

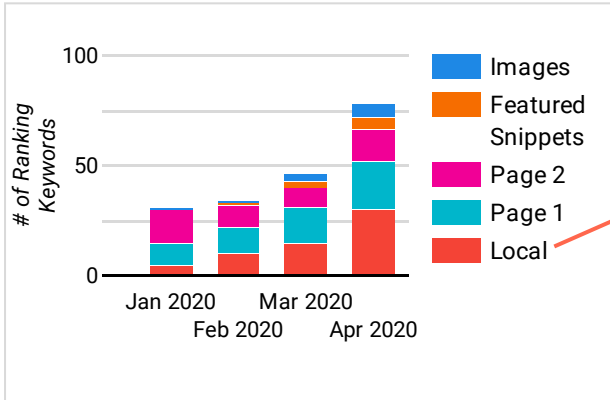


# Local SEO Report Samples

## Local Box Rankings

### Rankings by Result Type

FourFront collects rank data from web results, ads, images, and **local** impressions that allows you to filter based on your current goals.



### Your Local Keyword Rankings

FourFront monitors your keyword rankings continuously, and takes necessary actions to improve or maintain your rankings. We also provide you an interactive dashboard that enable you to view the site's visibility from various perspectives.

Keyword	Month / Year & Average Rank		
	Feb 2020	Mar 2020	Apr 2020
banks in philadelphia	3	2	1
banks near me	0	0	2
banks with free checking	3	2	2
mobile banking app	1	3	2
online banking services	0	3	1

### Top Competitor Insights

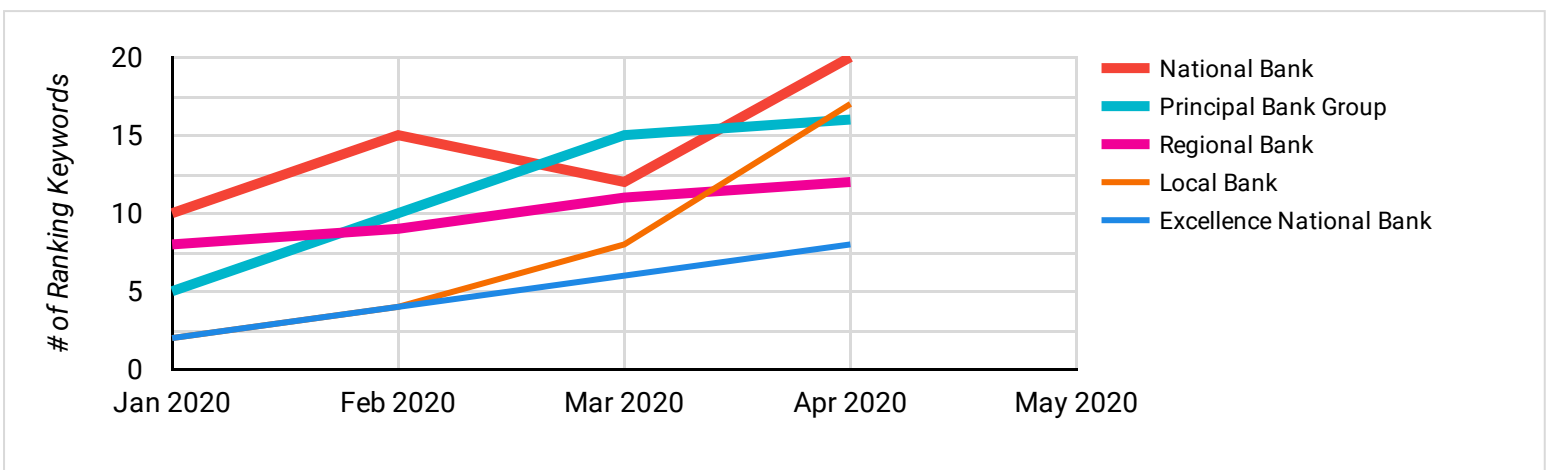
We identify and analyze the top-performing industry competitors based on your target keywords. Our proprietary tools collect, aggregate and present all your competitors' rankings & top landing pages. This information is then used to make the necessary changes to improve your rankings.

