2022 LMBR

2022 LOCALIZED MARKETING BENCHMARK REPORT

SOCi®

PlacesScout

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LOCAL IS DIGITAL: MEETING CONSUMER EXPECTATIONS AND OUTRANKING THE COMPETITION

TOP RANKING IS CRITICAL FOR LOCAL MARKETING SUCCESS

Search has evolved significantly from the early days of digital marketing. Consumers are more sophisticated, with higher expectations that all of their needs will be met by their preferred digital channels. Businesses have also grown more savvy about utilizing local search and social media as highly effective promotional tools.

As a result, competition in local channels is more fierce than ever. This is shown nowhere more clearly than in Google's 3-Pack, where only three businesses are showcased in the initial local search results consumers see. SOCi data demonstrates that high-ranking businesses, especially those who achieve 3-Pack ranking, outperform other businesses significantly in both search traffic and conversion-oriented actions like phone calls, directions requests, and website clicks.

126%

Businesses in the 3-Pack receive 126% more traffic and 93% more actions (calls, website clicks, and driving directions) than businesses ranked 4-10, according to SOCi research.*

*SOCi Ranking Correlations Study, 2022
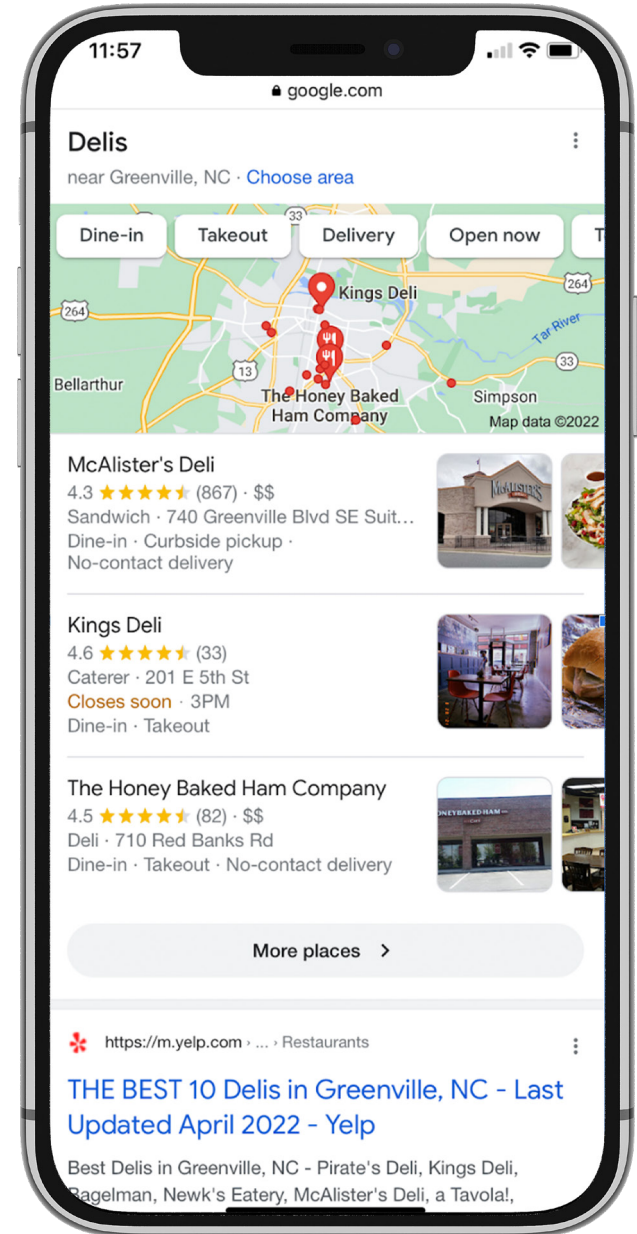
THE THREE MOST IMPORTANT CONSUMERS NEED IN MIND

When they turn to digital channels to find information before purchasing a product or service, consumers have one or more of these three needs in mind:

1
Information

Are you open late on Sundays? Can I book an appointment online? Consumers turn to search for a broad variety of information, and the businesses that provide the answers that consumers are looking for are the ones they choose.

2
Evaluation

Word of mouth is as popular as ever, but most local recommendations now happen online. Consumers want to know the opinions of people like them when evaluating the options before selecting a local business.

3
Validation

Consumers turn to social networks to make connections and explore interests. They look to brands to validate those interests with relevant content that builds loyalty and engagement.

74%

of consumers conduct local searches at least once a week, and 56% visit a business right after searching.*

*SOCi Local Search Consumer Survey, 2019

89%

of consumers read online reviews before making a purchase decision.**

**Trustpilot, "The Critical Role of Reviews in Internet Trust," 2020.

82%

of consumers have purchased something they discovered via social media.***

***The Influencer Marketing Factory, Social Commerce 2022 Report.

SEARCH + SOCIAL + REPUTATION = A WINNING LOCAL STRATEGY

With localized marketing, the whole is greater than the sum of its parts. There is no real hard-and-fast distinction between search, social, and reputation in the minds of consumers and in the practical details for platforms like Google, Yelp, and Facebook. These platforms contain elements of all three.

Multi-location marketers need to think of localized marketing as a holistic strategy that optimizes presence and engagement across all relevant channels - to meet consumers where they are and fulfill their needs for information on local offerings, the trusted opinions of peers to help with evaluating the available options, and the validation that comes from social media interactions that feel relevant to the consumer's needs and interests. This holistic approach is the only way to develop a winning localized marketing strategy.
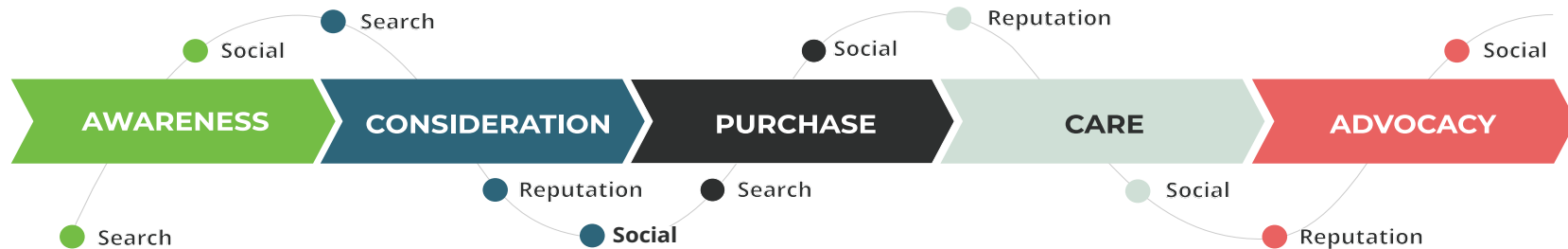
MEASURING
WHAT MATTERS

WHAT IS THE LOCALIZED MARKETING BENCHMARK REPORT?

The fourth annual Localized Marketing Benchmark Report (LMBR) is a collaborative research project conducted by:

SOCi, Inc.: *The* marketing platform for multi-location brands

PlacesScout: The industry standard for conducting actionable local SEO analysis at scale

The report examines how top multi-location brands perform in the most influential local channels, including search, reputation, and social. Scores in these categories are combined to derive an overall Local Visibility Score.

WHY CREATE THE LMBR?

1

To develop standards for multi-location brand presence and promotion on the top localized marketing channels that influence today's consumer buying decisions.

2

To quantify the digital presence and performance of today's top multi-location brands in order to establish benchmarks for performance in search, reputation, and social at the local level.

3

To analyze companies that score above our benchmarks, along with common patterns and performance by vertical, in order to isolate and refine a target list of best practices.

WHAT'S DIFFERENT THIS YEAR?

3x increase in total metrics evaluated
We now assess approximately 100 performance signals to provide a rich and comprehensive picture of digital marketing effectiveness.

Introduction of the reputation category
The LMBR now evaluates performance across three major categories of local digital marketing visibility: Search, Social, and Reputation.

Evaluation of website performance
We've broadened our evaluation criteria to include the analysis of business websites and local landing pages.

Updated scoring
The weighted scores for each metric have been thoroughly revised using contemporary references such as the latest edition of Whitespark's "Local Search Ranking Factors"

New visualizations
We've updated the look and feel of the LMBR with new visualizations designed to promote understanding of the data.
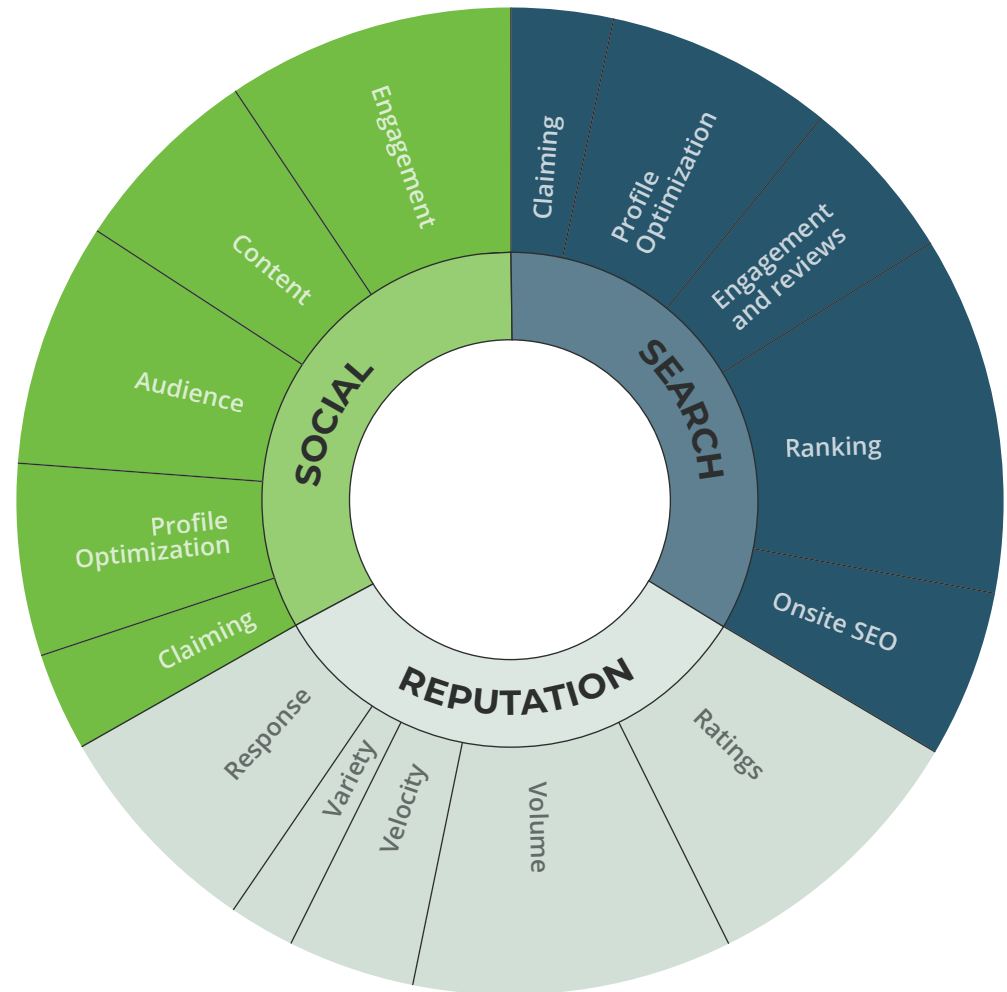
Introducing the Sunburst Chart

The LMBR sunburst chart is designed to capture and depict how metrics are organized and weighted to derive category scores in search, social, and reputation as well as the overall Local Visibility Score.

THE METHODOLOGY

We audited nearly 300 of the top multi-location brands in the United States based on the following criteria.

Company Sources

For consistency, we audited the same companies this year as in last year's report. They were sourced from Franchise Times Top 200+ list of largest brands, Entrepreneur Magazine's Fastest-Growing Franchises, and the National Multifamily Housing Council (NMHC) Apartment Managers List. Locations were updated for 2022 to reflect any changes.

Locations

On average, over 50% of a brand's U.S. locations were audited, for a total of 230,000 locations.

Audit Data

LMBR partner **PlacesScout** extracted real-world, up-to-date presence data from Google, Yelp, and Facebook for each audited location, examining approximately 100 search, reputation, and social criteria.

Scoring

The approximately 100 metrics that make up the Local Visibility Score for each business are grouped into three categories: search, reputation, and social. Categories are scored on a 100-point scale; the overall Local Visibility Score is the average of the three category scores. Metrics within categories are organized into classes as follows:

- **Search:** Claiming; Profile Optimization; Engagement & Reviews; Onsite SEO; Ranking
- **Reputation:** Rating; Volume; Velocity; Variety; Response
- **Social:** Claiming; Profile Optimization; Audience; Content; Engagement

2022 LMBR KEY TAKEAWAYS

What were the biggest points that jump out from this year's results?

