSHOT REPORT

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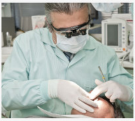
Dominate Your Local Market

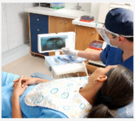
73% of consumers lose trust in a business with inaccurate listings and 88% of consumers look to online reviews when making buying decisions. Stop losing customers to your competitors and start winning them back. Fix your listings, improve your review scores, and hear what people are saying about you—all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

Get Started

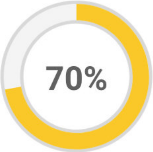
Call us at **(514) 962-3235**

Omega Dental Clinic
404 Maryland Plaza
St Louis, MO 63108
+1 940-483-8226
http://www.omegadental.com/
Health & Medical > Dentists





Overall Score



Listings	Reviews	Social	Website	Advertising
C	C	D	D	C

C Listings

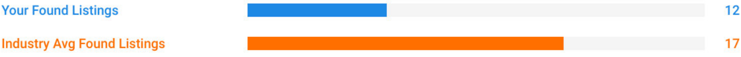
Can consumers find your business?

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 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	A 148	48

Reviews Found Per Month	B 7.5	3.87
Average Review Score	D 2.68	3.24
# of Review Sources	A 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	C 877	900
Posts	B 140	73.09
Average Likes / Post	B 3.54	2.91
Average Shares / Post	F 0.12	1.36

Twitter

Twitter profile information about your business

	Your Business	Industry Average
Followers	C 524	788.25
Following	D 183	512.94
Tweets	D 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

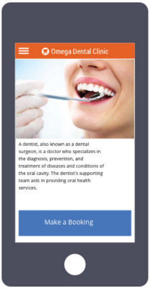
Overall performance of your website on mobile device

C Speed

- ⓘ **2 Should fix**
- ⚠ **6 Consider Fixing**
- ✓ **2 Passed Rules**

B User Experience

- ⚠ **1 Consider Fixing**
- ✓ **4 Passed Rules**



A dentist, also known as a dental surgeon, is a doctor who specializes in the diagnosis, prevention, and treatment of diseases and conditions of the oral cavity. The dentist's supporting team aids in providing oral health services.

Speed

ⓘ Eliminate render-blocking JavaScript and CSS in above-the-fold content

Your page has 3 blocking CSS 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

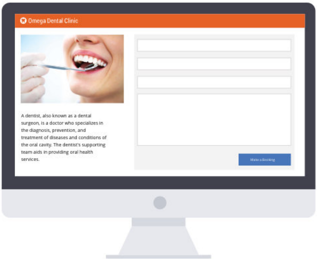
Overall performance of your website on desktop

C Speed

- ⓘ **2 Should fix**
- ⚠ **6 Consider Fixing**
- ✓ **2 Passed Rules**

B Home Page Content

- ⓘ **2 Below Industry Avg**
- ✓ **4 Above Industry Avg**



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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?

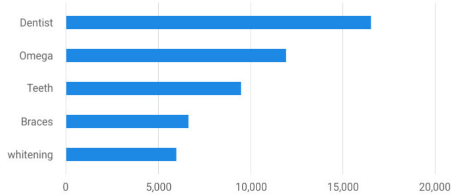
Customers are searching for your services online. If they can't find your business, you are missing out! With digital advertising, you can be front and center on huge sites like Google and Facebook. Stay ahead of your competition by making sure that people find your business first!

Google AdWords

Top 5 search terms for your business in St. Louis

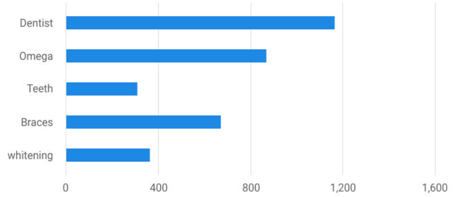
54,715

Possible Impressions



3,411

Possible Clicks



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

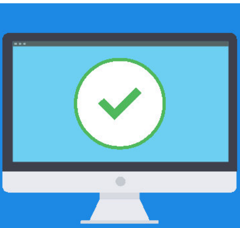
	Paid Keywords	Monthly PPC	CPC	Comparison
omegadental.com	**5**	**893**	**$1.12**	-
competitor.com	11	1295	$1.47	47.54% ▲
competitor.com	7	988	$1.09	7.62% ▲
competitor.com	3	568	$1.72	2.34% ▼

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.



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