Competitor	# of Ranking Keywords ▾	Avg. Rank for Current Keywords
National Bank	20	2.75
Local Bank	17	3
Principal Bank Group	16	1.5
Regional Bank	12	1.75
Excellence National Bank	8	2.1

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### Competitor Performance Over Time

When you partner with FourFront for local SEO, in addition to optimizing your site to increase your local visibility, we also monitor and provide an overview of which competitors are gaining or losing visibility.





# Local SEO Report Samples

## Google My Business

### Track Your KPI's by Location

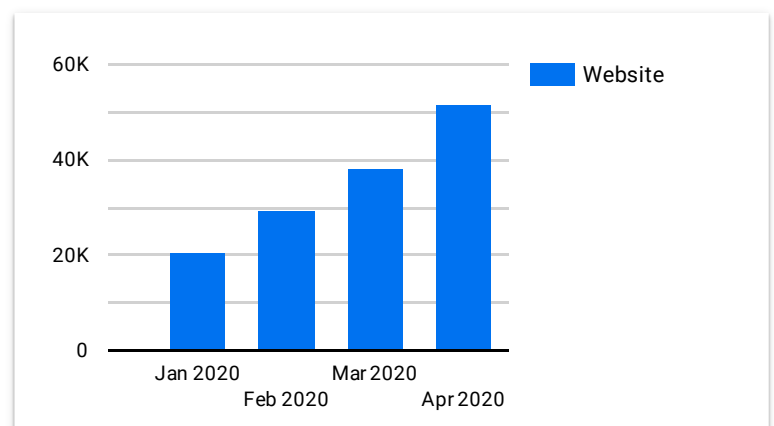
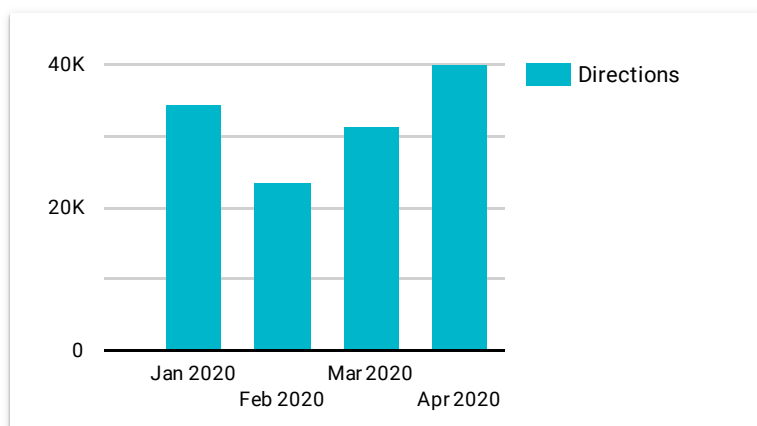
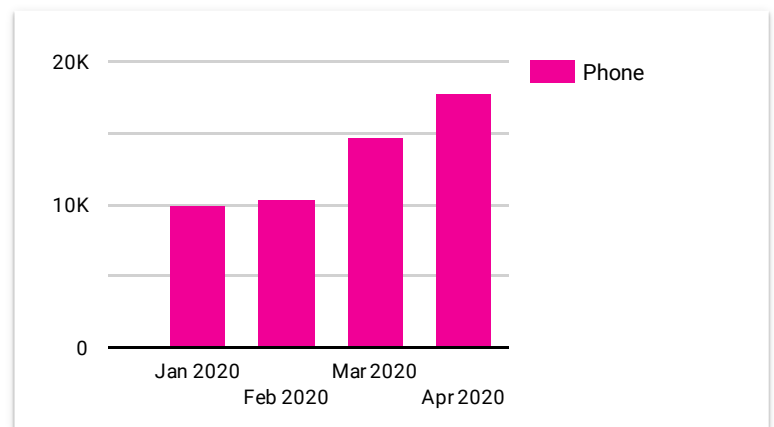
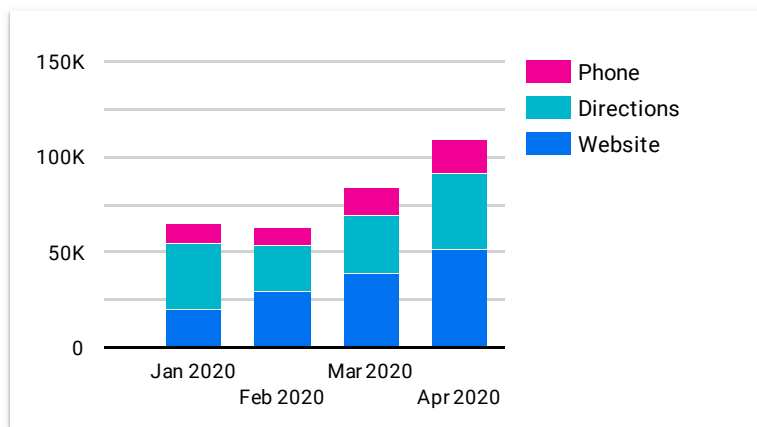
We don't just monitor visibility - we analyze how your target audience engage with your brand via Google My Business. Customers may use your Local Results to call, visit your website, find directions, and more.

