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Local SEO report for:

Glenns Wheel Polishing, Inc.

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Glenns Wheel Polishing, Inc.

We detected a redirect from <https://www.facebook.com/glenns.wheel/> to <https://www.facebook.com/login/?next=https%3A%2F%2Fwww.facebook.com%2Fglenns.wheel%2F>. So we have returned you data for <https://www.facebook.com/login/?next=https%3A%2F%2Fwww.facebook.com%2Fglenns.wheel%2F>.

Summary



Location: Tampa, FL Website URL: www.facebook.com/glenns.wheel

 <p>Links & Authority</p> <p>Good</p>	 <p>Rank Tracker</p> <p>Poor</p>	 <p>Local Listings</p> <p>OK</p>	 <p>Reputation Manager</p> <p>Good</p>	 <p>GBP Audit</p> <p>OK</p>	 <p>On-Site SEO</p> <p>OK</p>	 <p>Social Channels</p> <p>OK</p>
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Links & Website Authority

Status:

This section reports on some key SEO indicators that play a big part in how high your business ranks in search engine results. We generate some of this data through our own proprietary systems; other data we pull in from trusted partners who are experts in their fields.

Google Index Count ?

You	Avg. Competitor
385,000...	13,362

Link Count ?

You	Avg. Competitor
87,556,...	212,564

Linking Domains ?

You	Avg. Competitor
58,502,...	4,162

Majestic C-Flow ?

You:98
Avg. Competitor:31

Domain Authority ?

You:96
Avg. Competitor:40.4







Website Age ?







Age	Registration Date
26	1997

This section reports the positions ('rankings') that your website or business appears in for your important keywords. We report on your rankings in the two largest search engines (Google and Bing) within their local offerings (Google Maps and Bing Local).

Within the search results we look for your website/business name and show you the position in which you appear. If we find more than 1 result for your website/business then we will report multiple results in the ranking results table. We look through the top 50 results and if you don't appear in the top 50 we return a result of >50.

You obviously want to appear as high up the search rankings as possible so lower numbers are good. The aim should be for you to appear in positions 1, 2 & 3 as many times as possible. If you have lots of >50 results that means you have a lot of work to do, but everything to gain - the only way is up!

 Tampa, FL
  Google
  Google Mobile
  Google Maps
  Bing
  Bing Local

Keyword	Rank	Type	Rank	Type	Rank	Rank	Type	Rank
Car repair and maintenance service in Tampa 	-		-		-	-		-
Car repair and maintenance service near me 	-		-		-	-		-
Tampa Car repair and maintenance service 	-		-		-	-		-
Glenns Wheel Polishing, Inc., Tampa	1 	KP	1 	KP	1	1 	KP	1

Local Business Listings

Status:

15
Listings Found

7
Listings Claimed







25
NAP Errors

5
Listings Not Found

For local businesses, it's critical that their address and contact information is correct and consistent across the web. This provides reliable information to Google about your business and also ensures that your customers can find you or contact you.

This section audits the most powerful online directories and reports back on whether you do or don't have a listing there. If you do, we check if your information is complete and consistent, and highlight any errors so you know what needs fixing. These directories can be a direct source of new customers but they can also boost your local ranking within Google.

