

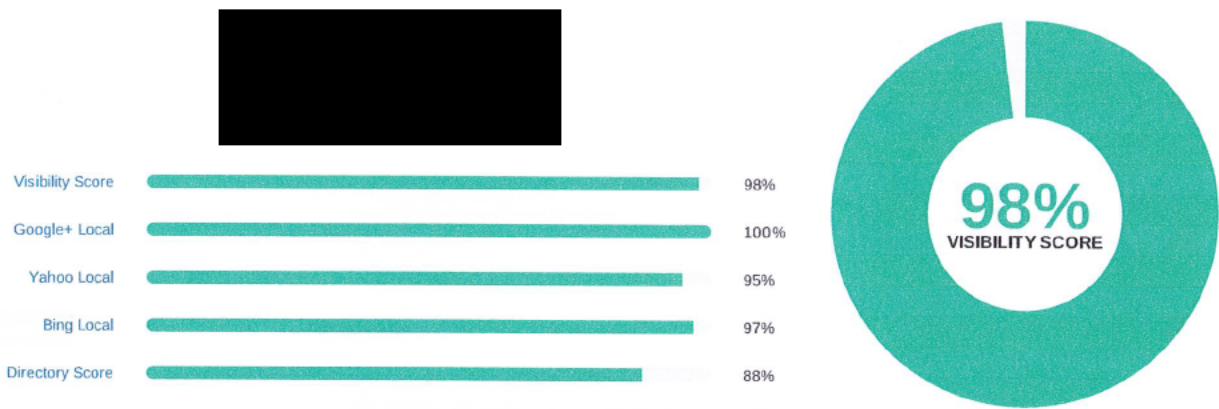


Baseline Report - Where You Were

This report was generated on March 23, 2018

Overview

Your Baseline Report includes a visibility score that displays the average of your initial Local page and Directory scores. Your Local Page Score was determined by your average visibility and optimization in Google+ Local, Yahoo Local, and Bing Places. Your Directory Score was determined by dividing the number of directories in which you were found by the number checked.



Local Pages

Each Local Page Score is determined by how optimized your listing is. We check against several parameters that influence your overall optimization such as the consistency of your name, address, and telephone number as well as keywords, business description, and more!