40%

Top businesses are 40% more likely to appear in Google's 3-Pack.

215%

Top businesses have 215% more reviews than the average.

66%

Top businesses earn 66% more engagements (likes, comments, and shares) on Facebook.

3X

Top businesses have 3X as many Facebook followers.

1 A high Local Visibility Score continues to represent tangible business outcomes.

LMBR leaders have higher rankings in local searches than the average multi-location brand, with a mean Google local rank of 4.9 compared to the overall benchmark of 10.1. Leaders have far more reviews than most brands, averaging 564 reviews per location on Google, in comparison to the benchmark of 224. The ratings of the LMBR top ten localized marketing leaders are 0.4 points higher across Google, Yelp, and Facebook when compared to the average multi-location brand. Top brands post on Facebook nearly twice as often as the benchmark, and earn 69.1 engagements per post compared to the benchmark of 12.9, in part due to stronger utilization of photos and videos. All of these metrics are linked to tangible outcomes that impact bottom-line metrics including conversions and revenue.

In particular, SOCi research shows that brands ranking in the top in local searches have significant advantages in search traffic and consumer actions, such as calls, directions requests, and website visits, ultimately leading to more conversions. Businesses that rank at number one earn 612% more search traffic and 397% more actions than businesses that rank at number 10.

Moreover, star ratings and review volume are known ranking factors in local search. According to SOCi research, the average business in the Google 3-Pack has a star rating of 4.1, and businesses ranked 1-3 have 21% more reviews than businesses ranked 4-10.

Finally, engagement with social content is known to drive higher conversion rates, and top LMBR brands drive far greater engagement than the average business.

2022 LMBR KEY TAKEAWAYS

What were the biggest points that jump out from this year's results?

2 Multi-location brands improved their visibility over last year's results, but only marginally.

Though our new report introduces several additional metrics that were not factored in to the 2021 scores, we did our best to weigh the expanded factors in a manner that would provide consistency with prior results, so we feel this increase does represent a marginal but real improvement in the performance of brands in our dataset. Some specific examples:

- In 2021, brands achieved 84% profile completeness on Google, Yelp, and Facebook; this year, that benchmark metric increased to 91%. Brands are focusing more on filling out all available profile fields with information that is useful to consumers.
- Brands responded to 36% of all Google reviews in the past year, compared to 31% in our previous report. Response rates grew on Facebook to 28% compared to 26% in 2021, but on Yelp, response rates fell from 13% to 6%.

Our engagement numbers for social posts on Facebook are calculated in a slightly different manner this year, in an attempt to remove outliers that we feel may have skewed prior results. According to this year's findings, the benchmark for engagements per post (reactions, comments, and shares) is a reasonably achievable 12.9.

3 Localized marketing performance continues to vary significantly by vertical.

As in last year's study, we find wide variations in performance amongst brands in different verticals. Automotive dealers outperformed all other verticals this year with an overall Local Visibility Score of 60, whereas real estate companies struggled at the bottom of the pack with a score of 27.

The top five verticals this year were auto dealers, restaurants (sit down), entertainment, fitness, and hotels & travel.

The bottom five verticals were cleaning services, home builders, property management, insurance, and real estate.

For a full overview of results by vertical, see **page 26**.

DETAILED RESULTS

2022 LOCAL VISIBILITY SCORE DISTRIBUTION

This quadrant chart represents the distribution of scores for 2022 according to two measurements. The Y axis shows the overall Local Visibility Score, whereas the X axis is a measure of the balance of scores across search, social, and reputation. Local Visibility Leaders are the highest scoring companies with the most comprehensive omnichannel strategies. Channel Leaders are companies that scored particularly high in at least one category but need to improve in other areas. The two remaining builder categories are companies scoring lower overall, with more or less comprehensive omnichannel strategies.

Top Ten   All Other Companies

Channel Leaders   Local Visibility Leaders

Overall Visibility

Channel Builders   Local Visibility Builders

Omnichannel Strategy

2022 LOCAL VISIBILITY BENCHMARKS

The overall benchmark for this year (representing the mean of all company scores) is 47 points out of 100. This score demonstrates modest but notable progress over last year's benchmark of 43. Companies are focused in relatively equal measure on the three areas of localized marketing we assess, with an overall search score of 48, a social score of 46, and a reputation score of 48. The good news is that brands understand the most important priorities of localized marketing, but most have significant room for improvement across the board.

47
Overall Benchmark

48 Search Benchmark

Claiming   55
Here we measure how many of your listings are both published and claimed on Google, Yelp, and Facebook.

Engagement & Reviews   47
We look at reviews as a component of search optimization, as well as consumer engagement in the form of Google Posts and answers to questions.
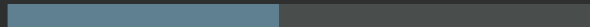
Onsite SEO   52
This section analyzes basic SEO signals on your local landing pages, such as presence of local business Schema and responsiveness.
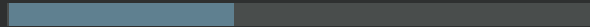
Ranking   39
Here we assess the average rank position of your locations in Google local, Google organic, and Yelp.

Profile Optimization   59
We check for all opportunities to optimize your Google, Yelp, and Facebook profiles, from basic contact info to attributes, secondary URLs, and more.

46 Social Benchmark
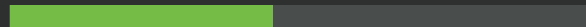
Audience   46
We measure the size of your following across Facebook location pages, examining likes, followers, and check-ins.

Claiming   52
Here we assess whether your listings are published and claimed on Facebook.

Content   48
With this section, we measure Facebook and Google post frequency as well as how many Facebook posts contain photos and videos.
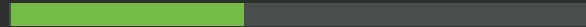
Engagement   38
Engagement measures the reactions, comments, and shares generated by your posts, independently and in relation to the size of your audience.

Profile Optimization   53
This section looks at opportunities to publish basic contact information and additional features on your Facebook location pages.

48 Reputation Benchmark
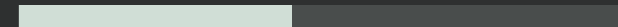
Ratings   45
Here we measure your rating averages across Google, Yelp, and Facebook.

Response   51
We measure the percentage of positive and negative reviews your company responds to as well as your average response time.

Variety   60
Studies show that consumers prefer a business whose reviews are not all positive or all negative; here we measure your mix of positive to negative reviews.
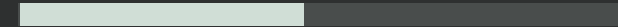
Velocity   48
Velocity measures the number of new reviews you are receiving per month and whether that number is increasing or decreasing.

Volume   46
Volume measures the average number of reviews per location and whether that number is increasing or decreasing.

THE LMBR MATURITY MODEL

The LMBR Maturity Model is designed to characterize the stages of developing sophisticated localized marketing programs, from just starting out to fully mature. A company's overall Local Visibility Score is broken down into individual scores for search, reputation, and social, indicating areas of relative strength and targeting areas that need improvement. For 2022 we find that the average multi-location brand is at the Building stage with a score of 47.

0-20
Learning

Your localized marketing efforts lack rigor. We know you're busy running a business, but it's time to focus on optimizing your location(s) across search and social. You have to start somewhere.

21-40
Developing

Localized marketing is underway, and it shows. But you're still at the bottom few rungs of the ladder, and there's much work ahead.

41-60
Building

Localized marketing efforts are starting to pay off. Your digital presence and customer engagement provide measurable results, but you're not there yet.

61-80
Standardizing

You've reached localized marketing performance levels that few other brands have been able to accomplish. The summit still looms ahead, and there's ground to gain.

81-100
Optimizing

Congratulations. Most of the marketing ramp-up and legwork is in place for a stellar local presence, but the job isn't over. Ongoing maintenance and optimization is now the name of the game.

LOCAL VISIBILITY DETERMINES MARKETING SUCCESS

Here we show three key metrics in search, reputation, and social that correlate with greater visibility and consumer engagement.

1 Top scorers in search achieve 60X the 3-Pack visibility of the lowest performers.

- Top search performers are visible in the 3-Pack for their primary category nearly 62% of the time vs. about 1% for low scorers.

- 3-Pack listings get 126% more search traffic and 93% more clicks and calls than listings that are hidden under the "More places" button.

- As a result, the top search performers in this year's LMBR have a significant advantage over most businesses when it comes to earning conversions from Google visibility.
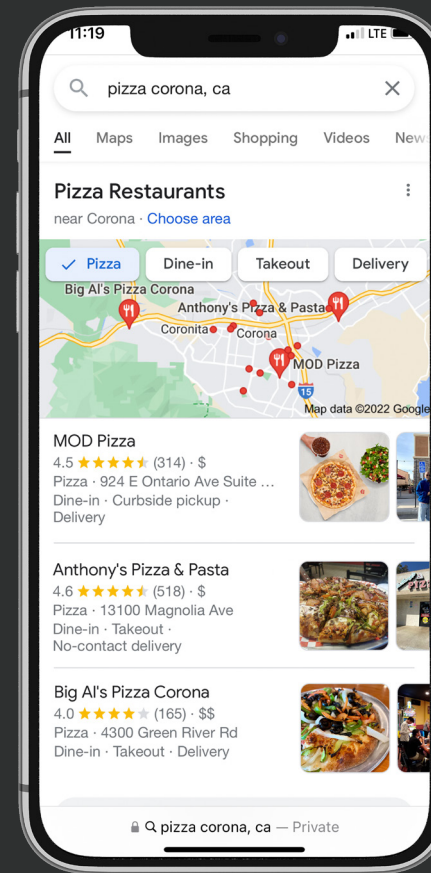
61.6%

42.7%

23.8%

12.5%

1.2%

Search
3pack Presence

Overall average local rank.

Top-ranked businesses earn 397% more conversion-oriented actions (clicks and calls) than businesses ranked 10 or below.

LOCAL VISIBILITY DETERMINES MARKETING SUCCESS

2 Top scorers in reputation have 48% greater conversion potential than lower scorers, averaging 4.3 stars in local ratings & reviews compared to the lowest scoring companies at 3.5 stars.

- Ratings & reviews are growing in weight as a search ranking factor. As a result, the higher the average rating, the more your chances increase for ranking in the 3-pack or highly within the local finder.

- Consumers use ratings & reviews to determine which business to purchase from, citing that they would even be willing to travel farther in some cases to a business with higher ratings.

- The impact of ratings & reviews on how consumers make buying decisions, combined with their power to influence ranking, has a real influence on business success. Recent studies have demonstrated that a higher average rating increases digital marketing conversions.
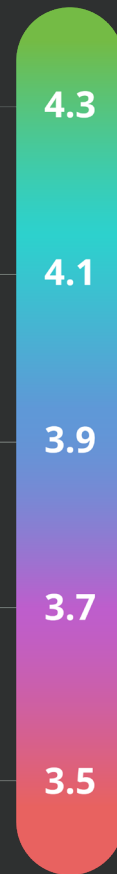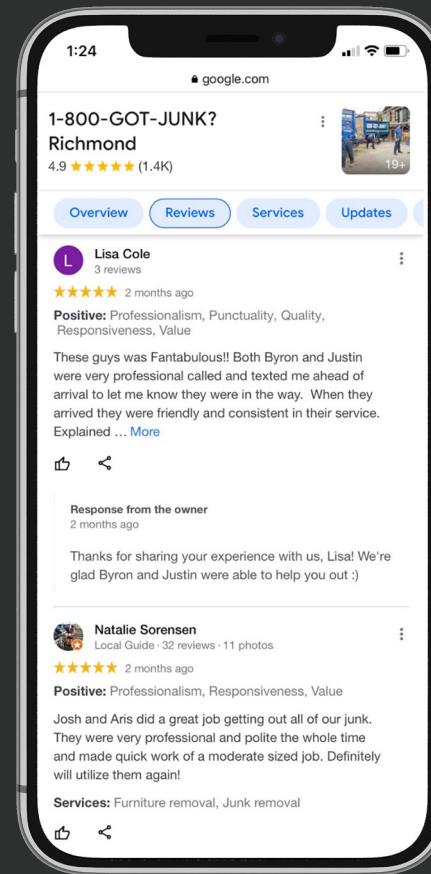
Reputation *Star Rating*

Star ratings across Google, Yelp, and Facebook.

The average business ranked in the Google 3-Pack has a rating of 4.1 stars.

4.3
4.1
3.9
3.7
3.5

LOCAL VISIBILITY DETERMINES MARKETING SUCCESS

3 Top visibility scorers in social realize 40X the performance of the lowest scorers, receiving nearly 70 engagements per post compared to the average of 1.7 engagements for low social scorers.

- With **3 out of 4 consumers** now discovering new products and services via social every day, good brand visibility in social is now a table stake.