Site/Directory	Listings Found	Claimed	Name	Address	Zip/Postcode	Phone Number
BBB.org	✗		Your business was not found on this directory.			
Citysearch	✗		Your business was not found on this directory.			
Cylex	✓	✗	Glenns Polishing	4715 N. Grady Ave., Tampa, Florida	33614	(813) 882-0224
Data Axle	✓	✗	Glenn's Polishing	8025 Anderson Rd #], Tampa, FL	33634-2301	(813) 882-0224
DexKnows	✓	✓	Glenn's Wheel Polishing Inc.	8025 Anderson Rd, Tampa, FL	33634	813-882-0224
Facebook	✓	✓	Glenn's Wheel & Polishing Inc.	4715 N. Grady Ave., Tampa, FL, United States	33614	+1 813-882-0224
Foursquare	✗		Your business was not found on this directory.			
Google	✓	✓	Glenns Wheel Polishing, Inc.	4715 N Grady Ave, Tampa, FL	33614	(813) 882-0224
HotFrog	✓	✗	Glenns Wheel Polishing	8025 Anderson Rd J, Tampa, FL	33634	813 882-0224
InsiderPages	✗		Your business was not found on this directory.			
Local.com	✓	✗	Glenn's Wheel Polishing Inc	8025 Anderson Rd Ste J, Tampa, FL	33634	+1(813)-882-0224
MapQuest	✓	✗	Glenn's Polishing	8025 Anderson Rd, Tampa, FL	33634	(813) 882-0224
Merchant Circle	✓	✓	Glenns Polishing	6001 Johns Rd, Tampa, FL	33634	813-882-0224
Neustarlocaleze	✓	✗	Glenns Wheel Polishing	4715 N Grady Ave, Tampa, FL	33614	Not Found

Site/Directory	Listings Found	Claimed	Name	Address	Zip/Postcode	Phone Number
 Superpages	✓	✓	Glenn's Wheel Polishing Inc.	8025 Anderson Rd, Tampa, FL	33634	813-882-0224
 Yahoo! Local	✓	✗	Glenn's Wheel Polishing & Repair	4715 N Grady Ave, Tampa, FL	33614	(813) 882-0224
 Yellow Book	✗ Your business was not found on this directory.					
 Yellow Bot	✓	✗	Glenns Wheel Polishing, Inc.	8025 Anderson Rd, Tampa, FL	33634	(813) 882-0224
 Yellow Pages	✓	✓	Glenn's Wheel Polishing Inc.	8025 Anderson Rd Tampa, FL	33634	(813) 882-0224
 Yelp	✓	✓	Glenn's Wheel Polishing & Repair	4715 N Grady Ave, Tampa, FL	33614	(813) 882-0224

381
Total Reviews









 **4.79**
Average Star Rating

In this section we audit your reviews on the most important review sites. We report back on your total reviews, avg. rating and score on each site. We also display the most recent 10 reviews across all these sites.

Having positive reviews significantly impacts your reputation: the better your reputation, the more customers you're likely to win online.

Positive reviews have the added benefits of making your business rank higher in search results, increasing click-throughs from search and building consumer trust in your business. All these lead to more customers and revenue!

Top Review Sites 

Review Site	Review Count	Average Star Rating
 Google	350	 4.8
 Facebook	9	 5
 Yelp	22	 4.5
 Foursquare	✘ Your business was not found on this directory.	
 Yellowpages	0	0

Last 10 Reviews

-  Charles is very professional and talked me through my options - no sales pitch
Written on: 26th Sep 2022 
-  Tesla Owners, this place is a godsend! Living in South Tampa is a nightmare, where I average about 1-2 flat tires per year with all the construction going on. I've been turned away from a lot of places because they didn't want to touch a tesla and Tesla's own service is a nightmare, refusing to patch tires and will only service you if you are buying a new tire. I found myself with a bolt in my tire recently and this place was more than happy to plug it at a reasonable cost. I was in and out in less than an hour.
Written on: 26th Sep 2022 
-  These guys killed it. Told them exactly what I wanted and they did the job. They will make sure the job is done right. If you are looking for any type of wheel job I would 100% recommend them. I work at a car dealership so I see all kinds of work done and these guys are no joke. Thank you very much, I will be doing any and all wheel work with you.
Written on: 19th Sep 2022 



They restored all 4 of my aluminum rims and they are shinny and spectacular.

Written on: 19th Sep 2022



Honest it's not about them

Written on: 19th Sep 2022



Miracle. Workers. Period. I took in a Ferrari wheel that others said was unrepairable, yet they fixed it and nobody can tell where the repair is. The wheel was bent from a pothole hit at high speed and was really bad, and on top of that, the finish was a factory ball-polish, not a simple paint job, and in the past this finish has not been able to be reproduced by any shop as the process is not the same as the current ball polishing machines available, but Glenn's did it! I rarely rave about services, but they were not only dead-honest about the prospects of repairing it, they were meticulous doing the job, with great communications, and a FLAWLESS result. Each of these wheels is over \$3k if bought right now from the dealer. The price Glenn's charged was a total bargain for what is perfection on something that other pros said was not fixable at all!!! Thank you for being a top pro!

