

CONFIDENTIAL

Consider this report a **MINIMUM** strategy outline (it reflects all of the **ESSENTIALS** in each of our tailor-made packages and is what I would do for a family member or close friend with any concern for their business' future).

My suggestion, request a confidential report of your own. Then ask your "web guy" about our Top Five Hit List... if you get that "deer in the headlights" look, "let me get back to you", or "yeah we've got that covered", or **ANYTHING** other than a detailed, comprehensive, specific report detailing exactly how he/she plans on **fixing** what is broken - **RUN** screaming for the hills. This will **NOT** be good news for most designers, weekend "web guys", or (especially) family that are "helping out".

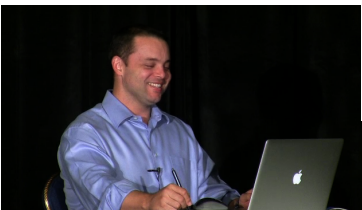
Consider this reality: 85% of shoppers go online to decide who to trust and what to buy - if you screw this up your business is dead.... And since it's your call and your responsibility, shouldn't you make decisions based on what's really going on rather than trusting someone else to your (and your business') future?

Participation is **LIMITED**. Make **FREE** Reservations:

Call 1-800-920-6748 (ask for Angie)

or Fill In The Form at

www.TeranDaleMarketing.com/website-x-ray



Handwritten signature of Maceo Jourdan in blue ink.

Maceo Jourdan
CEO Teran Dale Marketing Inc.



Vitality Local SEO Score:

20 Presence: **Minimal**

The Vitality Local SEO score for a business combines saturation and depth of directory listings with overall prominence in combined search results. Scores are on a scale of 0-100.

Ways to Improve Your Score

- Priority 1:** Add your website and a business description on Citysearch
- Priority 2:** Add a business description on Superpages.com
- Priority 3:** Add your website and a business description on Best of the Web Local
- Priority 4:** Add your listing to Yelp
- Priority 5:** Add your website and a business description on Mojo Pages

What Your Score Means

- 0-20** Minimal Presence
- 21-40** Fair Presence
- 41-60** Good Presence
- 61-80** Excellent Presence
- 81-100** Maximum Presence

Businesses with your score tend to have:

- Little or no presence in organic (unpaid) search results on major search engine sites.
- Basic listings in some but not all local search and online yellow pages sites.
- Little or no additional information in local search and online yellow pages sites.
- Few if any ratings and reviews.

This is our Top Five Hit List page

Your Presence on Search Engine Sites



Chart 1: Appearance of Your Business in Search Engine Results for Your Business

This chart highlights key results in a search engine query (Google, Yahoo!, Bing!, Ask) for your business category and city. We identify top-ranking directories in the query results and measure the quality of your listing in each directory. The analysis identifies what potential customers are likely to see when they've heard of your business and are seeking further information. We also identify the ranking (if any) of your own website.

Your business information is:

- 75% complete on local.yahoo.com
- 0% complete on yelp.com
- 25% complete on dexknows.com
- 50% complete on superpages.com
- 50% complete on merchantcircle.com
- 25% complete on citysearch.com
- 0% complete on kudzu.com
- 0% complete on yellowpages.com
- 0% complete on insiderpages.com
- 0% complete on manta.com

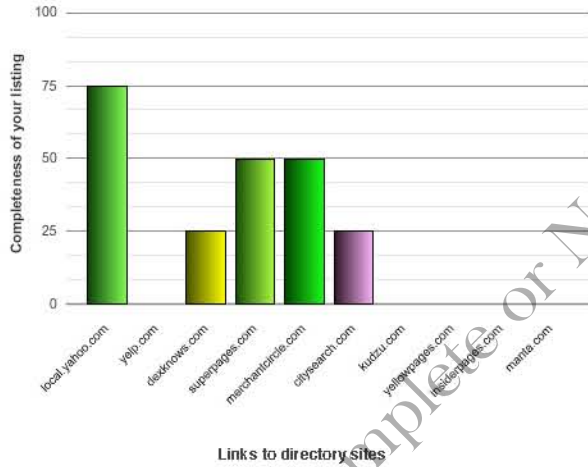
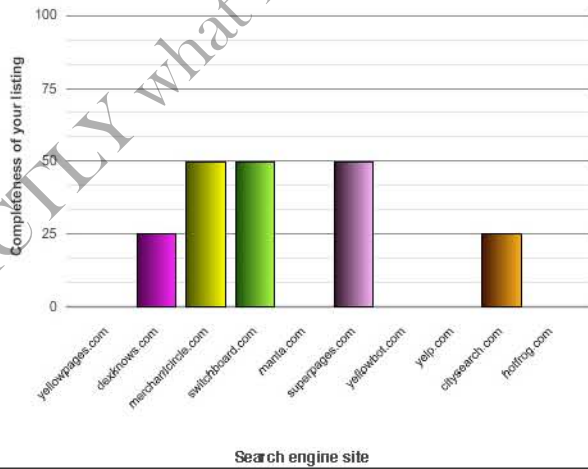