- In order to increase your brand's post visibility in social, you must either pay to play (via sponsoring or "boosting") or drive better engagement with your organic content.

- Brands ranking at the top in social know that success comes from a combination of relevant local content with a consistent post frequency. Note: the average high-value social performer posted 12.5 times per month, in comparison with the lowest performers who posted only two times per month.

69.1

44.0

12.9

7.3

1.7
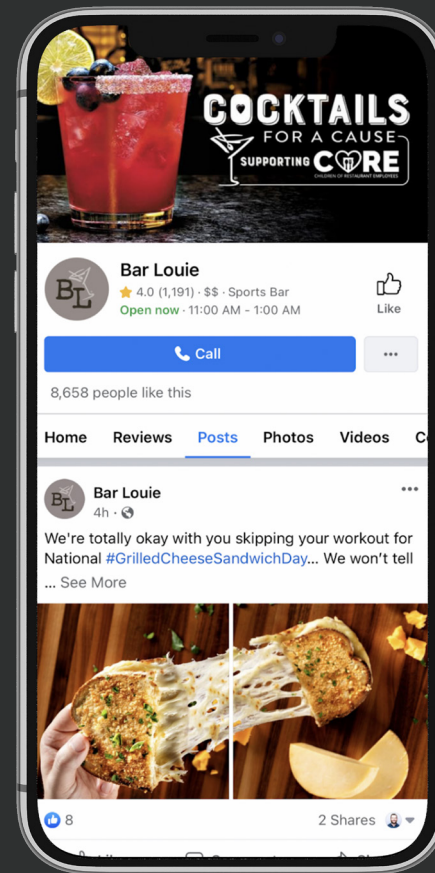
Social *Engagement*

Total engagements per post.

Higher engagement with content shared on social networks equates to higher conversion rates; localized posting boosts engagement by 67%.

SELECT SEARCH METRICS - 2022 BENCHMARKS

Brands are reasonably thorough in claiming and completing all available fields in their Google Business Profiles (GBP), though Yelp lags somewhat behind Google in both areas, creating a space for potential improvement. This year, we've introduced overall average rank for Google and Yelp profiles as well as local pages in Google organic search. Brands are performing better in Google local results than in the other rankings, with most brand locations appearing somewhere in Google's top 20.

Platform	Class	Metric	2022 Benchmark	Top Performers
G	Ranking	% Locations in 3-Pack	23.8%	61.6%
	Ranking	Avg. Local Rank	10.1	4.9
	Claiming	% Locations Claimed	99.0%	99.9%
	Profile Optimization	% Profiles Complete	97.7%	99.7%
	Engagement & Reviews	Avg. Review Count per Location	223.9	563.7
	Engagement & Reviews	Avg. Rating	4.2	4.5
	Ranking	Avg. Yelp Rank	15.9	11.7
	Claiming	% Locations Claimed	96.6%	99.7%
	Profile Optimization	% Profiles Complete	89.7%	96.2%
	Engagement & Reviews	Avg. Review Count per Location	19.8	42.2
	Engagement & Reviews	Avg. Rating	3.2	3.7
f	Claiming	% Locations Claimed	97.2%	99.0%
	Profile Optimization	% Profiles Complete	85.7%	89.1%
	Ranking	Avg. Organic Rank	19.6	18.3
	Onsite SEO	% Has Local Business Schema	59.9%	98.5%

TOP TEN BRANDS: SEARCH

The top 10 brands in localized search marketing scored an average of 81 points out of 100, or an impressive 33 points over the benchmark average of 48. These high-performing marketers are in the "Optimizing" stages of their search marketing journey. These brands have taken care to claim and optimize their Google and Yelp profiles thoroughly, and most are paying close attention to reviews and consumer engagement as well as onsite SEO.

48
Search Benchmark

Rank	Brand	Score
#1	Ubreakifix	92
#2	McAlister's Deli	86
#3	Take 5 Oil Change	84
#4	CPR Cell Phone Repair	83
#5	DICK'S Sporting Goods	81
#6	Stanley Steemer	81
#7	Valvoline Instant Oil Change	79
#8	Potbelly Sandwich Shop	77
#9	Crunch Fitness	76
#10	Anytime Fitness	76
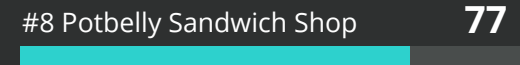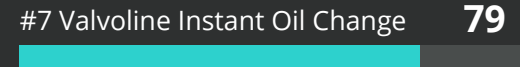
SELECT SOCIAL METRICS - 2022 BENCHMARKS

Brands have done a good job of claiming Facebook store pages for every location, though profiles are missing some information, and brands should work to fill out all available fields. The average brand this year has about 523 followers per page and posts 7 times per month. This year, we've introduced metrics that analyze post content, and we find that about 73% of posts contain photos while 10% contain videos. Brands earn about 12.9 total engagements per post.

Platform	Class	Metric	2022 Benchmark	Top Performers
f	Claiming	% Locations Claimed	97.2%	99.0%
	Profile Optimization	% Profiles Complete	85.7%	89.1%
	Audience	Avg. Likes per Page	505.1	999.0
	Audience	Avg. Followers per Page	523.1	1029.3
	Audience	Avg. Check-Ins per Page	529.1	1576.8
	Content	Avg. Posts per Month	7.3	12.5
	Content	% Posts with Photos	72.6%	85.3%
	Content	% Posts with Videos	10.0%	14.7%
	Engagement	Avg. Reactions per Post	9.8	51.5
	Engagement	Avg. Comments per Post	1.9	11.3
	Engagement	Avg. Shares per Post	1.1	6.3
	Engagement	Avg. Engagement Rate	2.5%	6.7%
	Engagement	High-Valued Engagement Rate	0.6%	1.7%
G	Content	Avg. Posts per Month	0.2	12.5
	Engagement	% Q&A Answered	6.6%	21.5%

TOP TEN BRANDS: SOCIAL

The top 10 brands in localized social marketing scored an average of 80 points out of 100, or 34 points over the benchmark average of 46 points. These marketers are in the "Optimizing" stage of their social marketing journey, and demonstrate high overall volume of social media content syndication, large social audiences, and significant success in engaging those audiences with content that converts followers and other users into loyal customers.

46
Social Benchmark

#1 Bar Louie — 84

#2 Cinnabon — 82

#3 McAlister's Deli — 81

#4 Marriott Hotels & Resorts — 81

#5 Advance Auto Parts — 80

#6 Black Bear Diner — 80

#7 Sonic Drive-In — 79

#8 Chili's Grill & Bar — 79

#9 1-800-GOT-JUNK? — 78

#10 Hobby Lobby — 77

SELECT REPUTATION METRICS - 2022 BENCHMARKS

Average ratings on Google, Yelp, and Facebook are consistent with last year's findings. The average location has 224 reviews on Google, down from 303 last year. In terms of response to reviews, brands are doing slightly better, responding to about 36% of reviews on Google this year compared to 31% last year, Facebook response rates are slightly up as well, though brands still need to put in more effort to respond to all reviews on all platforms.

Platform	Class	Metric	2022 Benchmark	Top Performers
G	Ratings	Avg. Rating	4.2	4.5
	Volume	Avg. Review Count per Location	223.9	563.7
	Velocity	Avg. New Reviews per Month	4.2	11.0
	Variety	% Positive Reviews	77.9%	87.9%
	Response	% Overall Review Response	36.2%	60.7%
	Response	Avg. Response Time (Days)	27.2	12.3
Yelp	Ratings	Avg. Rating	3.2	3.7
	Volume	Avg. Review Count per Location	19.8	42.2
	Velocity	Avg. New Reviews per Month	0.2	0.3
	Variety	% Positive Reviews	42.0%	58.7%
	Response	% Overall Review Response	6.2%	22.6%
	Response	Avg. Response Time (Days)	12.8	5.0
f	Ratings	Avg. Rating	4.3	4.6
	Volume	Avg. Recommendation Count per Location per Location	24.3	50.0
	Velocity	Avg. New Recommendations per Month	0.1	0.2
	Variety	% Positive Recommendations	74.0%	88.4%
	Response	% Overall Recommendation Response	28.3%	48.2%
	Response	Avg. Response Time (Days)	16.1	7.4

TOP TEN BRANDS: REPUTATION

The top 10 brands in localized reputation marketing scored an average of 77 points out of 100, or 29 points over the benchmark average of 48 points. These marketers are in the "Standardizing" stage of their localized reputation marketing journey. Unlike the other score categories, much of what counts for success in reputation management is the strength and volume of reviews written by consumers, which the brand cannot directly control. However, strong scores indicate great overall reputations earned through building excellent customer experiences, which brands can augment by responding thoughtfully to their reviews across all prominent platforms.

48
Reputation Benchmark

#1 1-800-GOT-JUNK? **89**

#2 Roto-Rooter **82**

#3 Ruth's Chris Steak House **78**

#4 Black Bear Dine **78**

#5 Bar Louie **77**

#6 Blaze Pizza **76**

#7 Twin Peaks **75**

#8 Card My Yard **75**

#9 InterContinental Hotels & Resorts **74**

#10 Westin **74**
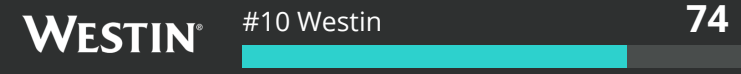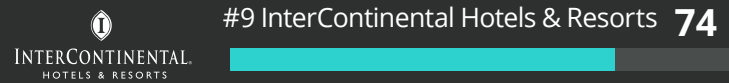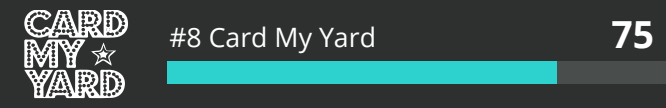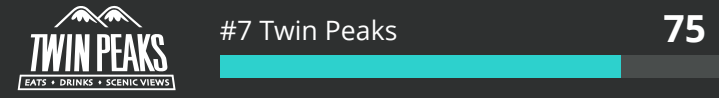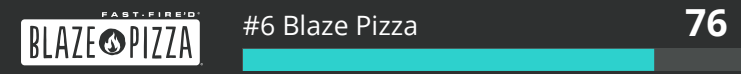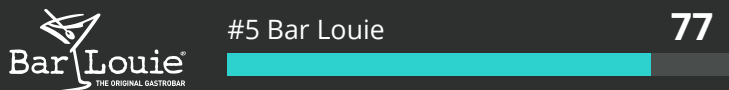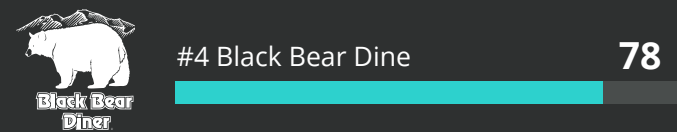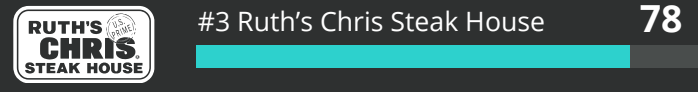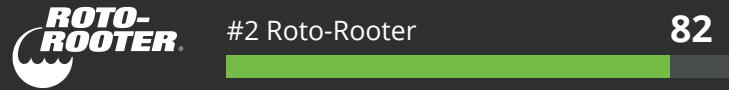
TOP TEN PERFORMERS: OVERALL

The top 10 brands by overall Local Visibility Score averaged 70 out of 100 points. This means that on average, leading brands are in the "Standardizing" phase of their localized marketing journey. Brands in the winner's circle exhibit well-balanced marketing efforts that pay balanced attention to search marketing, reputation management, and social media engagement. Hotels and restaurants are well represented in the list, as well as notable service oriented businesses who have placed a heavy emphasis on localized marketing success.

