



Wally's Lube & Go

BUSINESS OWNER

John Doe

LOCATION

420 Niagara St
Buffalo, NY 14201
(716) 303-3300

WEBSITE

<https://wallyslubengo.net>

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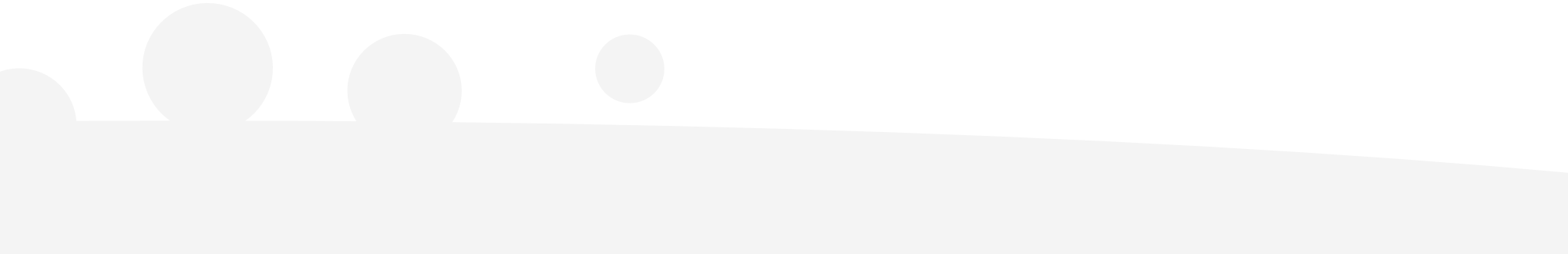
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VISIBILITY



GOOGLE MY BUSINESS

Your GMB listing has missing or incorrect information. If these issues are corrected it will help establish consistency and trust with users and Google.

DIRECTORIES/REVIEWS

A significant percentage of your directory listings contain outdated or inaccurate listings. Correcting inaccuracies and missing listings in the top online directories will help establish consistency and gain visibility for your business. This can happen rapidly.



YOUR REVIEWS

- ✖ Your average rating is lower than that of your competitors. As 88% of online users consider reviews as trustworthy as personal recommendations, this needs your attention!
- ✖ You are replying to reviews less than your competitors. A 30% reply rate is the benchmark for winning more customers, so get onto it!

Got something to say?

Read about engagement and why it matters [↗](#)

Customer Ratings



3.9

The average number of reviews and star rating for your industry in your area



2.92

The customer ratings of your location

REPLY RATE BREAKDOWN



Industry Benchmark



Your Location

LISTING	BUSINESS INFO	ADDRESS & URL	PHONE	HOURS	PHOTOS
 N49	 Pleet Home Care CDPAP	 420 Niagara St  https://ppap.com/	 +17162612111		
 ELOCAL	 Pleet Home Care	 420 Niagara St  https://pleetcdpap.com/	 +17162612111		
 HOTFROG	 Listing Not Found				
 SHOWMELOCAL	 Listing Not Found				
 IGLOBAL	 Pleet Home Care CDPAP	 420 Niagara St  https://pleetcdpap.com/	 +17163033300		
 MY LOCAL SER...	 Pleet Home Care	 420 Niagara St  https://pleetcdpap.com/	 +17162612111		
 CITY SQUARES	 Pleet Home Care CDPAP	 420 Niagara St  https://pleetcdpap.com/	 +17163033300		

Directory Report - All Platforms

LISTING	BUSINESS INFO	ADDRESS & URL	PHONE	HOURS	PHOTOS
 GOOGLE MAPS	✓ Pleet Home Care	✓ 420 Niagara St ✗ https://ppap.com/	✗ +17162612111	✓	✓
 BING	✗ Pleet Home Care CDPAP	✓ 420 Niagara St ✗ https://ppap.com/	✗ +17162612111	✓	✓
 FOURSQUARE	✗ Pleet Home Care CDPAP	✓ 420 Niagara St ✓ https://pleetcdpap.com/	✓ +17163033300	✓	✓
 MICROSOFT...	✓ Pleet Home Care	✓ 420 Niagara St ✗ https://ppap.com/	✗ +17162612111	✓	✓
 NAVMII	✗ Pleet Home Care CDPAP	✓ 420 Niagara St ✗ https://ppap.com/	✗ +17162612111	✓	✓
 WAZE	✗ Pleet Home Care CDPAP	✓ 420 Niagara St ✓ https://pleetcdpap.com/	✗ +17162612111	✓	✓

DIRECTORY REPORT - ALL PLATFORMS (CONT.)