Written on: 12th Sep 2022



Miracle. Workers. Period. I took in a Ferrari wheel that others said was unrepairable, yet they fixed it and nobody can tell where the repair is. The wheel was bent from a pothole hit at high speed and was really bad, and on top of that, the finish was a factory ball-polish, not a simple paint job, and in the past this finish has not been able to be reproduced by any shop as the process is not the same as the current ball polishing machines available, but Glenn's did it! I rarely rave about services, but they were not only dead-honest about the prospects of repairing it, they were meticulous doing the job, with great communications, and a FLAWLESS result. Each of these wheels is over \$3k if bought right now from the dealer. The price Glenn's charged was a total bargain for what is perfection on something that other pros said was not fixable at all!!! Thank you for being a top pro!

Written on: 9th Sep 2022



This place is a blessing, I called 17 different places in the area, everyone said no they can't fix it and no they don't have a single 18in rim that I can buy. Then I spoke to Charles, super friendly super helpful, he said bring it in, this is what we do. And that he did, it looks better than before. See the before and after pictures below.

Written on: 3rd Sep 2022



During our roadtrip to FL for a 2 day stay we found out we had a crack in our rim causing a slow leak. We needed to get the wheel repaired or replaced ASAP to return home. Was recommended this place from Big Boyz Tires and Wheels. Outstanding customer service! They gave us plenty of options and had us out the door in about an hour! Thank you Glenn's Wheel Polishing for an outstanding experience! Highly recommend :)

Written on: 3rd Sep 2022



What an experience! Jason and the rest of the staff were nothing but amazing. The engagement, the quickness and professionalism that they carry was profound. I literally felt like I was hanging with friends and family and we were catching up. They took me right in to repair my bent rim and it took no longer than an hour. I wish they were a regular car shop service because I'd give my business to them. You guys are awesome!

Written on: 3rd Sep 2022





Location:

Tampa, FL

Keyword:

"Car repair and maintenance service"

This section analyzes your Google Business Profile Audit optimization. It reports on a number of important criteria and benchmarks your website against the top 10 ranked businesses in your area. GBP is Google's listing and search product which contains listings of local businesses, organisations and places. Listings from GBP appear in organic search results and Google maps results on both desktop and mobile devices. This is why GBP is a hugely powerful marketing opportunity for local businesses - getting your optimization correct here is critical to attracting new, local customers.

Rank	Business Name	Verified	Photos	Review Count	Star Rating	Category
>50	Glenns Wheel Polishing, Inc.	✓	100	350	★★★★★ 4.8	Auto repair shop
1	Christian Brothers Automotive New Tampa	✓	61	467	★★★★★ 4.7	Auto repair shop
2	Express Oil Change & Tire Engineers	✓	21	432	★★★★★ 4.8	Auto repair shop
3	Tire Choice Auto Service Centers	✓	29	722	★★★★★ 4.8	Tire shop
4	Firestone Complete Auto Care	✓	20	212	★★★★ 3.9	Car repair and maintenance
5	A & D Automotive Center	✓	106	231	★★★★★ 4.7	Car repair and maintenance
6	YourMechanic Auto Repair	✓	18	1007	★★★★★ 4.8	Mechanic
7	Paul's Auto & Collision	✓	17	84	★★★★★ 4.6	Auto repair shop
8	Castillos Tampa Bay Auto Repair	✓	7	34	★★★★★ 4.5	Auto repair shop
9	Dominick's Mobile Auto Repair	✓	33	7	★★★★★ 5	Car repair and maintenance service
10	Bay Brothers Automotive	✓	71	286	★★★★★ 4.8	Auto repair shop


17
Pages Crawled (max 200)

This section analyzes the On-Site SEO factors that affect your ability to rank high in search engines.