70
Overall
Benchmark

#1 McAlister's Deli **78**

#2 1-800-GOT-JUNK? **74**

#3 Marriott Hotels & Resorts **71**

#4 InterContinental Hotels & Resorts **71**

#5 Bar Louie **70**

#6 Black Bear Diner **69**

#7 CPR Cell Phone Repair **68**

#8 MOD Pizza **68**

#9 Hobby Lobby **68**

#10 Culvers **67**

2022 LOCAL VISIBILITY RESULTS BY CATEGORY

Category	Overall	Search	Social	Reputation
Auto Dealers	60	47	69	63
Restaurants (Sit Down)	59	49	66	60
Entertainment	56	52	58	57
Fitness	56	57	54	55
Hotels & Travel	54	55	49	58
Auto Parts & Service	52	62	42	51
Restaurants (Fast Casual)	51	51	55	47
Retail (Specialty)	51	53	55	45
Retail (Grocery)	50	55	42	51
Retail (General)	48	52	53	40
Personal Care Services	47	52	39	50
Health & Medical	46	52	37	49
Home Services	45	45	35	54
Education	40	38	38	42
Assisted Living	36	39	31	39
Business Services	36	39	34	35
Retail (Convenience)	36	34	55	19
Retail (Hardware & Tools)	36	32	43	34
Financial Services	35	35	35	34
Cleaning Services	31	31	26	35
Home Builders	31	35	29	30
Property Management	30	20	28	41
Insurance	29	31	21	36
Real Estate	27	19	28	34

● Overall   ● Search   ● Social   ● Reputation

This scale is based on a 100% scale but condensed to showcase results

HIGHLIGHTED INDUSTRIES

In the following pages we provide a deep dive on a selection of industries. Readers interested in industry metrics not shown here can reach out to SOCi for more information.

Automotive

Business Services

Education

Financial Services

Fitness

Health & Medical

Home Services

Hotels & Travel

Personal Care
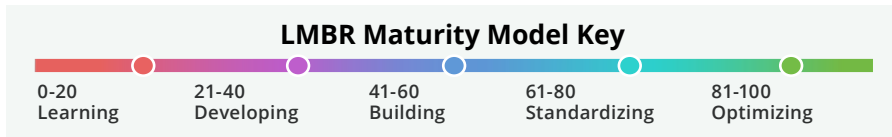
Property Management

Restaurants

Retail

AUTOMOTIVE

52
Local Visibility Score
Building

62
Search
Standardizing

42
Social
Building

51
Reputation
Building

LMBR Maturity Model Key

0-20	21-40	41-60	61-80	81-100
Learning	Developing	Building	Standardizing	Optimizing
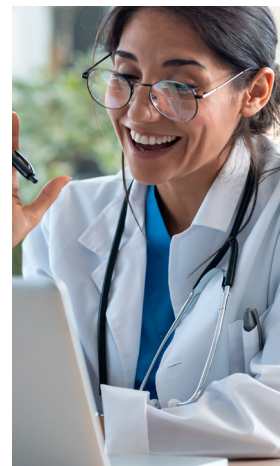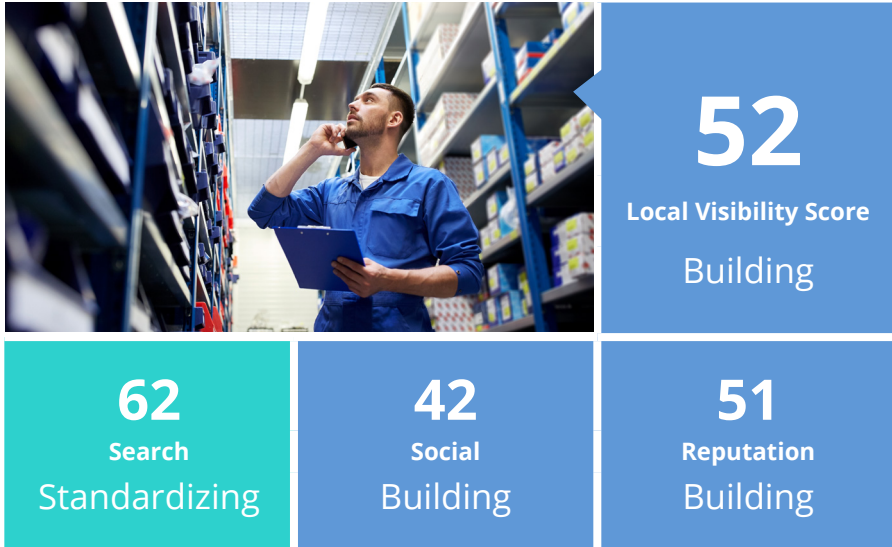
The automotive vertical is strong in search and reputation, with room to grow in social. Overall, automotive outperforms the average multi-location brand by a margin of 5 points. Automotive brands rank highly compared to benchmarks. They respond to many of their reviews (though there is still room for improvement), and should extend this strategy to Google Q&A. On social, automotive brands should focus on growing their overall audiences, posting more frequently, and creating engaging content that encourages high-value engagements in the form of comments and shares.

Automotive scores and metrics represent an aggregate of the results for Auto Dealers and Auto Parts & Service.

Search

Platform	Class	Metric	Automotive	2022 Benchmark
G	Ranking	% Locations in 3-Pack	37.2%	23.8%
	Ranking	Avg. Local Rank	9.7	10.1
	Claiming	% Locations Claimed	99.1%	99.0%
	Profile Optimization	% Profiles Complete	98.8%	97.7%
	Engagement & Reviews	Avg. Review Count per Location	417.5	223.9
	Engagement & Reviews	Avg. Rating	4.4	4.2
⚹	Ranking	Avg. Yelp Rank	14.3	15.9
	Claiming	% Locations Claimed	96.9%	96.6%
	Profile Optimization	% Profiles Complete	93.0%	89.7%
	Engagement & Reviews	Avg. Review Count per Location	11.5	19.8
	Engagement & Reviews	Avg. Rating	2.8	3.2
f	Claiming	% Locations Claimed	95.8%	97.2%
	Profile Optimization	% Profiles Complete	87.7%	85.7%
🖥	Ranking	Avg. Organic Rank	17.7	19.6
	Onsite SEO	% Has Local Business Schema	43.3%	59.9%

AUTOMOTIVE

Social

Platform	Class	Metric	Automotive	2022 Benchmark
f	Claiming	% Locations Claimed	95.8%	97.2%
	Profile Optimization	% Profiles Complete	87.7%	85.7%
	Audience	Avg. Likes per Page	1578.4	505.1
	Audience	Avg. Followers per Page	1630.4	523.1
	Audience	Avg. Check-Ins per Page	285.3	529.1
	Content	Avg. Posts per Month	11.5	7.3
	Content	% Posts with Photos	77.7%	72.6%
	Content	% Posts with Videos	14.5%	10.0%
	Engagement	Avg. Reactions per Post	17.7	9.8
	Engagement	Avg. Comments per Post	3.1	1.9
	Engagement	Avg. Shares per Post	2.0	1.1
	Engagement	Avg. Engagement Rate	1.4%	2.5%
	Engagement	High-Valued Engagement Rate	0.3%	0.6%
G	Content	Avg. Posts per Month	0.8	0.2
	Engagement	% Q&A Answered	4.1%	6.6%

Reputation

Platform	Class	Metric	Automotive	2022 Benchmark
G	Ratings	Avg. Rating	4.4	4.2
	Volume	Avg. Review Count per Location	417.5	223.9
	Velocity	Avg. New Reviews per Month	8.2	4.2
	Variety	% Positive Reviews	86.2%	77.9%
	Response	% Overall Review Response	70.9%	36.2%
	Response	Avg. Response Time (Days)	27.0	27.2
Yelp	Ratings	Avg. Rating	2.8	3.2
	Volume	Avg. Review Count per Location	11.5	19.8
	Velocity	Avg. New Reviews per Month	0.1	0.2
	Variety	% Positive Reviews	34.1%	42.0%
	Response	% Overall Review Response	19.0%	6.2%
	Response	Avg. Response Time (Days)	2.1	12.8
f	Ratings	Avg. Rating	4.2	4.3
	Volume	Avg. Recommendation Count per Location per Location	87.3	24.3
	Velocity	Avg. New Recommendations per Month	0.9	0.1
	Variety	% Positive Recommendations	80.0%	74.0%
	Response	% Overall Recommendation Response	65.5%	28.3%
	Response	Avg. Response Time (Days)	12.1	16.1

BUSINESS SERVICES

36
Local Visibility Score
Developing

39
Search
Developing

34
Social
Developing

35
Reputation
Developing

LMBR Maturity Model Key

| 0-20 Learning | 21-40 Developing | 41-60 Building | 61-80 Standardizing | 81-100 Optimizing |
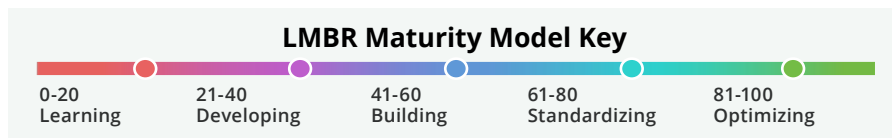
The business services vertical is at the "Developing" stage for all scores. Yelp needs particular attention with only 54.9% of all profiles claimed, but profile optimization should be improved across the board. Facebook engagement is low relative to audience size; brands should focus on increasing engagement by creating content that is informative and useful to social audiences. Review response on Google is moderately strong, but response levels fall below the benchmarks for reviews on Yelp and Facebook.

Search				
Platform	**Class**	**Metric**	**Business Services**	**2022 Benchmark**
G	Ranking	% Locations in 3-Pack	43.9%	23.8%
	Ranking	Avg. Local Rank	9.4	10.1
	Claiming	% Locations Claimed	92.3%	99.0%
	Profile Optimization	% Profiles Complete	91.6%	97.7%
	Engagement & Reviews	Avg. Review Count per Location	45.2	223.9
	Engagement & Reviews	Avg. Rating	4.4	4.2
(Yelp)	Ranking	Avg. Yelp Rank	13.3	15.9
	Claiming	% Locations Claimed	54.9%	96.6%
	Profile Optimization	% Profiles Complete	74.2%	89.7%
	Engagement & Reviews	Avg. Review Count per Location	4.0	19.8
	Engagement & Reviews	Avg. Rating	3.4	3.2
f	Claiming	% Locations Claimed	96.9%	97.2%
	Profile Optimization	% Profiles Complete	85.3%	85.7%
(Website)	Ranking	Avg. Organic Rank	18.8	19.6
	Onsite SEO	% Has Local Business Schema	26.9%	59.9%

BUSINESS SERVICES

Social

Platform	Class	Metric	Business Services	2022 Benchmark
f	Claiming	% Locations Claimed	96.9%	97.2%
	Profile Optimization	% Profiles Complete	85.3%	85.7%
	Audience	Avg. Likes per Page	1079.1	505.1
	Audience	Avg. Followers per Page	1103.4	523.1
	Audience	Avg. Check-Ins per Page	1532.9	529.1
	Content	Avg. Posts per Month	9.3	7.3
	Content	% Posts with Photos	67.4%	72.6%
	Content	% Posts with Videos	10.9%	10.0%
	Engagement	Avg. Reactions per Post	2.3	9.8
	Engagement	Avg. Comments per Post	0.1	1.9
	Engagement	Avg. Shares per Post	0.4	1.1
	Engagement	Avg. Engagement Rate	0.3%	2.5%
	Engagement	High-Valued Engagement Rate	0.1%	0.6%
G	Content	Avg. Posts per Month	0.5	0.2
	Engagement	% Q&A Answered	14.6%	6.6%

Reputation

Platform	Class	Metric	Business Services	2022 Benchmark
G	Ratings	Avg. Rating	4.4	4.2
	Volume	Avg. Review Count per Location	45.2	223.9
	Velocity	Avg. New Reviews per Month	0.9	4.2
	Variety	% Positive Reviews	85.6%	77.9%
	Response	% Overall Review Response	40.6%	36.2%
	Response	Avg. Response Time (Days)	31.5	27.2
Yelp	Ratings	Avg. Rating	3.4	3.2
	Volume	Avg. Review Count per Location	4.0	19.8
	Velocity	Avg. New Reviews per Month	0.1	0.2
	Variety	% Positive Reviews	44.1%	42.0%
	Response	% Overall Review Response	7.6%	6.2%
	Response	Avg. Response Time (Days)	18.6	12.8
f	Ratings	Avg. Rating	4.5	4.3
	Volume	Avg. Recommendation Count per Location	12.8	24.3
	Velocity	Avg. New Recommendations per Month	0.1	0.1
	Variety	% Positive Recommendations	84.5%	74.0%
	Response	% Overall Recommendation Response	30.5%	28.3%
	Response	Avg. Response Time (Days)	16.4	16.1

EDUCATION

40
Local Visibility Score
Developing

38
Search
Developing

38
Social
Developing

42
Reputation
Building

LMBR Maturity Model Key

0-20	21-40	41-60	61-80	81-100
Learning	Developing	Building	Standardizing	Optimizing
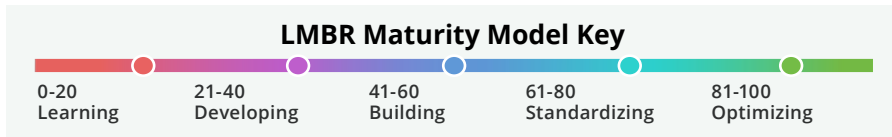
The education vertical has significant growth opportunities in both search and social, with stronger results in reputation. Profile optimization on Google, Yelp, and Facebook is moderately strong but could still be improved. Social engagement is low especially relative to the near-benchmark size of the average location's Facebook audience, indicating a major opportunity to create and post content that audiences find useful and engaging and that demonstrate the expertise and authority of the brand.

