

AGENCY ONLINE PRESENCE AUDIT

GOOGLE REVIEWS	METRIC	BENCHMARK
How many Google reviews does your agency have?		50+
What is your agency's average star rating on Google?		4.8 STARS
How frequently does your agency get new reviews, on average?		MONTHLY

GOOGLE BUSINESS PROFILE	METRIC	BENCHMARK
When searching for "insurance agents {city}", where does your agency rank?		FIRST PAGE
Does your agency have complete online profiles on FB, LI, Yelp, Bing?		✓
Does your agency have a complete Google Business Profile (including cover photo, product cards, appointment link, categories, accurate info, etc.)?		✓

SOCIAL ENGAGEMENT	METRIC	BENCHMARK
How often does your agency post to their social profiles?		WEEKLY

WEBSITE	METRIC	BENCHMARK
Are there local keywords in the headers of pages? Especially the home page?		✓
Is there a separate page for each service?		✓
Is your website fast, mobile friendly, and up-to-date on style?		✓
Does your website contain the appropriate schema for local ranking?		✓