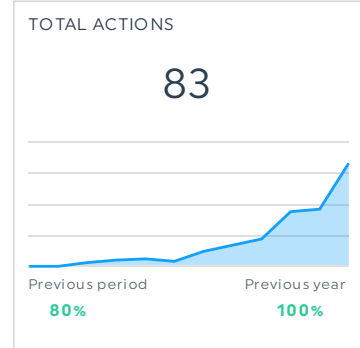




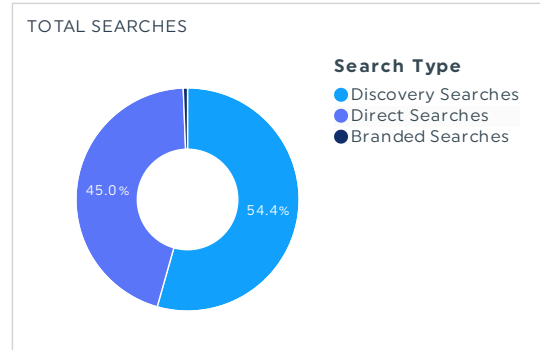
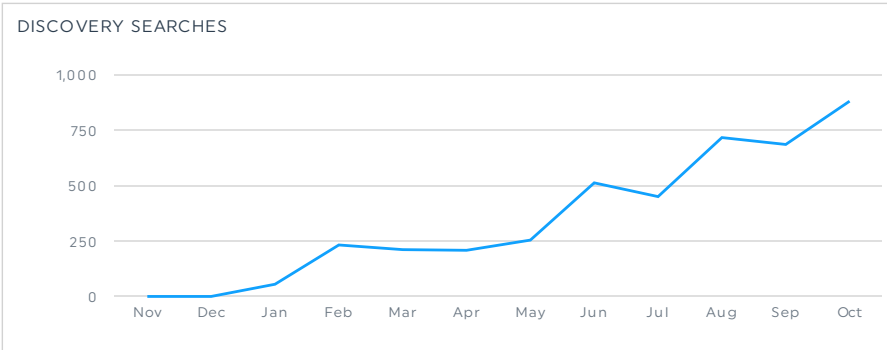
REPORT FOR OCT 1, 2020 - OCT 31, 2020

SAMPLE REPORT | GOOGLE MY BUSINESS PERFORMANCE (SINGLE)

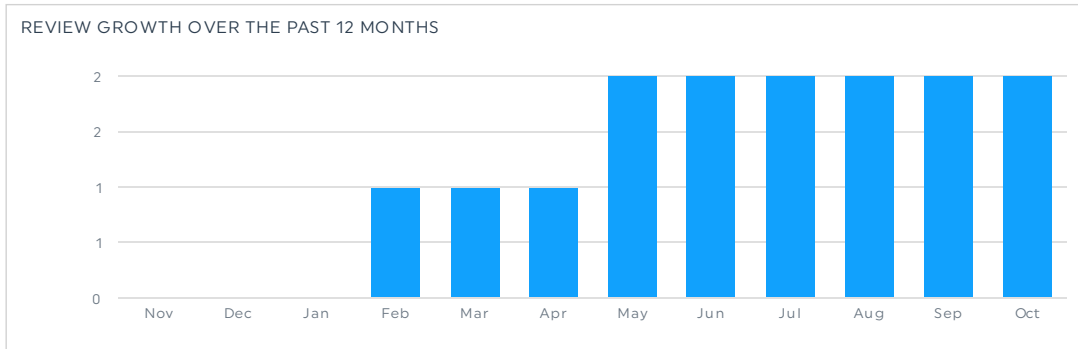
LOCAL SEARCH ACTIONS



LOCAL SEARCHES



GOOGLE REVIEWS



GOOGLE POST ENGAGEMENT

POSTS VIEWS



TOP PERFORMING POST (PAST 3 MONTHS)

HOW TO USE THIS DASHBOARD:

All information in this report is from Google My Business Insights and represented monthly. You can save this link and visit your dashboard anytime. All the data from the previous month will be available by the 5th of the following month.

This dashboard begins with **Local Search Actions**, these include calls, website clicks, direction requests and total actions taken by searchers on your business profile.

Next, you'll see **Local Searches**. Discovery Searches are the number of searchers who find your listing searching for a category, product, or service- these are potential customers! We've also segmented total searches by Discovery, Direct and Branded.

In **Google Reviews**, you can view your current star rating, total review count and your review growth over the past year.

Google Post Engagement is represented in Views of your posts, over the past 12 months. We've also included a screenshot of your top performing Google Post in the past quarter.

