

Online Presence Report

Hunch Manifest

www.hunchmanifest.com

Q3 2015

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Summary

Congratulations, you are at four stars! This audit provides you an overview of where your business is today and outlines this month's task to increase your online presence and get more customers online.

Online Presence Score

START	BUILD	ENGAGE	MANAGE	LEVERAGE
				

More information on scoring: <http://www.hunchmanifest.com/online-presence-maturity-model/>

Why are you at four stars?

- You have a great online reputation
- You are active on social media and have a good following
- You currently have a few listings, but could increase the number
- You now have online monitoring for your business through Presence Manager

Metrics Baseline

- You are the first search result for Online Presence Management Guelph
- You have a Domain rank of 43 and 62 referring domains.
- You are registered in 4 of the top 50 directories

Task Summary

Click on the links to get started, more details in the body of the report.

- [Build up your following on LinkedIn](#)
- Register for 5 new directories

In the report, we attempt to include all the information required for you to implement the recommendations. We realize some companies may want help to perform these tasks. Hunch Manifest would be happy to perform or recommend someone who can do the tasks for you, contact us at support@hunchmanifest.com or 1855 44 HUNCH.

Google My Business

Google represents approximately $\frac{2}{3}$ of the web searches, so they are main search engine which you want to know about the business. [Google My Business](#) registers your company information with Google so that you show up among top results in your city.

Your business listing is found in Google My Business.

Currently when you Google “Hunch Manifest” the following listing appears with nothing on the right side of the results page where you should have a Google Profile. You have to verify your Google My Business page with Google.

The screenshot shows a Google search for "hunch manifest". The search bar is at the top with the Google logo on the left and a search icon on the right. Below the search bar are tabs for "Web", "Images", "News", "Videos", "Maps", "More", and "Search tools". The search results are displayed below, starting with "About 194,000 results (0.45 seconds)".

The first result is "Online Presence Management - Hunch Manifest" with the URL www.hunchmanifest.com/. The description says: "Manifest your online business goals, one task at a time. Online presence management designed ... Canadian. Hunch Manifest is based out of Guelph, Ontario ...". It has a 4.7 star rating from 8 Google reviews and a link to "Write a review". Below this is a snippet from Ted Buzanis: "Ted Buzanis rated it 5 stars."

The second result is a location listing for "Hunch Manifest Inc" at "73 Forest St, Guelph, ON N1G 1J3" with phone number "+1 855-444-8824". It notes "You've visited this page 3 times. Last visit: 07/09/14". To the right of this listing is a map showing the location on a street grid. Below the map is a "See photos" button and a "Map data ©2014 Google" label.

Below the location listing are sections for "About", "Contact Us", "Blog", and "About Us". The "About" section says "Welcome to Hunch Manifest Inc. At Hunch Manifest, we have a ...". The "Contact Us" section says "About Hunch Manifest. We are a family owned tech business ...". The "Blog" section says "Blogger is a Google-linked tool that allows the user to create ...". The "About Us" section says "... About Us. Author:Jon West On:Jul 28 Categories:About Us No ...". There is a "More results from hunchmanifest.com" link.

The third result is "Hunch Manifest Inc - Google+" with the URL <https://plus.google.com/+HunchManifestIncGuelph>. The description says: "Hunch Manifest Inc - Hunch Manifest is a Guelph based startup, that helps small businesses increase their online presence and manage their online reputation ...". It notes "You've visited this page many times. Last visit: 09/09/14".

The fourth result is "Guelph couple helps small businesses develop online ..." with the URL www.guelphmercury.com/.../4740536-guelph-couple-helps-small-busine.... The description says: "Aug 7, 2014 - The van Berkels run Hunch Manifest Inc, an intelligent marketing technology company that offers online presence support to small businesses ...". It notes "You've visited this page 2 times. Last visit: 08/09/14".

The fifth result is "Hunch Manifest (HunchManifest) on Twitter" with the URL <https://twitter.com/HunchManifest>. The description says: "The latest from Hunch Manifest (@HunchManifest) on Twitter: Marketing Intelligent Marketing ...".

On the right side of the search results, there is a large card for "Hunch Manifest Inc". It features a map of the location, a "See photos" button, and a "Map data ©2014 Google" label. Below the map is the business name "Hunch Manifest Inc" and buttons for "Directions", "Write a review", and "2 circles". The address is "73 Forest St, Guelph, ON N1G 1J3", the phone number is "+1 855-444-8824", and the hours are "Closing soon · 8:30 am – 5:00 pm". Below this is a "Reviews" section showing a 4.7 star rating from 8 Google reviews and a "Feedback" link.

Search Results

Currently when you search for Online Presence Management + Guelph you are the first result in Google search.

Online Presence Management - Hunch Manifest

<https://www.hunchmanifest.com/> ▾

Use the web to grow your business with presence management. Online ... Guided to Full Service Online Presence Management ... Guelph, ON Canada 1 855 44 ...

Online Presence Management Jobs in Guelph

<https://www.hunchmanifest.com/about/careers/> ▾

Do you love online marketing? Do you want to be part of a team that is disrupting how online marketing is done for small and medium businesses? Apply now.

Low Cost Strategies to Increase Your Online Presence ...

<https://www.hunchmanifest.com/.../low-cost-strategies-increase-online-pr...> ▾

Jun 24, 2014 - Hunch Manifest is a Guelph based start-up, that helps small businesses increase their online presence and manage their online reputation.