Chart 2: Appearances of Your Business in Search Engine Results for Your Business Name and City

This chart highlights key results in a search engine query (Google, Yahoo!, Bing!, Ask) for your business name and city. We identify top-ranking directories in the query results and measure the quality of your listing in each directory. The analysis identifies what potential customers are likely to see when they've heard of your business and are seeking further information. We also identify the ranking (if any) of your own website.

Your business information is:

- 0% complete on yellowpages.com
- 25% complete on dexknows.com
- 50% complete on merchantcircle.com
- 50% complete on switchboard.com
- 0% complete on manta.com
- 50% complete on superpages.com
- 0% complete on yellowbot.com
- 0% complete on yelp.com
- 25% complete on citysearch.com
- 0% complete on hotfrog.com



This page shows you EXACTLY what is complete or NOT

- ✔ = The site domain was found using this search engine
- ✘ = The site domain was not found using this search engine



Search Terms = "Ormond Beach, FL" + "Veterinary Hospital"

Site Name	Site Details	Rank	Google	Bing/Yahoo	Depth of information about your business on this site
wellness.com	Category Specific	1	✔	✔	0
local.yahoo.com	Local Search	2	✔	✔	75
vetsuite.com		4	✘	✔	
yelp.com	Social Networking	6	✔	✔	0
dexknows.com	Internet Yellow Pages	10	✔	✔	25
superpages.com	Internet Yellow Pages	11	✔	✔	50
animalhospitals.com		12	✔	✘	
merchantcircle.com	Local Search	13	✔	✔	50
citysearch.com	Local Search	14	✔	✔	25
kudzu.com	Internet Yellow Pages	17	✔	✔	0
yellowpages.com	Internet Yellow Pages	18	✔	✔	0
pets911.com	Probable Business Name Match	21	✘	✔	
atlanticdvm.com		24	✘	✔	
myareaguide.com	Local Search	25	✔	✔	
insiderpages.com	Social Networking	27	✘	✔	0
grassrootsar.org		29	✘	✔	
daytona.com		30	✔	✔	
manta.com	Social Networking	32	✔	✔	0
ormondcatclinic.com		36	✔	✔	
facebook.com	Social Networking	39	✔	✔	0

Checking these sites would take hundreds of hours - we do it all for you.

- ✔ = The site domain was found using this search engine
- ✘ = The site domain was not found using this search engine



Search Terms = "Val-U-Vet Animal Health Inc" + "Ormond Beach, FL"