Search

Platform	Class	Metric	Education	2022 Benchmark
G	Ranking	% Locations in 3-Pack	19.8%	23.8%
	Ranking	Avg. Local Rank	14.7	10.1
	Claiming	% Locations Claimed	96.1%	99.0%
	Profile Optimization	% Profiles Complete	95.3%	97.7%
	Engagement & Reviews	Avg. Review Count per Location	38.8	223.9
	Engagement & Reviews	Avg. Rating	4.6	4.2
(Yelp)	Ranking	Avg. Yelp Rank	16.5	15.9
	Claiming	% Locations Claimed	90.5%	96.6%
	Profile Optimization	% Profiles Complete	85.8%	89.7%
	Engagement & Reviews	Avg. Review Count per Location	5.7	19.8
	Engagement & Reviews	Avg. Rating	4.1	3.2
f	Claiming	% Locations Claimed	95.9%	97.2%
	Profile Optimization	% Profiles Complete	86.8%	85.7%
🖥	Ranking	Avg. Organic Rank	19.5	19.6
	Onsite SEO	% Has Local Business Schema	30.2%	59.9%

EDUCATION

Social

Platform	Class	Metric	Education	2022 Benchmark
f	Claiming	% Locations Claimed	95.9%	97.2%
	Profile Optimization	% Profiles Complete	86.8%	85.7%
	Audience	Avg. Likes per Page	1257.9	505.1
	Audience	Avg. Followers per Page	1343.5	523.1
	Audience	Avg. Check-Ins per Page	126.0	529.1
	Content	Avg. Posts per Month	16.0	7.3
	Content	% Posts with Photos	66.2%	72.6%
	Content	% Posts with Videos	11.7%	10.0%
	Engagement	Avg. Reactions per Post	2.8	9.8
	Engagement	Avg. Comments per Post	0.4	1.9
	Engagement	Avg. Shares per Post	0.3	1.1
	Engagement	Avg. Engagement Rate	0.3%	2.5%
	Engagement	High-Valued Engagement Rate	0.1%	0.6%
G	Content	Avg. Posts per Month	1.0	0.2
	Engagement	% Q&A Answered	26.7%	6.6%

Reputation

Platform	Class	Metric	Education	2022 Benchmark
G	Ratings	Avg. Rating	4.6	4.2
	Volume	Avg. Review Count per Location	38.8	223.9
	Velocity	Avg. New Reviews per Month	0.6	4.2
	Variety	% Positive Reviews	86.2%	77.9%
	Response	% Overall Review Response	44.7%	36.2%
	Response	Avg. Response Time (Days)	30.2	27.2
⚹	Ratings	Avg. Rating	4.1	3.2
	Volume	Avg. Review Count per Location	5.7	19.8
	Velocity	Avg. New Reviews per Month	0.1	0.2
	Variety	% Positive Reviews	76.4%	42.0%
	Response	% Overall Review Response	21.9%	6.2%
	Response	Avg. Response Time (Days)	18.6	12.8
f	Ratings	Avg. Rating	4.8	4.3
	Volume	Avg. Recommendation Count per Location	16.8	24.3
	Velocity	Avg. New Recommendations per Month	0.1	0.1
	Variety	% Positive Recommendations	88.8%	74.0%
	Response	% Overall Recommendation Response	45.4%	28.3%
	Response	Avg. Response Time (Days)	8.9	16.1

FINANCIAL SERVICES

35
Local Visibility Score
Developing

35
Search
Developing

35
Social
Developing

34
Reputation
Developing

LMBR Maturity Model Key

| 0-20 Learning | 21-40 Developing | 41-60 Building | 61-80 Standardizing | 81-100 Optimizing |

Financial services companies are still establishing their social, search, and reputation strategies. In comparison with other industries, financial services companies need to spend more attention on basic table stakes of local marketing such as profile optimization in search and building an audience on social networks. Signs of strength include social engagement, Q&A response, and review response.

Search				
Platform	**Class**	**Metric**	**Financial Services**	**2022 Benchmark**
G	Ranking	% Locations in 3-Pack	23.8%	23.8%
	Ranking	Avg. Local Rank	13.2	10.1
	Claiming	% Locations Claimed	94.4%	99.0%
	Profile Optimization	% Profiles Complete	96.3%	97.7%
	Engagement & Reviews	Avg. Review Count per Location	30.3	223.9
	Engagement & Reviews	Avg. Rating	4.5	4.2
Yelp	Ranking	Avg. Yelp Rank	15.6	15.9
	Claiming	% Locations Claimed	84.3%	96.6%
	Profile Optimization	% Profiles Complete	72.3%	89.7%
	Engagement & Reviews	Avg. Review Count per Location	1.4	19.8
	Engagement & Reviews	Avg. Rating	2.9	3.2
f	Claiming	% Locations Claimed	98.2%	97.2%
	Profile Optimization	% Profiles Complete	82.8%	85.7%
🖥	Ranking	Avg. Organic Rank	19.1	19.6
	Onsite SEO	% Has Local Business Schema	75.7%	59.9%

FINANCIAL SERVICES

Social

Platform	Class	Metric	Financial Services	2022 Benchmark
f	Claiming	% Locations Claimed	**98.2%**	97.2%
	Profile Optimization	% Profiles Complete	**82.8%**	85.7%
	Audience	Avg. Likes per Page	**188.7**	505.1
	Audience	Avg. Followers per Page	**199.5**	523.1
	Audience	Avg. Check-Ins per Page	**42.6**	529.1
	Content	Avg. Posts per Month	**6.8**	7.3
	Content	% Posts with Photos	**76.0%**	72.6%
	Content	% Posts with Videos	**5.8%**	10.0%
	Engagement	Avg. Reactions per Post	**14.1**	9.8
	Engagement	Avg. Comments per Post	**8.1**	1.9
	Engagement	Avg. Shares per Post	**3.6**	1.1
	Engagement	Avg. Engagement Rate	**13.0%**	2.5%
	Engagement	High-Valued Engagement Rate	**5.9%**	0.6%
G	Content	Avg. Posts per Month	**1.0**	0.2
	Engagement	% Q&A Answered	**39.4%**	6.6%

Reputation

Platform	Class	Metric	Financial Services	2022 Benchmark
G	Ratings	Avg. Rating	**4.5**	4.2
	Volume	Avg. Review Count per Location	**30.3**	223.9
	Velocity	Avg. New Reviews per Month	**1.0**	4.2
	Variety	% Positive Reviews	**89.8%**	77.9%
	Response	% Overall Review Response	**43.3%**	36.2%
	Response	Avg. Response Time (Days)	**18.5**	27.2
yelp	Ratings	Avg. Rating	**2.9**	3.2
	Volume	Avg. Review Count per Location	**1.4**	19.8
	Velocity	Avg. New Reviews per Month	**0.1**	0.2
	Variety	% Positive Reviews	**49.6%**	42.0%
	Response	% Overall Review Response	**21.1%**	6.2%
	Response	Avg. Response Time (Days)	**14.1**	12.8
f	Ratings	Avg. Rating	**4.4**	4.3
	Volume	Avg. Recommendation Count per Location	**5.0**	24.3
	Velocity	Avg. New Recommendations per Month	**0.1**	0.1
	Variety	% Positive Recommendations	**75.8%**	74.0%
	Response	% Overall Recommendation Response	**36.0%**	28.3%
	Response	Avg. Response Time (Days)	**18.8**	16.1

FITNESS

56
Local Visibility Score
Building

57
Search
Building

54
Social
Building

55
Reputation
Building

LMBR Maturity Model Key

| 0-20 Learning | 21-40 Developing | 41-60 Building | 61-80 Standardizing | 81-100 Optimizing |
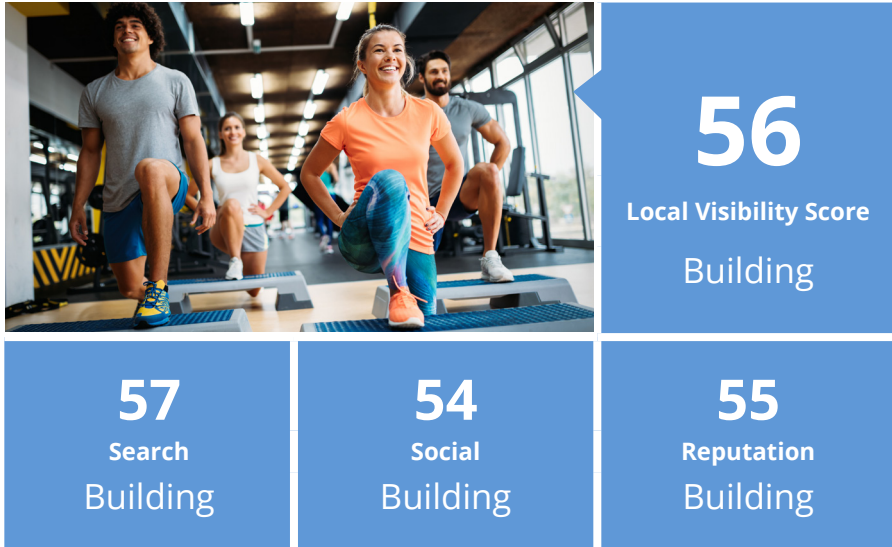
The fitness vertical outperforms all benchmarks, though fitness brands still fall within the "Building" tier in all categories, indicating opportunities for improvement across search, social, and reputation. Fitness brands should strive to push profile optimization to as close to 100% as possible across all channels. Facebook post frequency is strong, but could be extended to Google where performance is relatively weak. Engagement with social content falls below benchmarks, demonstrating that fitness brands need to work on creating social content that is useful and engaging. Fitness brands should strive to respond more consistently to all of their online reviews.

Search

Platform	Class	Metric	Fitness	2022 Benchmark
G	Ranking	% Locations in 3-Pack	42.4%	23.8%
	Ranking	Avg. Local Rank	9.6	10.1
	Claiming	% Locations Claimed	99.5%	99.0%
	Profile Optimization	% Profiles Complete	98.9%	97.7%
	Engagement & Reviews	Avg. Review Count per Location	96.5	223.9
	Engagement & Reviews	Avg. Rating	4.6	4.2
Yelp	Ranking	Avg. Yelp Rank	13.2	15.9
	Claiming	% Locations Claimed	88.4%	96.6%
	Profile Optimization	% Profiles Complete	91.1%	89.7%
	Engagement & Reviews	Avg. Review Count per Location	19.1	19.8
	Engagement & Reviews	Avg. Rating	4.1	3.2
f	Claiming	% Locations Claimed	94.8%	97.2%
	Profile Optimization	% Profiles Complete	88.2%	85.7%
🖥	Ranking	Avg. Organic Rank	17.7	19.6
	Onsite SEO	% Has Local Business Schema	53.7%	59.9%

FITNESS

Social

Platform	Class	Metric	Fitness	2022 Benchmark
f	Claiming	% Locations Claimed	94.8%	97.2%
	Profile Optimization	% Profiles Complete	88.2%	85.7%
	Audience	Avg. Likes per Page	1299.4	505.1
	Audience	Avg. Followers per Page	1343.1	523.1
	Audience	Avg. Check-Ins per Page	3896.8	529.1
	Content	Avg. Posts per Month	15.4	7.3
	Content	% Posts with Photos	68.3%	72.6%
	Content	% Posts with Videos	21.6%	10.0%
	Engagement	Avg. Reactions per Post	25.4	9.8
	Engagement	Avg. Comments per Post	16.3	1.9
	Engagement	Avg. Shares per Post	2.0	1.1
	Engagement	Avg. Engagement Rate	3.3%	2.5%
	Engagement	High-Valued Engagement Rate	1.4%	0.6%
G	Content	Avg. Posts per Month	0.6	0.2
	Engagement	% Q&A Answered	19.7%	6.6%

Reputation

Platform	Class	Metric	Fitness	2022 Benchmark
G	Ratings	Avg. Rating	4.6	4.2
	Volume	Avg. Review Count per Location	96.5	223.9
	Velocity	Avg. New Reviews per Month	2.2	4.2
	Variety	% Positive Reviews	88.6%	77.9%
	Response	% Overall Review Response	36.2%	36.2%
	Response	Avg. Response Time (Days)	51.0	27.2
⚹	Ratings	Avg. Rating	4.1	3.2
	Volume	Avg. Review Count per Location	19.1	19.8
	Velocity	Avg. New Reviews per Month	0.2	0.2
	Variety	% Positive Reviews	66.8%	42.0%
	Response	% Overall Review Response	22.0%	6.2%
	Response	Avg. Response Time (Days)	29.9	12.8
f	Ratings	Avg. Rating	4.8	4.3
	Volume	Avg. Recommendation Count per Location	52.5	24.3
	Velocity	Avg. New Recommendations per Month	0.3	0.1
	Variety	% Positive Recommendations	93.2%	74.0%
	Response	% Overall Recommendation Response	39.0%	28.3%
	Response	Avg. Response Time (Days)	13.3	16.1

HEALTH & MEDICAL

46
Local Visibility Score
Building

52
Search
Building

37
Social
Developing

49
Reputation
Building

LMBR Maturity Model Key

| 0-20 Learning | 21-40 Developing | 41-60 Building | 61-80 Standardizing | 81-100 Optimizing |
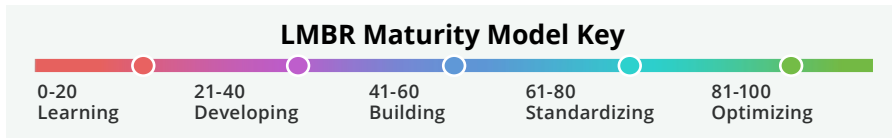
Health and medical falls just below the overall benchmark, with social offering the greatest room for improvement. Consumer expectations that may have been established by other verticals largely apply these days in healthcare as well. Consumers want engaging, useful content to be shared on social networks and they want healthcare providers to listen and respond to their online feedback. Profile optimization, building great content that engages social audiences, and increasing review response rates to meet patient expectations are the biggest areas of opportunity in healthcare.