Location	Phone	Website	Directions	Total
County General Hospital	4,891	15,135	15,141	
All Saints Hospital	3,289	11,591	8,165	
Urgent Care Center	3,191	8,178	8,490	
Imaging & Radiology	3,559	8,750	4,608	
Physical Therapy Office	2,329	5,744	2,919	
Lab Testing	479	2,163	610	
<b>Grand total</b>	<b>17,738</b>	<b>51,561</b>	<b>39,933</b>	<b>109,232</b>

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### KPI Trends Over Time

Local Box Engagement is more important now than ever before. It takes real-time monitoring to adapt to your audience behavior and stay on top of your local SEO strategy.





# Local SEO Report Samples

## Customer Reviews

### Monitor All Customer Reviews by Locations

Aggregate all your Google My Business reviews in one place, and easily monitor several locations at a glance to identify trends and problem areas.

Location	New Reviews This Month ▾	Avg. Star Rating of Reviews
Rittenhouse Branch	22	4.7
Manayunk Branch	17	4.9
East Falls Branch	9	4.6
University City Branch	7	4.7
Fishtown Branch	7	4.5
<b>Grand total</b>	<b>62</b>	<b>4.68</b>

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### Monitor & Respond to Google My Business Reviews

Keep an eye on all your Google My Business Reviews in one place, and easily respond to positive or negative reviews in a timely manner to manage your brand's reputation.

Review Date ▾	Review Comment	Reviewer Name	Star Rating
Feb 1, 2020	I can't tell you enough how impressed we are with FourFront. It shows they are putting in the hard work to make our decisions easier. Their analytics are amazing and their team is the epitome of consummate professionals who are always prepared and willing to go the extra step.	Sue Weingrad, WSFS Bank	★★★★★
Dec 1, 2019	FourFront goes beyond SEO; their in-depth industry research and understanding of our business has made all the difference in both our digital visibility and overall success. Their experience and knowledge informs our broader marketing strategy, and their work surpasses what you'd expect. They consistently impress us with their results. FourFront has an enthusiastic team that PFCU is proud to partner with!	Karen Eavis, PFCU	★★★★★
Jun 1, 2016	Our thanks to all of you at FourFront. It was wonderful working with you. Your sensitivity to the problem and creativity in creating web pages and marketing essentials inspired us. You are a special group and your future is bright.	Ned Eckhardt, Rowan University	★★★★★

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