On-Site SEO factors are elements of your website, either visible on the page or in the code of your website (which you can't see, but search engines can), which affect the site's search rankings. It's easier to improve SEO factors on your own site because you have control over it.

In this section we summarise the findings from all the pages that we audit on your site (max 200 pages). You can view page-specific results in the Appendix at the end of the report.

Technical

<p>Page Load Speed</p> <div style="width: 100%; height: 10px; background-color: green;"></div>	<p>Google PageSpeed Score</p> <p>99 / 100</p>	<p>More Info</p> <p> Visit Google PageSpeed Insights</p>	<p>?</p>	
<p>Robots.txt</p> <div style="width: 100%; height: 10px; background-color: green;"></div>	<p>✓ Found https://www.facebook.com/robots.txt</p>		<p>?</p>	
<p>XML Sitemap</p> <div style="width: 100%; height: 10px; background-color: red;"></div>	<p>✗ Not Found</p>		<p>?</p>	
<p>Errors</p> <div style="display: flex; gap: 5px;"> <div style="width: 33%; height: 10px; background-color: green;"></div> <div style="width: 33%; height: 10px; background-color: green;"></div> <div style="width: 33%; height: 10px; background-color: green;"></div> </div>	<p>404 Errors</p> <p>0</p>	<p>4XX Errors</p> <p>0</p>	<p>5XX Errors</p> <p>0</p>	<p>?</p>
<p>Internal Links</p> <div style="display: flex; gap: 5px;"> <div style="width: 66%; height: 10px; background-color: green;"></div> <div style="width: 33%; height: 10px; background-color: red;"></div> </div>	<p>Internal Links</p> <p>52</p>	<p>Broken Links</p> <p>14 (26.92%)</p>		<p>?</p>
<p>URLs</p> <div style="display: flex; gap: 5px;"> <div style="width: 66%; height: 10px; background-color: green;"></div> <div style="width: 33%; height: 10px; background-color: red;"></div> </div>	<p>Canonical URLs</p> <p>Yes</p>	<p>Dynamic URLs</p> <p>Yes - 15</p>		<p>?</p>
<p>SSL</p> <div style="display: flex; gap: 5px;"> <div style="width: 50%; height: 10px; background-color: green;"></div> <div style="width: 50%; height: 10px; background-color: green;"></div> </div>	<p>SSL Pages</p> <p>17</p>	<p>Non-SSL Pages</p> <p>0</p>		<p>?</p>

Page Titles



Titles Found	Duplicate Titles	Missing Titles
17	17 (100%)	0



Page Descriptions



Descriptions Found	Duplicate Descriptions	Missing Descriptions
2	2 (100%)	15



Open Graph Tags



Open Graph Tags Found	Duplicate Open Graph Tags	Missing Open Graph Tags
15	13 (86.67%)	2



Twitter Card Tags



Twitter Card Tags Found	Duplicate Twitter Card Tags	Missing Twitter Card Tags
0	0	17



Image Alt Tags



Alt Tags Found	Missing Alt Tags
21	19



H Tags

Header Tags	Total Number of Tags	Average Tags per Page
H1	13	0.76
H2	30	1.76
H3	0	0
H4	0	0
H5	0	0
H6	0	0