<u>Site Name</u>	<u>Site Details</u>	<u>Rank</u>	<u>Google</u>	<u>Bing/Yahoo</u>	<u>Depth of information about your business on this site</u>
yellowpages.com	Internet Yellow Pages	1	✔	✔	0
dexknows.com	Internet Yellow Pages	2	✔	✔	25
valuvet.com	<i>Probable Business Name Match</i>	4	✘	✔	
merchantcircle.com	Local Search	6	✔	✔	50
switchboard.com	Internet Yellow Pages	12	✔	✔	50
manta.com	Social Networking	15	✔	✔	0
wellness.com	Category Specific	17	✔	✘	0
superpages.com	Internet Yellow Pages	18	✔	✔	50
yellowbot.com	Internet Yellow Pages	23	✔	✘	0
magicyellow.com	Internet Yellow Pages <i>Probable Business Listing</i>	24	✘	✔	0
daytonabeachokay.com	<i>Probable Business Name Match</i>	25	✔	✘	
chamberofcommerce.com	<i>Probable Business Name Match</i> <u>Matching Link</u>	29	✔	✘	
bbb.org	Social Networking <i>Probable Business Listing</i> <u>Matching Link</u>	31	✔	✘	
yelp.com	Social Networking	32	✘	✔	0
citysearch.com	Local Search	33	✘	✔	25
myareaguide.com	Local Search	34	✔	✘	
daytona.com		35	✔	✔	
petoto.com	<i>Probable Business Name Match</i> <u>Matching Link</u>	41	✘	✔	
b2byellowpages.com	<i>Probable Business Name Match</i> <u>Matching Link</u>	42	✔	✘	
hotfrog.com	Local Search	43	✘	✔	0

Checking these sites would take hundreds of hours - we do it all for you.

This chart shows breadth of coverage in directory sites organized by site type, including Internet Yellow Pages, Local Search, Regional Sites, Social Networking, Category Specific, and Online Directories.

Your business information appears on:

- 19% of Internet Yellow Pages
- 22% of Social Networking
- 26% of Directory Assistance
- 35% of Local Search
- 0% of Category Specific

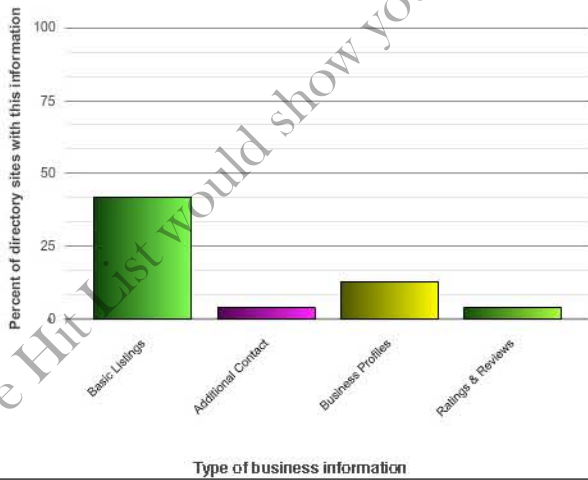


Chart 2: Depth of Information about Your Business on Directory Sites

This chart shows depth of coverage across all directory sites. "Basic Listings" contains name, address, and phone number. "Additional Contact" includes web addresses, toll-free or second phone, email address, and fax number. "Business Profiles" refers to any description of products, services, payment methods, and other offerings. "Ratings & Reviews" indicates whether we found reviews or ratings for the business.

Across all directory sites:

- 42% contain Basic Listings for your business
- 4% contain Additional Contact Information
- 13% Business Profiles
- 4% Ratings and Reviews



If this was your business, our Top Five Hit List would show you what to do FIRST

- ✔ = The directory site contains this information about your business
- ✘ = The directory site does not contain this information about your business
- ? = The directory site may contain this information, but results were inconclusive
- NA = This type of information IS NOT available on the directory site



