



Snapshot Report

Name	Your client's name
Organisation	Your client's organization
Organisation Email	Your client's email
Phone	Your client's phone
Address	Your client's address
Website URL	Your client's website
Date	Date

Current visibility and competition level of services provided by the business

	Service 1	Service 2	Service 3	Service 4	Service 5	Service 6	Service 7
Locations served by the business	Keyword 1, Keyword 2, Keyword 3, Keyword 4, Keyword 5, Keyword 6, Keyword 7, Keyword 8, Keyword 9, Keyword 10, Keyword 11,	Keyword 1, Keyword 2, Keyword 3, Keyword 4, Keyword 5, Keyword 6, Keyword 7, Keyword 8, Keyword 9, Keyword 10, Keyword 11,	Keyword 1, Keyword 2, Keyword 3, Keyword 4, Keyword 5, Keyword 6, Keyword 7, Keyword 8, Keyword 9, Keyword 10, Keyword 11,	Keyword 1, Keyword 2, Keyword 3, Keyword 4, Keyword 5, Keyword 6, Keyword 7, Keyword 8, Keyword 9, Keyword 10, Keyword 11,	Keyword 1, Keyword 2, Keyword 3, Keyword 4, Keyword 5, Keyword 6, Keyword 7, Keyword 8, Keyword 9, Keyword 10, Keyword 11,	Keyword 1, Keyword 2, Keyword 3, Keyword 4, Keyword 5, Keyword 6, Keyword 7, Keyword 8, Keyword 9, Keyword 10, Keyword 11,	Keyword 1, Keyword 2, Keyword 3, Keyword 4, Keyword 5, Keyword 6, Keyword 7, Keyword 8, Keyword 9, Keyword 10, Keyword 11,
Location 1	*****	*****	*****	*****	*****	*****	****
Location 2	***	***	****	****	***	***	**
Location 3	***	***	****	****	***	***	**
Location 4	***	***	****	****	***	***	***
Location 5	****	****	****	****	***	***	**
Location 6	***	***	****	****	***	**	**
Location 7	****	***	****	****	***	**	**

red	no visibility-business nowhere to be seen
orange	business appears for some services / longer specific keywords
yellow	business appears many times/different combinations of words (longer and shorter keywords)
green	appears for almost all keywords including 3-pack (multiple listings per page)

*	No sites targeting specific keyword or synonyms of it in title or page
**	1-5 sites in front page,FB, Twitter and classified ads present, sites in 3pack have few reviews
***	Mainly local businesses, 0-2 larger national domains, sites in 3pack typically have reviews
****	Sites with 5+ reviews in 3pack, high profile sites specifically targeting product or synonyms,but not on page 2
*****	50+ reviews in 3-pack, high profile sites even on page 2