Health & Medical scores and metrics represent an aggregate of the results for Health & Medical and Assisted Living.

Search

Platform	Class	Metric	Health & Medical	2022 Benchmark
G	Ranking	% Locations in 3-Pack	41.3%	23.8%
	Ranking	Avg. Local Rank	10.9	10.1
	Claiming	% Locations Claimed	96.4%	99.0%
	Profile Optimization	% Profiles Complete	97.0%	97.7%
	Engagement & Reviews	Avg. Review Count per Location	83.6	223.9
	Engagement & Reviews	Avg. Rating	4.5	4.2
Yelp	Ranking	Avg. Yelp Rank	15.2	15.9
	Claiming	% Locations Claimed	80.6%	96.6%
	Profile Optimization	% Profiles Complete	85.0%	89.7%
	Engagement & Reviews	Avg. Review Count per Location	7.1	19.8
	Engagement & Reviews	Avg. Rating	3.7	3.2
f	Claiming	% Locations Claimed	96.6%	97.2%
	Profile Optimization	% Profiles Complete	86.9%	85.7%
🖥	Ranking	Avg. Organic Rank	17.3	19.6
	Onsite SEO	% Has Local Business Schema	57.1%	59.9%
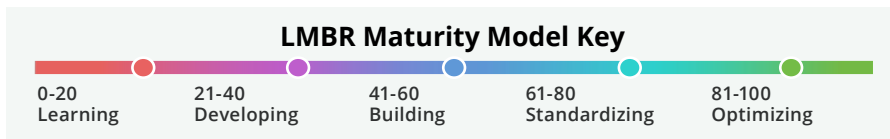
HEALTH & MEDICAL

Social

Platform	Class	Metric	Health & Medical	2022 Benchmark
f	Claiming	% Locations Claimed	96.6%	97.2%
	Profile Optimization	% Profiles Complete	86.9%	85.7%
	Audience	Avg. Likes per Page	509.1	505.1
	Audience	Avg. Followers per Page	530.6	523.1
	Audience	Avg. Check-Ins per Page	774.9	529.1
	Content	Avg. Posts per Month	14.5	7.3
	Content	% Posts with Photos	54.5%	72.6%
	Content	% Posts with Videos	14.9%	10.0%
	Engagement	Avg. Reactions per Post	4.4	9.8
	Engagement	Avg. Comments per Post	0.5	1.9
	Engagement	Avg. Shares per Post	0.4	1.1
	Engagement	Avg. Engagement Rate	1.0%	2.5%
	Engagement	High-Valued Engagement Rate	0.2%	0.6%
G	Content	Avg. Posts per Month	2.2	0.2
	Engagement	% Q&A Answered	28.1%	6.6%

Reputation

Platform	Class	Metric	Health & Medical	2022 Benchmark
G	Ratings	Avg. Rating	4.5	4.2
	Volume	Avg. Review Count per Location	83.6	223.9
	Velocity	Avg. New Reviews per Month	2.3	4.2
	Variety	% Positive Reviews	85.2%	77.9%
	Response	% Overall Review Response	49.8%	36.2%
	Response	Avg. Response Time (Days)	38.3	27.2
Yelp	Ratings	Avg. Rating	3.7	3.2
	Volume	Avg. Review Count per Location	7.1	19.8
	Velocity	Avg. New Reviews per Month	0.1	0.2
	Variety	% Positive Reviews	53.6%	42.0%
	Response	% Overall Review Response	13.0%	6.2%
	Response	Avg. Response Time (Days)	29.0	12.8
f	Ratings	Avg. Rating	4.6	4.3
	Volume	Avg. Recommendation Count per Location	17.9	24.3
	Velocity	Avg. New Recommendations per Month	0.1	0.1
	Variety	% Positive Recommendations	83.4%	74.0%
	Response	% Overall Recommendation Response	37.1%	28.3%
	Response	Avg. Response Time (Days)	16.6	16.1

HOME SERVICES

43
Local Visibility Score
Building

41
Search
Building

35
Social
Developing

54
Reputation
Building

LMBR Maturity Model Key

| 0-20 Learning | 21-40 Developing | 41-60 Building | 61-80 Standardizing | 81-100 Optimizing |

The home services vertical performs well for reputation but misses the benchmarks for search, social, and overall score. Search and social profiles are missing some fields and should be fully optimized. Google post frequency is strong but Facebook post frequency should be increased. Engagement with social content falls significantly below the average, indicating an opportunity to create and share useful and relevant updates. Though home services brands respond to more of their reviews than the average business, it would still be advisable to improve response percentages in order to build local engagement and loyalty.

Search

Platform	Class	Metric	Home Services	2022 Benchmark
G	Ranking	% Locations in 3-Pack	40.2%	23.8%
	Ranking	Avg. Local Rank	12.6	10.1
	Claiming	% Locations Claimed	92.1%	99.0%
	Profile Optimization	% Profiles Complete	93.7%	97.7%
	Engagement & Reviews	Avg. Review Count per Location	190.9	223.9
	Engagement & Reviews	Avg. Rating	4.6	4.2
Yelp	Ranking	Avg. Yelp Rank	16.1	15.9
	Claiming	% Locations Claimed	86.0%	96.6%
	Profile Optimization	% Profiles Complete	77.6%	89.7%
	Engagement & Reviews	Avg. Review Count per Location	21.7	19.8
	Engagement & Reviews	Avg. Rating	3.3	3.2
f	Claiming	% Locations Claimed	95.9%	97.2%
	Profile Optimization	% Profiles Complete	79.5%	85.7%
🖥	Ranking	Avg. Organic Rank	16.9	19.6
	Onsite SEO	% Has Local Business Schema	63.5%	59.9%

HOME SERVICES

Social

Platform	Class	Metric	Home Services	2022 Benchmark
f	Claiming	% Locations Claimed	95.9%	97.2%
	Profile Optimization	% Profiles Complete	79.5%	85.7%
	Audience	Avg. Likes per Page	1766.3	505.1
	Audience	Avg. Followers per Page	1860.6	523.1
	Audience	Avg. Check-Ins per Page	297.0	529.1
	Content	Avg. Posts per Month	8.7	7.3
	Content	% Posts with Photos	65.6%	72.6%
	Content	% Posts with Videos	17.8%	10.0%
	Engagement	Avg. Reactions per Post	17.8	9.8
	Engagement	Avg. Comments per Post	2.0	1.9
	Engagement	Avg. Shares per Post	2.5	1.1
	Engagement	Avg. Engagement Rate	1.2%	2.5%
	Engagement	High-Valued Engagement Rate	0.2%	0.6%
G	Content	Avg. Posts per Month	1.5	0.2
	Engagement	% Q&A Answered	33.5%	6.6%

Reputation

Platform	Class	Metric	Home Services	2022 Benchmark
G	Ratings	Avg. Rating	4.6	4.2
	Volume	Avg. Review Count per Location	190.9	223.9
	Velocity	Avg. New Reviews per Month	5.2	4.2
	Variety	% Positive Reviews	87.7%	77.9%
	Response	% Overall Review Response	51.3%	36.2%
	Response	Avg. Response Time (Days)	43.7	27.2
⚡	Ratings	Avg. Rating	3.3	3.2
	Volume	Avg. Review Count per Location	21.7	19.8
	Velocity	Avg. New Reviews per Month	0.1	0.2
	Variety	% Positive Reviews	47.0%	42.0%
	Response	% Overall Review Response	18.6%	6.2%
	Response	Avg. Response Time (Days)	10.8	12.8
f	Ratings	Avg. Rating	4.6	4.3
	Volume	Avg. Recommendation Count per Location	85.5	24.3
	Velocity	Avg. New Recommendations per Month	0.5	0.1
	Variety	% Positive Recommendations	83.1%	74.0%
	Response	% Overall Recommendation Response	39.1%	28.3%
	Response	Avg. Response Time (Days)	14.9	16.1

HOTELS & TRAVEL

54
Local Visibility Score
Building

55
Search
Building

49
Social
Building

58
Reputation
Building

LMBR Maturity Model Key

| 0-20 Learning | 21-40 Developing | 41-60 Building | 61-80 Standardizing | 81-100 Optimizing |
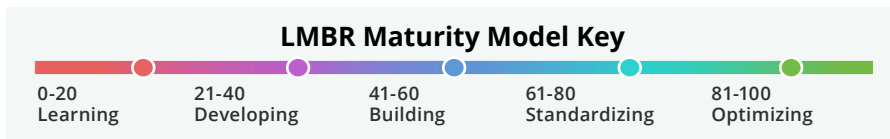
Hotel and travel brands are competitive in local rankings but should focus more attention on profile optimization as well as frequency of social posting. This vertical performs below benchmarks for Facebook posts with photos and with videos, so there are some easy wins for creating content that does a better job of engaging audiences. Review volumes are high but review response on Google, Yelp, and Facebook fall below benchmarks, providing another area for improvement.

Search

Platform	Class	Metric	Hotels & Travel	2022 Benchmark
G	Ranking	% Locations in 3-Pack	0.8%	23.8%
	Ranking	Avg. Local Rank	8.2	10.1
	Claiming	% Locations Claimed	99.0%	99.0%
	Profile Optimization	% Profiles Complete	84.6%	97.7%
	Engagement & Reviews	Avg. Review Count per Location	821.1	223.9
	Engagement & Reviews	Avg. Rating	4.0	4.2
Yelp	Ranking	Avg. Yelp Rank	11.6	15.9
	Claiming	% Locations Claimed	91.0%	96.6%
	Profile Optimization	% Profiles Complete	89.8%	89.7%
	Engagement & Reviews	Avg. Review Count per Location	77.1	19.8
	Engagement & Reviews	Avg. Rating	3.1	3.2
f	Claiming	% Locations Claimed	97.6%	97.2%
	Profile Optimization	% Profiles Complete	86.8%	85.7%
🖥	Ranking	Avg. Organic Rank	19.3	19.6
	Onsite SEO	% Has Local Business Schema	62.1%	59.9%

HOTELS & TRAVEL

Social

Platform	Class	Metric	Hotels & Travel	2022 Benchmark
f	Claiming	% Locations Claimed	97.6%	97.2%
	Profile Optimization	% Profiles Complete	86.8%	85.7%
	Audience	Avg. Likes per Page	2437.7	505.1
	Audience	Avg. Followers per Page	2486.9	523.1
	Audience	Avg. Check-Ins per Page	10544.4	529.1
	Content	Avg. Posts per Month	3.3	7.3
	Content	% Posts with Photos	68.8%	72.6%
	Content	% Posts with Videos	9.2%	10.0%
	Engagement	Avg. Reactions per Post	21.1	9.8
	Engagement	Avg. Comments per Post	4.6	1.9
	Engagement	Avg. Shares per Post	1.5	1.1
	Engagement	Avg. Engagement Rate	1.1%	2.5%
	Engagement	High-Valued Engagement Rate	0.2%	0.6%
G	Content	Avg. Posts per Month	0.2	0.2
	Engagement	% Q&A Answered	5.0%	6.6%

