



# Local Reporting

Local Business Intelligence  
That Answers All Your Questions



## Reporting for Rankings, Citations & Reviews in a Single Dashboard

Measuring local brand performance has become one of the most challenging issues facing marketers today. As the number of ways consumers interact with your brand increase exponentially, it's been increasingly difficult to track results. **Until now.**

Rio SEO's Local Reporting provides advanced analytics that track every local interaction with your brand. This arms marketers with the critical data they need to measure ROI and performance of their marketing programs.

Emerging consumer features such as Google Map Packs have complicated the search landscape by creating robust consumer interactions outside your corporate properties. That's why Rio SEO introduced Map Pack Insights, the first enterprise-level overview of consumer interactions across Google My Business.

With Local Reporting, you now have complete visibility into brand interactions driving customers to your doorstep.

**Gain insight to take your local strategy to the next level.**

### Key Features

Citations	✓
Ranking	✓
Reviews	✓
Web Analytics	✓
Engagement Tracking	✓
Map Pack Insights	+
Competitive Monitoring	+
Social Insights	+
Call Conversion	+

**Rio SEO's Local Reporting provides enterprises unparalleled visibility into local brand performance throughout the entire search ecosystem.**

## Overview

### Monitor key metrics and performance through a single local reporting dashboard

- › Easily visualize trends over time across different sources
- › Create custom segments to view success by location or store type
- › Compare effects of various local strategies in a single view
- › Download or automate reports to your inbox on a monthly basis
- › Integrate key statistics from current web analytics platforms

### Track local listing citation on search engines and local directories for accuracy

- › Track and report on active citations in the local ecosystem
- › Visualize citations over time for specific locations or segments
- › Identify and resolve incorrect or duplicate listings on maps and directories

### Measure reputation for each location with local review and star rating monitoring

- › Track local reviews across the most popular review sites
- › Monitor review growth and rating by location over time
- › Quickly identify and address negative and poor reviews for follow-up
- › View each location's review source with a single click from the dashboard

### Integrate Google My Business reporting for local map pack insight

- › Get granular insight into location performance
- › Access detailed analytics for local listings
- › Gain local ROI analysis beyond web analytics

## About Us

Rio SEO simplifies complex local marketing by empowering enterprise brands with solutions that engage customers throughout the search ecosystem. Our heritage as search experts combined with our first-class service drives tangible results for some of the nation's most recognizable brands. Rio SEO's professional services, Local Solutions, acts as an extension of your brand offering high-level expertise, local marketing support, and adaptability to the ever-changing SEO industry.

Whether it's search or social, we believe that every brand interaction is an opportunity to create a customer relationship. Our Open Local Platform powers the marketing solutions that multi-location brands need to establish a local presence and connect with customers. Rio SEO's suite of turnkey products includes Local Listings, Local Reporting, Local Pages, Local Social and Local Manager. From web to mobile, **we're redefining the technology driving the future of local.**



9255 Towne Centre Dr., Suite 750  
San Diego, CA 92121  
(858) 529-5005  
[www.rioseo.com](http://www.rioseo.com)