LISTING	BUSINESS INFO	ADDRESS & URL	PHONE	HOURS	PHOTOS
 GOOGLE MAPS	✓ Pleet Home Care	✓ 420 Niagara St ✗ https://ppap.com/	✗ +17162612111	✓	✓
 BING	✗ Pleet Home Care CDPAP	✓ 420 Niagara St ✗ https://ppap.com/	✗ +17162612111	✓	✓
 FOURSQUARE	✗ Pleet Home Care CDPAP	✓ 420 Niagara St ✓ https://pleetcdpap.com/	✓ +17163033300	✓	✓
 MICROSOFT...	✓ Pleet Home Care	✓ 420 Niagara St ✗ https://ppap.com/	✗ +17162612111	✓	✓
 NAVMII	✗ Pleet Home Care CDPAP	✓ 420 Niagara St ✗ https://ppap.com/	✗ +17162612111	✓	✓
 WAZE	✗ Pleet Home Care CDPAP	✓ 420 Niagara St ✓ https://pleetcdpap.com/	✗ +17162612111	✓	✓

Directory Report - Main Platforms



BUSINESS INFO ✖ Pleet Home Care CDPAP
ADDRESS ✔ 420 Niagara St
URL ✖ https://ppap.com/
PHONE ✖ +17162612111
HOURS ✔ Verified
PHOTOS ✔ Verified



BUSINESS INFO ✖ Pleet Home Care CDPAP
ADDRESS ✔ 420 Niagara St
URL ✖ https://ppap.com/
PHONE ✖ +17162612111
HOURS ✔ Verified
PHOTOS ✔ Verified



BUSINESS INFO ✖ Pleet Home Care CDPAP
ADDRESS ✔ 420 Niagara St
URL ✖ https://ppap.com/
PHONE ✖ +17162612111
HOURS ✔ Verified
PHOTOS ✔ Verified

INTERACTION

SOCIAL MEDIA ANALYSIS

You have a Facebook page, but only a small amount of followers. You could grow that audience through a targeted paid advertising campaign.

SSL/SECURITY

Your website is unsecured. This has some negative consequences for your traffic today, and given where regulations are headed, it will only get worse. Adding an SSL to your website will create added layer of security for you and your users, but also improve your standing with Google.

WEB DESIGN EVALUATION





Social Media Analysis

Currently, your business has 336 likes on Facebook with consistent posting on this page. Having under 500 likes on your page limits the impact your social media presence can have on your target audience.

Combining targeted Facebook ads with regular social media posting will help build your following

to receive the visibility and brand awareness your business needs. Your goal should be to drive engagement from your social media audience through industry related posts on Facebook.

CURRENT SOCIAL LINKS

 /WallyslubeNgo

 @WallyslubeNgo

 @WallyslubeNgo

 @WallyslubeNgo

 /WallyslubeNgo

 @WallyslubeNgo





WHAT IS SSL?

Secure Sockets Layer (SSL) certificates help reduce the chance of a data breach and increase your reputation with Google and users by having a secure website.

SSL/Security

Currently, your website does have an SSL certificate. This is important, because it helps reduce the chance of a data breach and increase your reputation with Google and users by having a secure website.



Website Design Evaluation

Overall, your current website looks informative and professional. However, a new website that reflects your goals and preferences will be a positive upgrade for your online presence. The combination of a brand-specific, contemporary design and keyword-rich content will showcase your business in a positive light to both visitors and Google. By making the right changes to your website, you have the potential to improve traffic flow and conversion statistics, while presenting your brand in a professional, aesthetically pleasing manner online.

NOTES

This example website provides a look into the quality of the websites we build. You have the freedom to have a website built with a similar look and feel, or to create your own vision for your business' brand. As time goes on, we ensure that your website design stays up to date and you're never charged extra for these design changes or updates.

SAMPLE TSI WEBSITE

<https://shaftsburyautocenter.com/>



TSI WEBSITE

We recommend building a website with us

TRAFFIC

GENERAL TRAFFIC DATA/KEYWORDS

Your organic rankings are off to a good start. There is still room to grow your share of organic traffic by expanding your keywords and geography.

SEO ANALYSIS

Your organic rankings are off to a good start. There is still room to grow your share of organic traffic by expanding your keywords and geography.



NOTES

Belmont

In this location, there are **200 to 1000000** monthly searches.



SEARCH KEYWORDS

oil change near me



Traffic Data Analysis

This is a meaningful flow of monthly search traffic for key terms associated with your specific industry. This indicates that a focus on your website's search engine rankings would be beneficial in getting your business in front of potential customers at the exact time they're in need of the services you offer.



KEYWORDS

Keyword	Page	Spot	Search Volume
implant	2	1	8K
dentist	1	4	1M
health	5	1	1,200
teeth	1	3	895
dental	5	2	422
teeth cleaning	2	1	10K
filling	1	4	2K
cavity	5	1	358
tooth	1	3	4K
flossing	4	2	253

KEYWORD ANALYSIS SCREENSHOT





TOP 5 KEYWORDS

- 1 | oil change
- 2 | tire rotations
- 3 | technician
- 4 | windshield wipers
- 5 | car service

NOTES

Ideally, we would like to see you competing in 7-9 verticals and showing up on page one. The main problem with your current site is that it is too thin on SEO friendly content related to their specific services. Our content and SEO teams would completely overhaul this – so that the end result is not only more appealing to customers, but much more “Google Friendly.”