Reputation

Platform	Class	Metric	Hotels & Travel	2022 Benchmark
G	Ratings	Avg. Rating	4.0	4.2
	Volume	Avg. Review Count per Location	821.1	223.9
	Velocity	Avg. New Reviews per Month	17.0	4.2
	Variety	% Positive Reviews	69.7%	77.9%
	Response	% Overall Review Response	24.6%	36.2%
	Response	Avg. Response Time (Days)	56.7	27.2
Yelp	Ratings	Avg. Rating	3.1	3.2
	Volume	Avg. Review Count per Location	77.1	19.8
	Velocity	Avg. New Reviews per Month	0.5	0.2
	Variety	% Positive Reviews	37.5%	42.0%
	Response	% Overall Review Response	4.5%	6.2%
	Response	Avg. Response Time (Days)	25.7	12.8
f	Ratings	Avg. Rating	4.1	4.3
	Volume	Avg. Recommendation Count per Location	125.7	24.3
	Velocity	Avg. New Recommendations per Month	0.3	0.1
	Variety	% Positive Recommendations	71.7%	74.0%
	Response	% Overall Recommendation Response	20.7%	28.3%
	Response	Avg. Response Time (Days)	24.4	16.1

PERSONAL CARE SERVICES

47
Local Visibility Score
Building

52
Search
Building

39
Social
Developing

50
Reputation
Building

LMBR Maturity Model Key

| 0-20 Learning | 21-40 Developing | 41-60 Building | 61-80 Standardizing | 81-100 Optimizing |
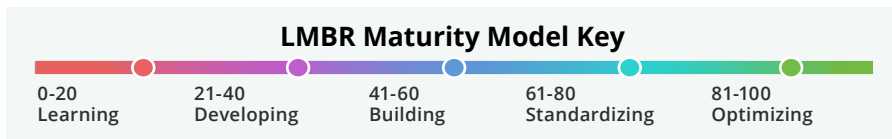
Personal care brands come in right at the benchmark in terms of their average Local Visibility Score, with strengths in search and reputation and room for improvement in social. Personal care brands show strength and consistency in profile claiming and optimization, though some attention should be paid to strengthening profiles on Yelp and to claiming all Facebook pages for brand locations. Personal care brands should focus on building larger audiences and greater engagement on social by creating useful and appealing content and making use of localized posting from each location page.

Search

Platform	Class	Metric	Personal Care Services	2022 Benchmark
G	Ranking	% Locations in 3-Pack	26.5%	23.8%
	Ranking	Avg. Local Rank	12.8	10.1
	Claiming	% Locations Claimed	98.7%	99.0%
	Profile Optimization	% Profiles Complete	96.6%	97.7%
	Engagement & Reviews	Avg. Review Count per Location	117.0	223.9
	Engagement & Reviews	Avg. Rating	4.3	4.2
Yelp	Ranking	Avg. Yelp Rank	16.4	15.9
	Claiming	% Locations Claimed	91.9%	96.6%
	Profile Optimization	% Profiles Complete	84.8%	89.7%
	Engagement & Reviews	Avg. Review Count per Location	26.2	19.8
	Engagement & Reviews	Avg. Rating	3.4	3.2
f	Claiming	% Locations Claimed	95.2%	97.2%
	Profile Optimization	% Profiles Complete	86.5%	85.7%
🖥	Ranking	Avg. Organic Rank	15.6	19.6
	Onsite SEO	% Has Local Business Schema	74.1%	59.9%

PERSONAL CARE SERVICES

Social

Platform	Class	Metric	Personal Care Services	2022 Benchmark
f	Claiming	% Locations Claimed	95.2%	97.2%
	Profile Optimization	% Profiles Complete	86.5%	85.7%
	Audience	Avg. Likes per Page	472.1	505.1
	Audience	Avg. Followers per Page	482.0	523.1
	Audience	Avg. Check-Ins per Page	373.8	529.1
	Content	Avg. Posts per Month	9.3	7.3
	Content	% Posts with Photos	80.7%	72.6%
	Content	% Posts with Videos	14.1%	10.0%
	Engagement	Avg. Reactions per Post	14.0	9.8
	Engagement	Avg. Comments per Post	2.9	1.9
	Engagement	Avg. Shares per Post	3.2	1.1
	Engagement	Avg. Engagement Rate	4.2%	2.5%
	Engagement	High-Valued Engagement Rate	1.3%	0.6%
G	Content	Avg. Posts per Month	0.3	0.2
	Engagement	% Q&A Answered	27.5%	6.6%

Reputation

Platform	Class	Metric	Personal Care Services	2022 Benchmark
G	Ratings	Avg. Rating	4.3	4.2
	Volume	Avg. Review Count per Location	117.0	223.9
	Velocity	Avg. New Reviews per Month	2.8	4.2
	Variety	% Positive Reviews	81.4%	77.9%
	Response	% Overall Review Response	52.6%	36.2%
	Response	Avg. Response Time (Days)	33.0	27.2
※	Ratings	Avg. Rating	3.4	3.2
	Volume	Avg. Review Count per Location	26.2	19.8
	Velocity	Avg. New Reviews per Month	0.2	0.2
	Variety	% Positive Reviews	47.4%	42.0%
	Response	% Overall Review Response	26.7%	6.2%
	Response	Avg. Response Time (Days)	15.5	12.8
f	Ratings	Avg. Rating	4.4	4.3
	Volume	Avg. Recommendation Count per Location per Location	18.5	24.3
	Velocity	Avg. New Recommendations per Month	0.1	0.1
	Variety	% Positive Recommendations	73.7%	74.0%
	Response	% Overall Recommendation Response	43.0%	28.3%
	Response	Avg. Response Time (Days)	13.5	16.1

PROPERTY MANAGEMENT

30
Local Visibility Score
Developing

20
Search
Learning

28
Social
Developing

41
Reputation
Building

LMBR Maturity Model Key

0-20 Learning | 21-40 Developing | 41-60 Building | 61-80 Standardizing | 81-100 Optimizing
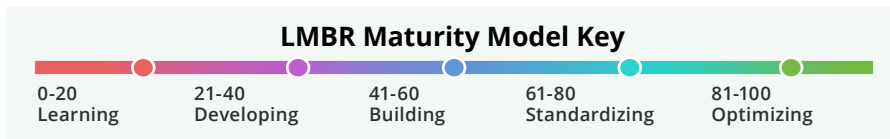
Property management companies have great opportunity for improvement in search and social, though they are somewhat stronger in reputation. Profile optimization should be improved across the board, though property management companies are doing a better job than average of posting on Google and responding to Google Q&A as well as reviews. Social engagement should be strengthened by greater utilization of video as well as creating content that audiences find informative. Property brands should analyze their reviews closely in order to improve services, which should translate into stronger star ratings.

Search

Platform	Class	Metric	Property Management	2022 Benchmark
G	Ranking	% Locations in 3-Pack	3.0%	23.8%
	Ranking	Avg. Local Rank	23.0	10.1
	Claiming	% Locations Claimed	93.4%	99.0%
	Profile Optimization	% Profiles Complete	91.9%	97.7%
	Engagement & Reviews	Avg. Review Count per Location	99.4	223.9
	Engagement & Reviews	Avg. Rating	3.7	4.2
Yelp	Ranking	Avg. Yelp Rank	19.9	15.9
	Claiming	% Locations Claimed	85.8%	96.6%
	Profile Optimization	% Profiles Complete	82.9%	89.7%
	Engagement & Reviews	Avg. Review Count per Location	29.8	19.8
	Engagement & Reviews	Avg. Rating	2.7	3.2
f	Claiming	% Locations Claimed	87.7%	97.2%
	Profile Optimization	% Profiles Complete	75.4%	85.7%
🖥	Ranking	Avg. Organic Rank	20.0	19.6
	Onsite SEO	% Has Local Business Schema	25.9%	59.9%

PROPERTY MANAGEMENT

Social

Platform	Class	Metric	Property Management	2022 Benchmark
f	Claiming	% Locations Claimed	87.7%	97.2%
	Profile Optimization	% Profiles Complete	75.4%	85.7%
	Audience	Avg. Likes per Page	772.4	505.1
	Audience	Avg. Followers per Page	797.3	523.1
	Audience	Avg. Check-Ins per Page	1595.1	529.1
	Content	Avg. Posts per Month	5.2	7.3
	Content	% Posts with Photos	70.1%	72.6%
	Content	% Posts with Videos	4.2%	10.0%
	Engagement	Avg. Reactions per Post	2.6	9.8
	Engagement	Avg. Comments per Post	0.4	1.9
	Engagement	Avg. Shares per Post	0.2	1.1
	Engagement	Avg. Engagement Rate	0.4%	2.5%
	Engagement	High-Valued Engagement Rate	0.1%	0.6%
G	Content	Avg. Posts per Month	1.1	0.2
	Engagement	% Q&A Answered	33.1%	6.6%

Reputation

Platform	Class	Metric	Property Management	2022 Benchmark
G	Ratings	Avg. Rating	3.7	4.2
	Volume	Avg. Review Count per Location	99.4	223.9
	Velocity	Avg. New Reviews penr Month	1.7	4.2
	Variety	% Positive Reviews	66.1%	77.9%
	Response	% Overall Review Response	74.4%	36.2%
	Response	Avg. Response Time (Days)	42.0	27.2
※	Ratings	Avg. Rating	2.7	3.2
	Volume	Avg. Review Count per Location	29.8	19.8
	Velocity	Avg. New Reviews per Month	0.2	0.2
	Variety	% Positive Reviews	35.9%	42.0%
	Response	% Overall Review Response	54.6%	6.2%
	Response	Avg. Response Time (Days)	13.7	12.8
f	Ratings	Avg. Rating	3.8	4.3
	Volume	Avg. Recommendation Count per Location	33.0	24.3
	Velocity	Avg. New Recommendations per Month	0.1	0.1
	Variety	% Positive Recommendations	55.9%	74.0%
	Response	% Overall Recommendation Response	52.2%	28.3%
	Response	Avg. Response Time (Days)	36.7	16.1

RESTAURANTS

49
Local Visibility Score
Building

51
Search
Building

57
Social
Building

49
Reputation
Building

LMBR Maturity Model Key

| 0-20 Learning | 21-40 Developing | 41-60 Building | 61-80 Standardizing | 81-100 Optimizing |

Restaurants outperform all multi-location benchmark scores but still find themselves at the "Building" stage in all categories, indicating room for improvement. Restaurant brands should post more frequently on Google and Facebook, and should respond to more of their reviews as well as the questions consumers ask on their Google profiles. Ranking performance indicates how fiercely competitive local searches have become in the restaurant category. Due to this competition, restaurants should strive to go far above the average in creating engaging, useful profiles on all channels.

