Snapshot Report

Report Content Last Updated: May 14, 2019

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 **+1 306 955 1368**

Name	Omega Dental Specialists
Address	106 W Gray St
City, State	Houston, TX
Zip	77019
Phone Number	+1 713 322 7474
Website	http://omegadentists.com/
Business Category	Health & Medical > Dentists

OME
DENTAL SPEC

Overall Score

54%

Listings	Reviews	Social	Advertising	SEO	Website
A	C	D	F	B	B

A Listings Can consumers find your business?

How is this grade calculated?

STRONG FOUNDATION

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.

Listing Presence

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

Your Found Listings	17
Available Listing Sites	31

	Your Business Number of Listings		Industry Average Percent with Social Profile
✓ Google	1	View Example	85.48%
✓ Facebook	2	View Example	59.4%
✓ Foursquare	1	View Example	68.32%
✓ Twitter	1	View Example	18.7%

Listing Accuracy

Percentage of accurate listings found for your business

Your Accurate Listings	35.29%
Industry Avg Accurate Listings	26.3%

	Your Business Number of Incorrect Listings	
Incorrect Phone #	3	3227474 TripAdvisor
Missing Phone #	6	Twitter
Incorrect Address	1	Gray St W 106 Facebook
Missing Address	6	Twitter
Missing Website	13	Yelp

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

Get in Touch

C Reviews Do consumers trust your business?

How is this grade calculated?

TAKE CONTROL
OF YOUR ONLINE
REPUTATION

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

Information about your business's online reviews

		Your Business		Industry Average	Industry Leaders
B	**Reviews Found**	687	Google Maps (525) TripAdvisor (86)	123	1548
C	**Reviews Found Per Month** (Last 6 months)	10.83		2.83	57.33
C	**Average Review Score**	4.37		4.14	5
B	**# of Review Sources**	5		4	8

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

Get in Touch

D Social Do consumers like your business?

How is this grade calculated?

BUILD & ENGAGE
YOUR AUDIENCE

You're rocking at least half of 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

Information about your business's Facebook page

		Your Business	Industry Average	Industry Leaders
A	**Likes**	10611	1141	16548
D	**Average Posts / Month** (Last 6 months)	7	14	104.67
A	**Average Likes / Post**	42.07	6.66	51.73
B	**Average Shares / Post**	3.29	0.77	8.29

Twitter

Information about your business's Twitter profile

		Your Business	Industry Average	Industry Leaders
D	**Followers**	153	544	35801
F	**Following**	16	286	5501
F	**Tweets**	220	764	21650

Instagram

Information about your business's Instagram profile

		Your Business	Industry Average	Industry Leaders
C	**Followers**	1982	1340	52339
D	**Posts**	184	319	1352

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

Get in Touch

F Advertising

Do consumers know about your business?

How is this grade calculated?

DIGITAL
ADVERTISING
Target your customers where they spend the most time

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

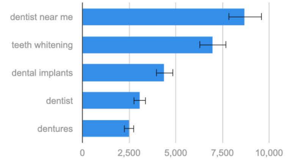
Top 5 keywords for your business

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

28,259

Possible Impressions

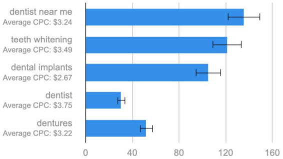
Estimated views of your ads (per month)



490

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

	Overlap	Keywords	Clicks	Budget
omegadentists.com		398	1350	$4,608
memorialfamilydental.com	▬	75	183	$400
qualitydentalteam.com	▬	100	854	$3,004

distinctdentalhouston.com		45	345	$690
briankilgoredds.com		140	535	$1,063

Retargeting

Information about your business's retargeting

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!

Get in Touch

B SEO Can consumers find you in search?

How is this grade calculated?

START YOUR
SEO STRATEGY
TODAY!

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
omegadentists.com		1615	25043	$49,340
augmabio.com		424	2303	$2,989
authoritydental.org		15633	3446629	$6,828,745
midtowndentistry.com		661	4191	$16,191
definitiondental.com		1181	49220	$66,015

Organic Keyword Ranking

How your business shows up on Google Search

Keywords	Competitiveness	Rank	Local Searches	Global Searches
dental specialists		11	6,600	12,100
colored braces		16	90,500	135,000
color braces		17	90,500	135,000
braces colors		20	90,500	135,000
braces color		21	90,500	135,000

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

Get in Touch

B Website Can your business website convert visitors into customers?

How is this grade calculated?

IMPROVE YOUR
WEBSITE

Great website! If it ain't broke, don't fix it. However, in the case of the first page of Google, more really is better. Let us help you own more spots on that first page!

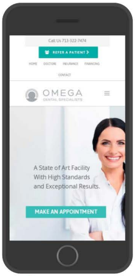
C Mobile

Overall performance of your website on mobile

Speed

! **3 Should Fix**

✓ **7 Passed Rules**



A State of Art Facility With High Standards and Exceptional Results.

✓ Mobile Friendly

Speed

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

Your page has 2 blocking script resources and 3 blocking CSS resources. This causes a delay in rendering your page.
Show How To Fix

! **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.
Show How To Fix

Show All ⌄

C Desktop

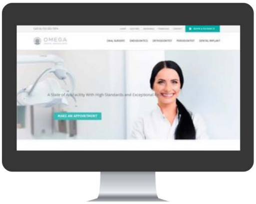
Overall performance of your website on desktop

Speed

! **2 Should Fix**

⚠ **1 Consider Fixing**

✓ **7 Passed Rules**



Speed

! **Optimize images**

Properly formatting and compressing images can save many bytes of data.
Show How To Fix

! **Leverage browser caching**

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Show How To Fix

Show All ⌄

A Homepage Content

Key business information found on your homepage

		Your Business	Industry Average
✓	**Homepage Size**	1987KB	2662KB
!	**Phone # on homepage**	No Match	56.84%
✓	**Address on homepage**	Found	49.57%
✓	**Facebook on homepage**	Found	68.8%
✓	**Twitter on homepage**	Found	43.83%
✓	**Instagram on homepage**	Found	6.2%

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 further enhance your website and boost online engagement? Find out how!

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