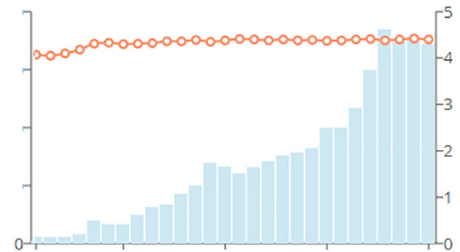# ENTERPRISE ONBOARDING ANALYSIS & REPORT

## REPUTATIONS MATTER.   TAKE CONTROL.    START INFORMED.

As part of the enterprise onboarding process, LocalClarity works with each brand to prepare a 14-page report that thoroughly details the brand's current Google reputation and local search presence - aggregated *and* broken down by state or region. Report highlights include:
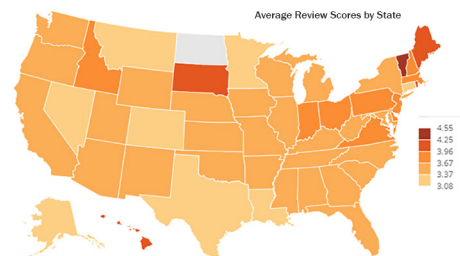
### LONG TERM REPUTATION TREND ANALYSIS

A 10-Year look back at reviews and ratings across all locations with the goal of identifying long-term and seasonal trends in customer ratings and feedback. Trendslines are used to approximate 2018 review volume.



### AUDIT OF REVIEW PERFORMANCE BY STATE/REGION

Comparisons of review volume, average ratings, and star distribution in each state/region in which the business operates. Maps and tables are used to present consistencies and variances in customer feedback.



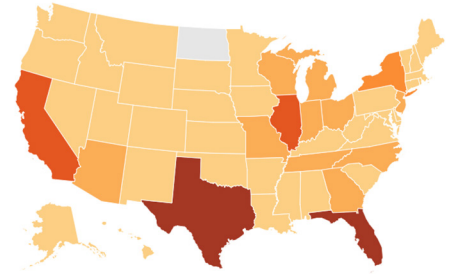Average Review Scores by State

### AUDIT OF GOOGLE LOCAL PERFORMANCE BY STATE

Comparisons of Google Insights data to present consistencies and variances in local searches, map inclusion, website visits, driving directions, phone calls, and photo views. The reports include specific call-outs for the top and bottom performing locations.

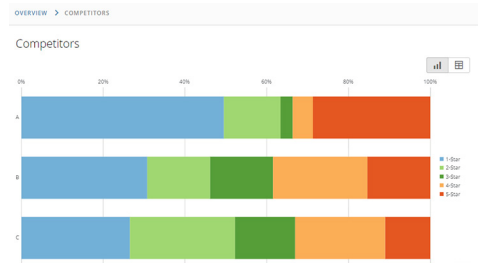| State | Driving Directions | Phone | Website |
|-------|-------------------|-------|---------|
| FL | 3,970,313.00 | 2,473,793.00 | 467,904.00 |
| TX | 3,643,123.00 | 3,090,715.00 | 552,536.00 |
| CA | 4,071,460.00 | 2,097,329.00 | 421,171.00 |
| IL | 2,463,227.00 | 2,083,284.00 | 373,504.00 |
| NY | 2,109,023.00 | 1,291,959.00 | 291,592.00 |
| NC | 815,556.00 | 803,125.00 | 189,745.00 |
| TN | 840,383.00 | 1,027,729.00 | 192,389.00 |
| OH | 675,196.00 | 713,410.00 | 178,889.00 |

# LocalClarity

## IMPROVING AND WORSENING STATES/REGIONS

Year-over-year comparisons to identify positively and negatively trending states/regions. Keyword sentiment analysis on targeted locations to try and determine factors influencing the annual performance changes.



## COMPETITOR KEYWORD ANALYSIS

All review comments from the prior year(s) review that contains one or more key competitor names/terms are indexed against the associated review score. This analysis can provide direct insights into relative performance strengths & weaknesses versus specific competitors.
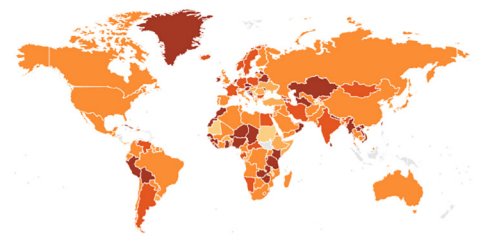


## PROFANITY, HATE SPEECH REVIEW

Exploration of all Google reviews that contain masked profanity (e.g., "sh!t"), hate speech or disgruntled employee comments that are eligible to be removed. Reviews are individually identified and provided to the client so they can be flagged as inappropriate and ultimately removed.



## CUSTOM REGIONAL AGGREGATION

Enterprises can provide a custom geographic hierarchy to build out regions according to any stucture or combination of structures to provide the exact visibility to reviews and local search insights



## LOCATION PHOTO CHECK

Google presents in the knowledge graph whatever photos is has of the location. Businesses that don't actively monitor their local imagery might be suprised to see what Google presents. As part of Enterprise onboarding we confirm the volume of images assigned to each location.

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