Restaurant scores and metrics represent an aggregate of the results for Restaurants (Sit Down) and Restaurants (Fast Casual).
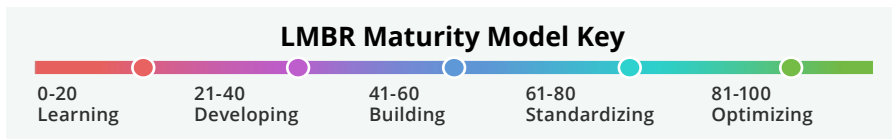
Search

Platform	Class	Metric	Restaurants	2022 Benchmark
G	Ranking	% Locations in 3-Pack	24.3%	23.8%
	Ranking	Avg. Local Rank	13.7	10.1
	Claiming	% Locations Claimed	98.3%	99.0%
	Profile Optimization	% Profiles Complete	98.7%	97.7%
	Engagement & Reviews	Avg. Review Count per Location	957.2	223.9
	Engagement & Reviews	Avg. Rating	4.0	4.2
Yelp	Ranking	Avg. Yelp Rank	16.6	15.9
	Claiming	% Locations Claimed	94.9%	96.6%
	Profile Optimization	% Profiles Complete	93.1%	89.7%
	Engagement & Reviews	Avg. Review Count per Location	94.7	19.8
	Engagement & Reviews	Avg. Rating	2.9	3.2
f	Claiming	% Locations Claimed	96.1%	97.2%
	Profile Optimization	% Profiles Complete	86.1%	85.7%
🖥	Ranking	Avg. Organic Rank	19.4	19.6
	Onsite SEO	% Has Local Business Schema	60.3%	59.9%

RESTAURANTS

Social

Platform	Class	Metric	Restaurants	2022 Benchmark
f	Claiming	% Locations Claimed	96.1%	97.2%
	Profile Optimization	% Profiles Complete	86.1%	85.7%
	Audience	Avg. Likes per Page	1301.5	505.1
	Audience	Avg. Followers per Page	1318.0	523.1
	Audience	Avg. Check-Ins per Page	8417.9	529.1
	Content	Avg. Posts per Month	9.3	7.3
	Content	% Posts with Photos	76.0%	72.6%
	Content	% Posts with Videos	17.0%	10.0%
	Engagement	Avg. Reactions per Post	111.7	9.8
	Engagement	Avg. Comments per Post	35.1	1.9
	Engagement	Avg. Shares per Post	13.9	1.1
	Engagement	Avg. Engagement Rate	12.2%	2.5%
	Engagement	High-Valued Engagement Rate	3.7%	0.6%
G	Content	Avg. Posts per Month	0.6	0.2
	Engagement	% Q&A Answered	6.0%	6.6%

Reputation

Platform	Class	Metric	Restaurants	2022 Benchmark
G	Ratings	Avg. Rating	4.0	4.2
	Volume	Avg. Review Count per Location	957.2	223.9
	Velocity	Avg. New Reviews per Month	14.5	4.2
	Variety	% Positive Reviews	70.7%	77.9%
	Response	% Overall Review Response	32.9%	36.2%
	Response	Avg. Response Time (Days)	113.6	27.2
yelp	Ratings	Avg. Rating	2.9	3.2
	Volume	Avg. Review Count per Location	94.7	19.8
	Velocity	Avg. New Reviews per Month	0.8	0.2
	Variety	% Positive Reviews	35.9%	42.0%
	Response	% Overall Review Response	19.0%	6.2%
	Response	Avg. Response Time (Days)	34.1	12.8
f	Ratings	Avg. Rating	3.8	4.3
	Volume	Avg. Recommendation Count per Location	166.3	24.3
	Velocity	Avg. New Recommendations per Month	0.6	0.1
	Variety	% Positive Recommendations	62.0%	74.0%
	Response	% Overall Recommendation Response	31.4%	28.3%
	Response	Avg. Response Time (Days)	21.2	16.1

RETAIL

54
Local Visibility Score
Building

52
Search
Building

48
Social
Building

40
Reputation
Developing

LMBR Maturity Model Key

| 0-20 Learning | 21-40 Developing | 41-60 Building | 61-80 Standardizing | 81-100 Optimizing |

The retail category outperforms the overall average Local Visibility Score of 47 and exceeds benchmarks for search and social, while falling somewhat short on reputation. Reviewing the individual metrics, we see several areas where retail is slightly below the average. Retail marketers need to expend more energy on profile optimization and review response, and should focus attention on social posts that create higher-value engagements in the form of comments and shares. Retailers are in the positive position, though, of attracting large social audiences and outranking many of their competitors in search.

Retail scores and metrics represent an aggregate of the results for Retail (General), Retail (Convenience), Retail (Harward & Home Improvement), Retail (Grocery), and Retail (Specialty).

Search				
Platform	**Class**	**Metric**	**Retail**	**2022 Benchmark**
G	Ranking	% Locations in 3-Pack	54.8%	23.8%
	Ranking	Avg. Local Rank	6.7	10.1
	Claiming	% Locations Claimed	89.2%	99.0%
	Profile Optimization	% Profiles Complete	94.8%	97.7%
	Engagement & Reviews	Avg. Review Count per Location	281.1	223.9
	Engagement & Reviews	Avg. Rating	4.0	4.2
⚹	Ranking	Avg. Yelp Rank	12.1	15.9
	Claiming	% Locations Claimed	79.7%	96.6%
	Profile Optimization	% Profiles Complete	81.5%	89.7%
	Engagement & Reviews	Avg. Review Count per Location	14.3	19.8
	Engagement & Reviews	Avg. Rating	2.8	3.2
f	Claiming	% Locations Claimed	95.2%	97.2%
	Profile Optimization	% Profiles Complete	81.2%	85.7%
🖥	Ranking	Avg. Organic Rank	18.1	19.6
	Onsite SEO	% Has Local Business Schema	34.0%	59.9%

RETAIL

Social

Platform	Class	Metric	Retail	2022 Benchmark
f	Claiming	% Locations Claimed	95.2%	97.2%
	Profile Optimization	% Profiles Complete	81.2%	85.7%
	Audience	Avg. Likes per Page	4158.7	505.1
	Audience	Avg. Followers per Page	4313.0	523.1
	Audience	Avg. Check-Ins per Page	406.0	529.1
	Content	Avg. Posts per Month	12.4	7.3
	Content	% Posts with Photos	71.4%	72.6%
	Content	% Posts with Videos	20.4%	10.0%
	Engagement	Avg. Reactions per Post	84.5	9.8
	Engagement	Avg. Comments per Post	23.4	1.9
	Engagement	Avg. Shares per Post	10.8	1.1
	Engagement	Avg. Engagement Rate	2.8%	2.5%
	Engagement	High-Valued Engagement Rate	0.8%	0.6%
G	Content	Avg. Posts per Month	0.4	0.2
	Engagement	% Q&A Answered	4.7%	6.6%

Reputation

Platform	Class	Metric	Retail	2022 Benchmark
G	Ratings	Avg. Rating	4.0	4.2
	Volume	Avg. Review Count per Location	281.1	223.9
	Velocity	Avg. New Reviews per Month	4.9	4.2
	Variety	% Positive Reviews	72.3%	77.9%
	Response	% Overall Review Response	29.1%	36.2%
	Response	Avg. Response Time (Days)	34.4	27.2
⚐	Ratings	Avg. Rating	2.8	3.2
	Volume	Avg. Review Count per Location	14.3	19.8
	Velocity	Avg. New Reviews per Month	0.1	0.2
	Variety	% Positive Reviews	38.1%	42.0%
	Response	% Overall Review Response	3.0%	6.2%
	Response	Avg. Response Time (Days)	12.4	12.8
f	Ratings	Avg. Rating	4.0	4.3
	Volume	Avg. Recommendation Count per Location	24.2	24.3
	Velocity	Avg. New Recommendations per Month	0.1	0.1
	Variety	% Positive Recommendations	61.9%	74.0%
	Response	% Overall Recommendation Response	21.0%	28.3%
	Response	Avg. Response Time (Days)	25.6	16.1

CONCLUSIONS & RECOMMENDATIONS

WHAT DID WE LEARN?

1 Localized marketing requires a balance of efforts across search and social channels like Google, Yelp, and Facebook, and across topic areas including search optimization, social media marketing, and reputation management. The most successful brands are those that move beyond the table stakes of merely being present in local platforms. These brands have achieved multiple complex goals: they've built engaging profiles to inform and attract consumers to their offerings; they've paid close attention to consumer feedback in the form of questions and reviews, establishing and maintaining a positive reputation at the local level; and they've used their understanding of the wants and needs of their audience to create engaging, useful content on social media in order to build loyalty and win new business.

2 In comparison with prior editions of our study, brands this year exhibit greater understanding of the need to apply marketing efforts in an omnichannel approach rather than focusing exclusively on what might be perceived as their top performing platforms. Much opportunity and competitive advantage are to be gained by meeting consumers on all platforms where they prefer to search for and discover local businesses.

3 A huge opportunity remains for brands to improve localized marketing performance. The average multi-location brand demonstrates about 88.1% completeness of profiles across Google, Facebook, and Yelp, indicating a need to focus on providing thorough, up-to-date info in all profile fields in order to meet the consumer need for relevant information. Brands are responding to an average of 29.4% of their reviews across all platforms and should strive to respond to a greater proportion of the feedback they receive. Many brands have significant room for improvement in creating and posting content that engages social audiences.

WANT TO KNOW HOW YOU STACK UP?

Request Your Local Visibility Score Today!

LMBR.MEETSOCI.COM/ 2022-LMBR-AUDIT-REQUEST

ABOUT THE DATA

291

Total Brands Audited

230K
Total Locations

690K
Total Location Pages

97.4M
Total Local Reviews

33.9M
Total Review Responses

23M
Total Local Posts

5.7B
Total Engagements

LMBR METRICS BY CATEGORY

SEARCH

Claiming
Google % Profiles Claimed
Yelp % Profiles Found
Yelp % Profiles Claimed

Profile Optimization
Google % Profiles Complete
Google % Has Address
Google % Has Phone
Google % Has Local Landing Page
Google % Has Primary Category
Google % Has at Least One Secondary Category
Google % Has Merchant Description
Google % Has Business Hours
Google % Has at Least One Merchant Photo
Google % Has Cover Photo
Google % Has Profile Photo
Google Age of Most Recent Photo
Google Avg. Photo Count
Google % Has at Least One Attribute
Google % Has at Least One Secondary URL
Yelp % Profiles Complete
Yelp % Address Matches Google
Yelp % Phone Matches Google
Yelp % Has Local Landing Page
Yelp % Has Categories

Yelp % Has Hours
Yelp % Has Description
Yelp % Has Photos
Facebook % Profiles Found
Facebook % Profiles Complete
Facebook % Address Matches Google
Facebook % Phone Matches Google
Facebook % Has Local Landing Page
Facebook % Has Business Categories
Facebook % Has Hours
Facebook % Has Description
Facebook % Has Photos
Facebook % Has Reviews Tab

Engagement & Reviews
Google & Yelp Avg. Review Count per Location
Google & Yelp Avg. Rating
Google % Reviews with Keyword
Google Avg. Q&A Questions Asked
Google % Questions Answered by Merchant
Google Posts (Last 12 Months)
Google Avg. Posts per Month

Ranking
Google % Locations in 3-Pack
Google Avg. Local Ranking
Google Avg. Organic Ranking
Yelp Avg. Ranking

Onsite SEO
% Has Location Page Structure
% Is Responsive
% Has Local Business Schema
Avg. Images on Page
Avg. Keyword Occurrences
Avg. Non Stop Words on Page
% Phone Matches Google

SOCIAL

Claiming
Facebook % Profiles Found
Facebook % Profiles Claimed

Profile Optimization
Facebook Avg. % Profile Complete
Facebook % Address Matches Google
Facebook % Phone Matches Google
Facebook % Has Local Landing Page
Facebook % Has Business Categories
Facebook % Has Hours
Facebook % Has Description
Facebook % Has Photos
Facebook % Has Reviews

LMBR METRICS BY CATEGORY

Audience
Facebook Avg. Page Likes
Facebook Avg. Page Followers
Facebook Avg. Page Checkins

Content
Facebook Avg. Posts per Month
(Last 12 Months)
Facebook Avg. % Posts with Photos
Facebook Avg. % Posts with Videos
Google Avg. Posts Last 12 Months
Google Avg. Posts per Month

Engagement
Facebook Avg. Reactions per Post
Facebook Avg. Comments per Post
Facebook Avg. Shares per Post
Facebook Avg. Reactions by Follower
Facebook Avg. Comments by Follower
Facebook Avg. Shares by Follower
Facebook Avg. % Engagement Growth
Rate (Last 12 Months)
Facebook Avg. % Engagement Growth
Rate by Follower (Last 12 Months)
Facebook Avg. % Waterfall Posts
Facebook Avg. % Local Page Posts
Google % Q&A Answered by Owner
(Where Q&A Count > 0)

REPUTATION

Ratings
Google Avg. Rating
Google Avg. Rating % Change (Last 12 Months)
Yelp Avg. Rating
Yelp Avg. Rating % Change (Last 12 Months)
Facebook Avg. Rating

Volume
Google Avg. Review Volume
Yelp Avg. Review Volume
Facebook Avg. Recommendation Volume

Velocity
Google Avg. New Reviews per Month
Google Avg. Volume Growth Rate (Last 12 Months)
Yelp Avg. New Reviews per Month
Yelp Avg. Volume Growth Rate (Last 12 Months)
Facebook Avg. New Recommendations per Month
Facebook Avg. Volume Growth Rate (Last 12 Months)

Variety
Google % Positive Reviews (4-5)
Google % Negative Reviews (1-3)
Yelp % Positive Reviews (4-5)
Yelp % Negative Reviews (1-3)
Facebook % Recommended
Facebook % Not Recommended

Response
Google Avg. % Overall Review Response
Google Avg. % Positive Review Response
Google % Negative Review Response
Google Avg. Response Time (Last 12 Months)
Yelp Avg. % Overall Review Response
Yelp Avg. % Positive Review Response
Yelp Avg. % Negative Review Response
Yelp Avg. Response Time (Last 12 Months)
Facebook Avg. % Overall Recommendation Response
Facebook Avg. % Positive Recommendation Response
Facebook Avg. % Negative Recommendation Response
Facebook Avg. Response Time (Last 12 Months)