Guelph couple helps small businesses develop online ...

www.guelphmercury.com ▸ Home ▸ News ▸ Business ▾

Aug 7, 2014 - According to the van Berkels, you can, by using their company's presence manager and other services to monitor and improve the online ...

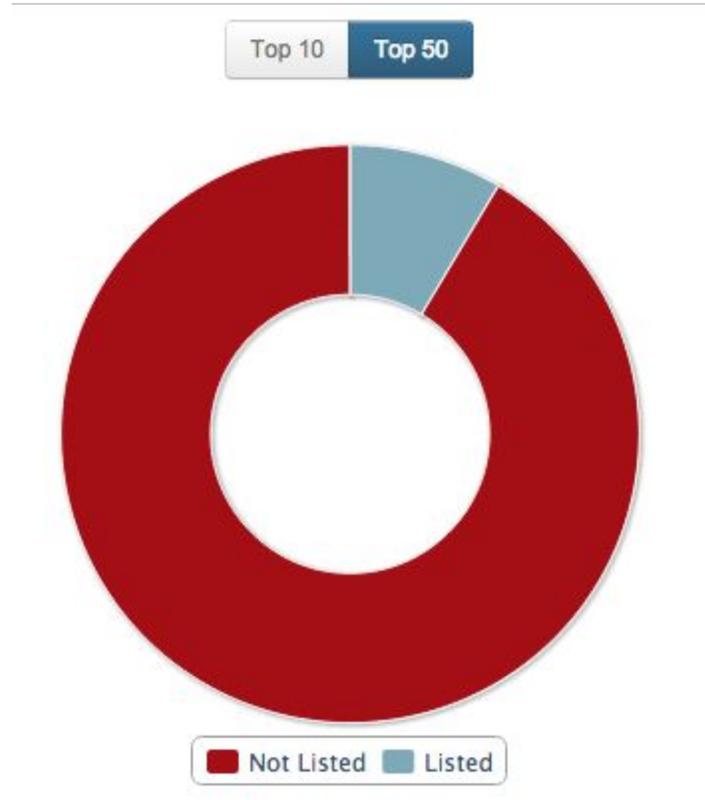
Online Presence Manager Jobs in Guelph, ON | Indeed.com

Business Directories

Business directories or lead generation services are numerous, some focus on specific industries, locations or general directories. The business models of these companies vary, some charging you a monthly fee, some charging only for business leads, while others can be free. Each has a registration process, some require screening or background checks. Each link to your business increases your search engine rank, while citations (business listing without link) also have a positive effect on your ranking.

Top 50 Listings

Among the top 50 directories your business listed in 4 locations



Primary Directories for Local SEO

Local Search Engine Optimization is a special kind of online marketing that increases visibility for geographically related searches. In Canada, there are two primary directories which collect business information and which many third party companies get their business listings from.

Industry Canada

<http://www.ic.gc.ca/eic/site/ccc-rec.nsf/eng/home> - The Industry Canada directory is a key business listing tool, if your information is not provided here your company will not show up in more than 10 websites that get their data from Industry Canada. [Register here](#)

Yellow Pages Online

<http://www.yellowpages360solution.ca> - Get a free online profile page with your name, address and phone number listed on www.yellowpages.ca. They charge (\$50 up to \$500 monthly) to provide additional services and extra promotion of your company.

Search Engine Optimization Review Metrics

For a long time, the number and quality of your backlinks affects your Google PageRank. You have a Domain rank of 43 and 62 referring domains. To improve your search results you can to increase the number of quality inbound links to your website, which is a signal to search engines of a better reputation, impacting search rank.

This Quarter

URL Rating	Domain Rating	Backlinks	Referring Domains
20	43	401	62

What does this mean?

URL Rank: Range of the rank is from 0-100. Ahrefs URL Rank measures how important the URL is by verifying the number and quality of its backlinks.

Domain Rank: Range of the rank is from 0-100. Ahrefs Domain Rank measures how important the domain is by verifying the number and quality of its backlinks. Ahrefs's algorithm, calculates a score between 1-100, with 100 being the highest. A rank of 0-30 means the domain is unpopular, 31-70 means that it is average and 71-100 indicates that it is very popular.

Referring Domains: The website domains that are pointing to you. Ideally you have domains that have a high domain rank that point to you.

Online Reviews

Average of 4.9 / 5 across 21 reviews found on Facebook, Google and Guelph Mercury

Review Count	Average Rating	Source
14	4.8	Google
		Guelph Mercury & Goldbook
7	5	Facebook

Social Media Engagement

Social Media metrics

Twitter -- 554 Followers, 985 Following, 771 Tweets

<https://twitter.com/hunchmanifest>

Google Plus -- 36 Followers, 43,983 Views

<https://plus.google.com/+HunchManifestIncGuelph/videos>

Facebook -- 331 Facebook likes

https://www.facebook.com/HunchManifest?fref=ts&ref=br_tf

Linkedin -- 20 followers

<https://www.linkedin.com/company/2480720?trk=tyah&trkInfo=clickedVertical%3Acompany%2Cidx%3A1-1-1%2CtarId%3A1435611025247%2Ctas%3AHunch%20Manifest>

Overview

Social media's definition focuses on the social interactions between customers and organizations. It is called social media because it is social. It provides an avenue for individuals to connect with, learn from, and about companies and organizations. In this manner, it allows you to build better relationships with your community and members.

You are active on your Facebook, Google+ and Twitter accounts with great posts sharing your content as well as other helpful content from other sources.

Your Task

→ [Build up your following on LinkedIn](#)