Word Count



Average Words per Page	Sparse Content Pages (<500 Words)
94	17



Flash



✓ Not Found



Mobile

Responsive Design



✓ Yes



Mobile Friendly



✓ Yes



Mobile Page Load Speed



Google PageSpeed Score

62 / 100

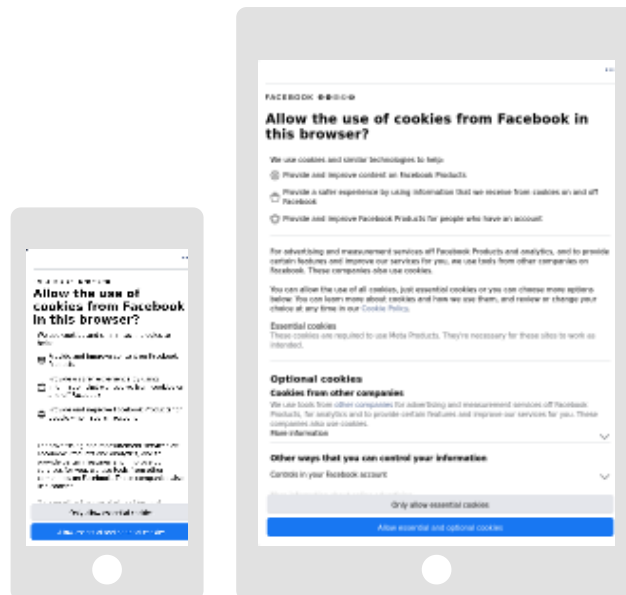
More Info



Visit Google PageSpeed Insights



Mobile Rendering



Content

Physical Address



Address on all Pages

Address on "Contact"...

Pages with Address

Pages without Address

No

No

0

17



Phone Number



Number on all Pages	Number on "Contact"...	Pages with Number	Pages without Number
No	No	0	17



Schema.org Markup



Business Name	Address	City Name	Phone Number
No	No	No	No



Top Keywords

Top Keywords

create 49	log 40	blocked 39	temporarily 39	account 36	meta 34	facebook 32	
uk 17	polski 17	ol 17	fran 17	ais 17	france 17	italiano 17	lietuvi 17
rom 17	portugu 17	brasil 17	deutsch 17	sign 17			



Google Analytics

Analytics Tags



Analytics Tag Found	Analytics Type	Analytics Implementation
No	N/A	N/A



This section examines your use of and popularity across social media. It's important to 'socialise' your business so that your customers can share their experiences with their friends and turn them into new customers. It's also useful to use social media channels like Facebook to accrue reviews of your local business.

 Facebook



Profile Found	Likes	Visits
Yes View Profile	260	259



 Twitter



Profile Found	Followers	Likes
No	N/A	N/A



Summary

[↑ View in Report](#)

This report examines the key SEO factors which affect your ability to rank highly in search engines (e.g. Google). We review each factor and then display the findings in a set of easy-to-read tables. The report is divided into eight sections, each covering an important area of optimization.

We use a unique set of formulas to calculate a score for each section and convert this into an easy-to-read score of 'Good', 'OK' and 'Poor'.

We also provide an explanation about each SEO factor throughout the report. Just click on the '?' symbol to view these explanations.

Links & Website Authority

Google Index Count

[↑ View in Report](#)

Google Index Count shows you the number of pages that Google has indexed on your site. It's important that Google can index your site so it can 'read' your content to understand what you do/offer and return your business for relevant searches. You need to ensure that Google (and other search engines) can read all the pages that you want them to.

Linking Domains

[↑ View in Report](#)

Linking Domains is the number of websites that link to your website. It's important to get as many different trusted websites to link to you as possible, as Google views these as 'votes' for your site/business. It's more powerful to have 100 links from 100 sites than it is to have 100 links from one site. It's also important that these sites are relevant to your business or location and/or have high Domain Authority (Google trusts these sites more).

You should also aim to have more sites linking to you than your competitors do, but ensure that they're sites that Google trusts and thinks are relevant to your business.

Linking Domain data is provided by [moz.com](#).

Domain Authority

[↑ View in Report](#)

Domain Authority score is similar to 'Page Rank'. This score is a measure of the 'rankability' of your website and it considers over 150 different SEO signals. The higher your site's Domain Authority score, the higher it should rank. Having a higher score than your competitors is important. As you improve different areas of your SEO, your Domain Authority should increase as a direct result.

Domain Authority is provided by [moz.com](#).

Link Count

[↑ View in Report](#)

Link Count is the number of links that lead from other websites through to yours. Links are very important in SEO - as a general rule, the more inbound links (aka backlinks) your site has, the more Authority it has and the higher it should rank. Links are an important factor in ranking in organic search results and local pack search results.