Site	Site Type	Site Rank	Basic Listings	Additional Contact	Business Profiles	Ratings & Reviews	Comments
VetWeb.net	Category Specific	1	✘	✘	✘	NA	
WhitePages.com	Directory Assistance	1	✔	✘	NA	NA	Content from Localize; Featured Listings by YP.com
YP.com	IYP	1	✘	✘	✘	✘	The New Yellowpages.com
Yahoo! Local	Local Search	1	✔	✘	✔	✔	
Yelp	Social Networking	1	✘	✘	✘	✘	
VetWorld	Category Specific	2	✘	✘	✘	NA	
Addresses.com	Directory Assistance	2	✘	NA	NA	NA	Powered by YP.com
Superpages.com	IYP	2	✔	✔	✘	?	
Google Places	Local Search	2	✔	✔	✔	✘	Business info and reviews aggregator
Facebook	Social Networking	2	✘	✘	✘	NA	
411.com	Directory Assistance	3	✔	✘	✘	NA	Powered by WhitePages.com
DexKnows	IYP	3	✔	✘	✘	✘	No method to update listing
Bing Business Portal	Local Search	3	✘	✘	✘	✘	Basic listings by Bing; featured listings by YellowPages.com
Twitter	Social Networking	3	✘	✘	✘	NA	
IAF.net	Directory Assistance	4	✘	NA	NA	NA	Powered by YP.com
Kudzu.com	IYP	4	✘	✘	✘	✘	
Ask.com	Local Search	4	✘	✘	✘	✘	Powered by Citysearch
Manta	Social Networking	4	✘	✘	✘	NA	
Free411.com	Directory Assistance	5	✔	NA	NA	NA	Update through your Telephone Company
AOL Yellow Pages	IYP	5	✘	✘	✘	✘	Submit changes to InfoUSA; featured listings by YellowPages.com
Merchant Circle	Local Search	5	✔	✘	✔	✘	Reviews aggregator
Insider Pages	Social Networking	5	✘	✘	✘	✘	
LocalEdge	Directory Assistance	6	✘	NA	NA	NA	
Lycos Yellow Pages	IYP	6	✔	NA	✘	NA	Powered by Yellowbook.com
Citysearch	Local Search	6	✔	✘	✘	✘	
Foursquare	Social Networking	6	Check Phone	NA	✔	NA	
YellowBot	IYP	7	✘	✘	✘	✘	Reviews aggregator
Mapquest	Local Search	7	✔	✘	NA	NA	Premium Listings through Yext
Mojo Pages	Social Networking	7	✔	✘	✘	✘	Original and republished reviews
Yellowbook.com	IYP	8	✔	✘	✘	?	Listings may be claimed, but not added, for free

Each Mark means customers can find you



Ratings of Your Business: A Selection

Sites Containing Ratings of Your Business

20 Presence: Minimal

This chart shows sites we have found that have ratings of your business. You can click on the site links to see the business listings and ratings.

Site	Site Type	Site Rank	Number of Ratings	Average Rating
Yahoo! Local	Local Search	1	6	★★★★★
Yelp	Social Networking	1	0	
YP.com	Internet Yellow Pages	1	0	
Google Maps	Local Search	2	0	
Bing Local	Local Search	3	0	
DexKnows	Internet Yellow Pages	3	0	
Ask.com	Local Search	4	0	
Kudzu.com	Internet Yellow Pages	4	0	
AOL Yellow Pages	Internet Yellow Pages	5	0	
Insider Pages	Social Networking	5	0	
Merchant Circle	Local Search	5	0	
Cibisearch	Local Search	6	0	
Mojo Pages	Social Networking	7	0	
YellowBot	Internet Yellow Pages	7	0	
Local.com	Local Search	8	0	
Switchboard	Internet Yellow Pages	9	0	
LocalSearch.com	Local Search	11	0	
OpenList	Local Search	15	0	
FrontierPages	Internet Yellow Pages	18	0	

Ratings are CRITICAL. What do yours say?

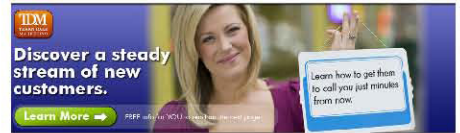
Reviews of Your Business: A Selection

Shown below is a selection of reviews of your business from popular review sites. You may browse review site from the list below.



Source	Date Reviewed	Review	Rating
YAHOO! LOCAL	2011/02/22	Yahoo! Local Review by No value here! HORRIBLE experience! Not only was the office run down and HOT (I heard the emplo...	★☆☆☆☆
YAHOO! LOCAL	2010/07/19	Yahoo! Local Review by T T Awful, awful experience!!!! I took my two dogs to this office for three years pr...	★☆☆☆☆
YAHOO! LOCAL	2010/01/26	Yahoo! Local Review by Notmyvet I will not be going back to Valuvet. Firstly, it is no longer any value. Very ex...	★★☆☆☆

Ratings are CRITICAL. What do yours say?



Mentions of Your Business: A Selection

In the table below, we display selections from news sites, social networking sites, blogs, and other sites with free-form content. These selections are likely to include mentions of your business.

No Mentions are available about your business

Kristalytics Local SEO Score:

20 Presence: **Minimal**

[Contact Us](#) | [Home](#)

Ratings are CRITICAL. What do yours say?