SEO Analysis

Currently, your business does not appear to be ranking well on page one of Google's search results for industry related keywords. This poses a problem because new customers are likely to not be able to locate your business when they're in need of the services you offer, thus causing you to miss out on potential revenue.

Establishing an online presence will require identifying key terms that have the potential to be meaningful to your business, and then developing an SEO campaign accordingly. It is also necessary to keep a close eye on the progress of your rankings along with Google's algorithm updates to make edits to your program over time. The goal is to increase your business' visibility on the search engines to help bring new customers to you.



AUDIENCE

TARGET AUDIENCE

Leveraging Townsquare's proprietary data management platform and partnerships with leading data providers, we construct highly-targeted consumer profiles using AI.

DSTILLERY

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam dapibus fringilla velit, quis porttitor leo lacinia ut. Maecenas risus massa, luctus quis pretium ut, pharetra nec sem.



Target Audience

Leveraging Townsquare's proprietary data management platform and partnerships with leading data providers, we construct highly-targeted consumer profiles using AI. These profiles are based on thousands of behavioral data points, ranging from online search and site visitation to physical locations visited.

Our analyses let organizations across all verticals develop a deeper and more nuanced understanding of their target audiences, in-turn creating the most effective advertising campaigns possible.

HOW TO READ BEHAVIORAL DATA

XXXX in XXXX are XXXX more likely to be XXXX than average customers in XXXX.



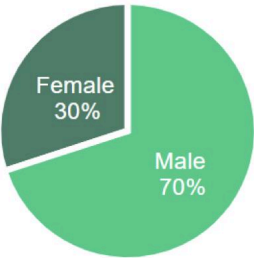
DSTILLERY

GENDER & AGE

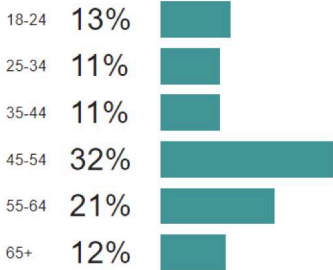
Ford Vehicle Shoppers in Victoria

Demographics

Gender



Age



TOP-INDEXING BEHAVIORS

Our insights showcase key behaviors and describe who XXXX in XXXX are. By understanding these behaviors, we can create more effective advertising by appealing to their interests.

Auto Behavioral Audience28.11x	
Audience	Index
In-Market Car Shoppers	45.80x
Online Auto Shoppers	45.02x
Ford Mustang Enthusiasts	44.70x
Truck Shoppers	44.36x
Volkswagen Vehicle Shopper	43.88x

Electronics Behavioral Audience10.54x	
Audience	Index
Power Tools Shoppers	24.08x
Welding Tools and Supplies Shop...	23.91x
Home Theater Enthusiasts	14.37x
High-End Camera Shoppers	13.76x
HDTV Researchers	13.71x

Family Behavioral Audience5.84x	
Audience	Index
Family Tree Enthusiasts	10.01x
Puppy and Dog Adopters	9.49x
Parents of Teenagers Going to Co...	8.75x
Parents of High School Students	8.21x
Adoption Researchers	8.11x

LEADS

THE TOWNSQUARE APP

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ONLINE ORDERING/E-COMMERCE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam dapibus fringilla velit, quis porttitor leo lacinia ut. Maecenas risus massa, luctus quis pretium ut, pharetra nec sem.





The Townsquare App

The Townsquare App is our suite of customer management and business tools. The app includes online scheduling for your customers, a payments and invoicing tool, customer contact management, a marketing email builder and a secure client portal that connects your customers directly to your business.

More Information:

townsquareinteractive.com/business-tools/



ACCEPT PAYMENTS

Accept payments for services via the website



DOCUMENT UPLOADING

Allow customers to upload documents or files via the website



ADD ONLINE SCHEDULING

Import existing customer contact information to manage



MANAGE CLIENT RECORDS

Allow customers to schedule appointments via the website



SEND EMAIL CAMPAIGNS

Build and send email blast campaigns to customers



CREATE INVOICES & ESTIMATES

Accept payments for services via the website



Online Ordering/E-Commerce

Based on our analysis, your company would greatly benefit from our e-commerce solution. Selling your products or services online is a great opportunity for your business to improve sales, all while increasing your customer base.

ONLINE ORDERING SERVICE

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SOLUTIONS

OVERALL FEEDBACK

While our website solutions don't meet your needs at this time, we recommend using this information to provide action items to improve your overall web presence.



Overall Feedback

Based on our analysis, your business will be a perfect fit for our full suite of services that includes web design, SEO, retargeting, social media posting, reputation monitoring, and engage. Our focus will be to drive new business to an attractive, new website, and convert those online eyeballs into real life people who are interested in the services you provide.