It's important that you have more links than your competitors and that these links come from sites that Google trusts.

Link count data is provided by [moz.com](#).

Majestic C-Flow

[↑ View in Report](#)

C-Flow is a link-related score. It's calculated based on the number of inbound links your site has. The higher the C-Flow the better. You should aim to have a higher C-Flow score than your competitors.

C-Flow is provided by [MajesticSEO](#).

Website Age

[↑ View in Report](#)

This is the date your website was registered. Search engines trust older websites more than new websites.

Reputation Manager

Top Review Sites

[↑ View in Report](#)

This table shows you how many reviews you have on each site and what the star rating is for each site.

On-Site SEO

Page Load Speed

[↑ View in Report](#)

This is the measure of how quickly your landing page loads when viewed using a desktop device.

We get this score from Google's PageSpeed Insights API, which checks to see if the page uses [common performance best practices](#) to load quickly. The faster a page loads the better the experience for your users. Scores range from 0 to 100 points.

XML Sitemap

[↑ View in Report](#)

An XML sitemap is like a 'Contents' page for your website. It helps Google to properly index your site, giving it the best possible chance of ranking for relevant searches.

Internal Links

[↑ View in Report](#)

Internal links connect pages on your site to each other. You can use links to tell Google lots about the content of your site.

SSL

[↑ View in Report](#)

SSL is a common way to make websites more secure. Adding an SSL certificate to your site makes it safer for users to input data or

Robots.txt

[↑ View in Report](#)

Robots.txt is a file that sits in your website code. It tells Google which pages on your site to look at and which to ignore. It's important to have a robots.txt file to help Google index all the pages you want it to.

Errors

[↑ View in Report](#)

Errors are pages (URLs) on your site that return an error because they don't exist anymore or they have a problem. It's important to resolve these errors so that customers don't go to these broken/missing pages. Google can reduce the authority of your site if your error count is high.

URLs

[↑ View in Report](#)

We check your landing page for issues with URL canonicalization. Canonicalization is used to avoid duplication issues when a website has more than one different URL for the same page (e.g. if <http://www.example.com> and <http://example.com> display the same page but search engines see two different URLs). If this happens, search engines may be unsure about which URL is the correct one to index. Canonicalization tells search engines which page to list in SERPs.

Dynamic URLs are URLs which use symbols and characters (e.g. <http://www.example.com/fm/thread.php?threadid=62636&sort=date>) to form the URL rather than 'friendly' words. Static URLs use readable words (e.g. <http://www.example.com/forum/threads/learn-about-static-urls>) and are better for communicating the content of a page. This is better for customers, and for Google, because what the page is about is much clearer.

Page Titles

[↑ View in Report](#)

Each page on your site has a title which appears in the code of the page and tells Google what each page is about. It's a visible tag that appears in search results and on browser tabs, and it's a very

download data because the transfer of that data is encrypted and harder to intercept.

Google has said that they will give priority in ranking to sites that use SSL over sites that do not.

Page Descriptions

[↑ View in Report](#)

Each page has a description which appears within the code of the page, and is visible in search results. Although Google doesn't see these descriptions as ranking factors, search terms appear in bold when they're displayed in search results, which attract the eye of searchers. Due to this, Page Descriptions should be unique to each page and contain your most important keywords.

Twitter Card Tags

[↑ View in Report](#)

Messages on Twitter are currently limited to 280 characters, which isn't much space to communicate your message. To help websites communicate more, Twitter developed Twitter Cards, which are based on tags that sit in the code of a web page. These enable website owners to provide a lot more information and include images, video and download links that appear inside Twitter. This allows your website's content to stand out much more in tweets that include it.

H Tags

[↑ View in Report](#)

H tags (or 'header' tags) sit in the code of your site and help to structure your page content in a way that highlights to Google the top-line keywords and topics the page covers. H1 tags (of which there should be only one per page) have a higher SEO value than H2 tags, H2 tags have a higher SEO value than H3 tags, and so on.

Flash

[↑ View in Report](#)

Flash is a multimedia platform that some websites still use, but that is soon to be deprecated by Adobe. We check your landing page to see if it uses Flash or not.

Google can't easily read Flash and it can block Google from indexing your site. Current website best practice is to avoid using Flash, and use HTML5 instead to achieve the same results. You'll also want to avoid the use of Flash because it doesn't work well (or at all) on mobile web browsers.

Mobile Friendly

[↑ View in Report](#)

With the majority of web browsing now happening on mobile devices it's important that your website works well for mobile users.

Adjusting the content layout is one way to make your site more usable. Other considerations are text size (bigger is better on mobile) and how easy it is for mobile users to click on buttons and links.

We obtain this data from Google's PageSpeed Insights API.

important factor in SEO. Page Titles should be unique to each page and contain your most important keywords.

Open Graph Tags

[↑ View in Report](#)

Open Graph protocol was developed by Facebook to give website owners an easy way to describe the content of a page so that Facebook can correctly read and reference it. Using Open Graph tags allows you to control what content is shown when a page is shared on Facebook.

Image Alt Tags

[↑ View in Report](#)

Alt Text is a method for adding a text description to an image. Search engines can't currently read images to determine their content reliably, so adding 'Alternative Text' lets you tell Google what the image is about. This is a useful way of reinforcing what a web page is about, and giving Google more relevant signals that have a positive impact on your SEO.

Word Count

[↑ View in Report](#)

We analyze all the pages on your site (max 200) and calculate the average number of visible words per page. We also track the pages that have less than 500 visible words per page.

Responsive Design

[↑ View in Report](#)

Having a 'responsive' website means the page width and content of each page auto-adjusts depending on the screen size of the device being used to view it. This gives the best possible experience to users who view your site on mobile devices, tablets and desktops. This is better for your users and will encourage them to stay on your site and visit more pages. Google looks favorably on sites that give users the best possible experience so this can have an impact on your search ranking.

Mobile Page Load Speed

[↑ View in Report](#)

This scores how quickly your landing page loads on a mobile device.

We obtain this data from Google's PageSpeed Insights API, which checks to see if a page has applied [common performance best practices](#), and then reports back with a score of 0-100 points.

Mobile Rendering

[↑ View in Report](#)

These screenshots show how your landing page appears on mobile (left) and tablet (right) devices.

Phone Number

[↑ View in Report](#)

Having your Phone Number on your website is important for Google Local rankings. Google looks for a local phone number to confirm where your business is located and to make sure it's consistent across all other listings you might have.

Top Keywords

[↑ View in Report](#)

We analyze all the pages on your site (max 200) and filter the visible content to determine the most common keywords used. This is useful for ensuring that your site is truly focused on the right keywords so it's clear to Google what you offer and where you're located.

Social Channels

Facebook

[↑ View in Report](#)

Having a profile on Facebook is a way to showcase your business to customers and stay in regular contact with them. It is an effective channel to update customers about changes to your business and build a deeper relationship with them. Customers can leave reviews for you which will attract new customers to your business.

Physical Address

[↑ View in Report](#)

Having your physical address on your website is important for Google Local rankings. Google looks for an address on your site to confirm the address it has on record for you.

Schema.org Markup

[↑ View in Report](#)

Schema.org provides a set of common 'tags' that can be applied to common items on a website to make it clear to search engines what that content is. It's important to make your content easy to understand and using schema helps with this.

We specifically look to see if your business name, street address and phone number are 'marked up' with the correct Schema.org tags.

Analytic Tags

[↑ View in Report](#)

We check your site to see which website analytics solution you use (e.g. Google Analytics). We report on those that we find and if you're also making use of Google Tag Manager (GTM), which is a simple way of adding analytics tags to your code.

Twitter

[↑ View in Report](#)

Having an active profile on Twitter is a good way to build a following among customers, partners, suppliers, and connections. You can use Twitter to engage in conversations with customers, streamline customer support, and also communicate important updates about your business and what's going on in your area or industry.

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