



SHELBY55 LLC

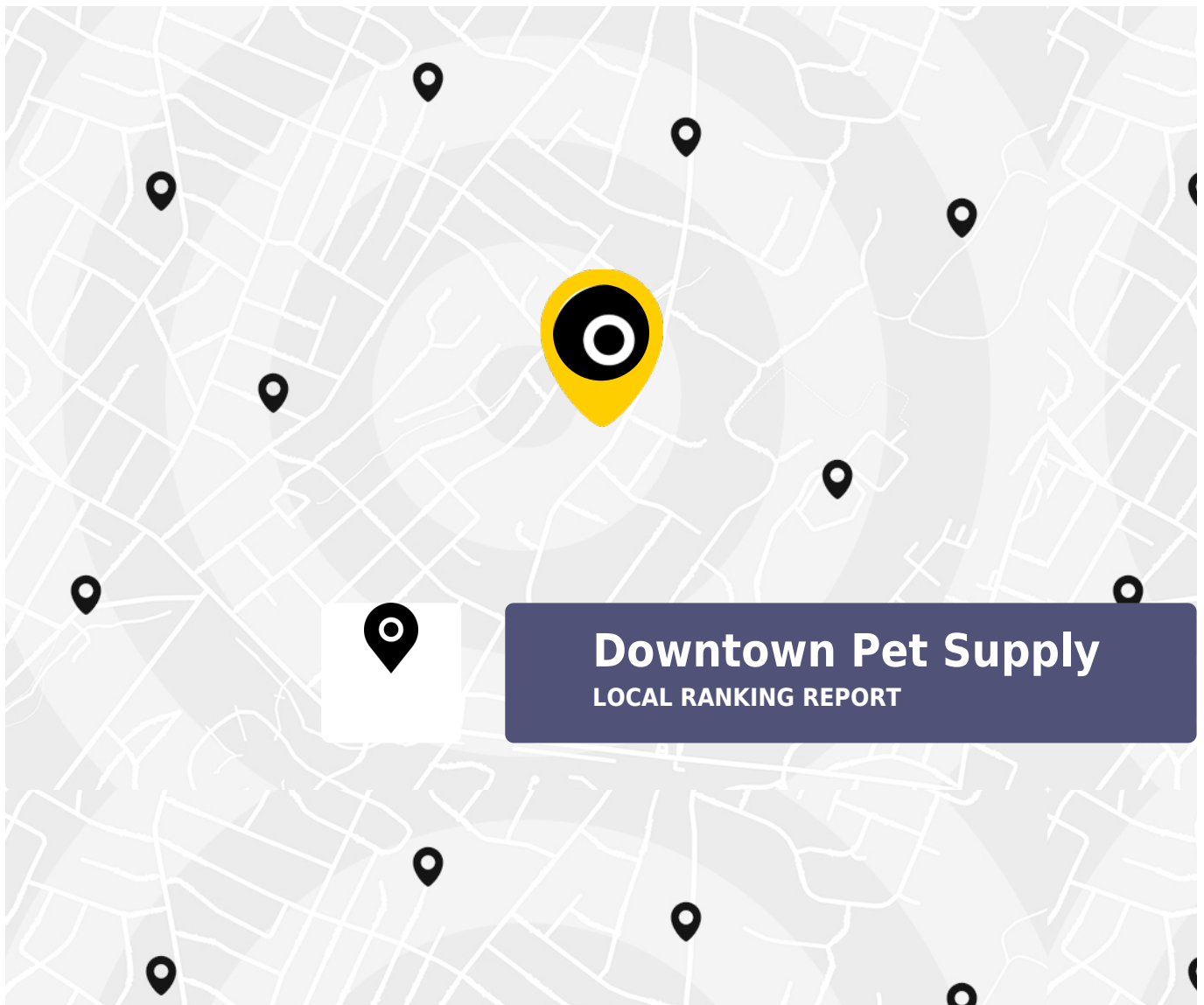
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Downtown Pet Supply

Business Address

1020 Davey Rd, Woodridge,
IL 60517, USA

Business Optimization Report



Google My Business Report

Google My Business is one of the most important optimization tools that will help your business **Downtown Pet Supply** to appear and rank higher on Google Search and Google Maps..

This report will display crucial information about your business most important optimization factors so that more customers can find your business.

The more optimized your Google My Business listing is, the more new clients you will get. This is the easiest to get more calls or more clients at your location.



Does **Downtown Pet Supply** have the minimum details listed?

Address

1020 Davey Rd, Woodridge, IL
60517, USA



Phone

(630) 308-2230



WebSite

<http://downtownpetsupply.com/>



Email

support@downtownpetsupply.com



Important Google Ranking Factors

Here are the 6 most crucial local ranking factors for your Google My Business (GMB).



Category

point_of_interest,store

The category helps your business show up for relevant searches in Google My Business and Google Maps giving you a big boost if you primarily target local customers.



Reviews

2 Reviews.

Google Reviews give businesses a big credibility and reputation boost without having to spend a dime while drastically improving your local SEO Score.



Low Ratings 1.5

1.5 Ratings

The quality and quantity of reviews on Google is one of the most important ranking factors for local SEO.



Business Status

Operational

Opening hours will appear in your Google My Business listing on 1st page of google. Put simply, it allows potential customers to check if your business is opened or closed.



GMB Photos:

No GMB Photos.

Having as many photos as possible inside Google My Business will considerably grow your chances to rank into Google Images more frequently.



GMB Posts:

5 GMB Posts

Sharing relevant content posts about your local business contributes to building your location authority and outrank competitors in Google.

Is Your Business Claimed or Unclaimed?

If you don't claim your GMB listing, somebody else might (or might have already!)

Once a listing is claimed and verified, double-check that the contact information, physical address and photos accurately represent the business' brick-and-mortar location

UnClaimed



Warning! Your business is currently un-claim, and it might get claimed by anyone out there. Claim your business now!

20th September 2020

What Clients are Saying About You?

Good customer reviews can give your business more credibility and boost your local authority while winning trust of thousands of future potential customers.

Having a clean and positive reviews score will instantly increase your Brand Trust, Online Exposure, Local SEO, Click-Through Rates, and ultimately your overall conversion.

Reviews



Congratulations! More than 5+ Customers thinks your business is awesome and are likely to recommend to others!

★ 2



Good products, terrible customer service. Many problems with website's ordering procedure (usually doesn't work with PayPal), VERY SLOW shipping, and...

Whyte Rabbits

★ 1



BUYER BEWARE: This place issues refund for undelivered product, waits two months, then charges your card again.

Marc Namy

20th September 2020

Your Website Responsive Analysis :

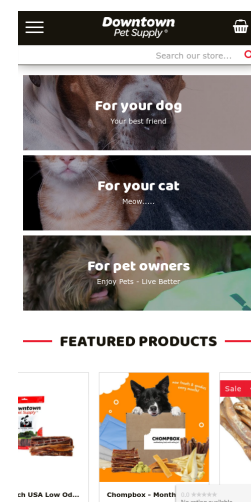
Scanned Website: <http://downtownpetsupply.com/>

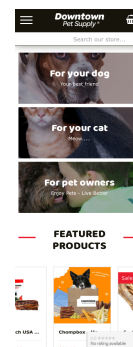
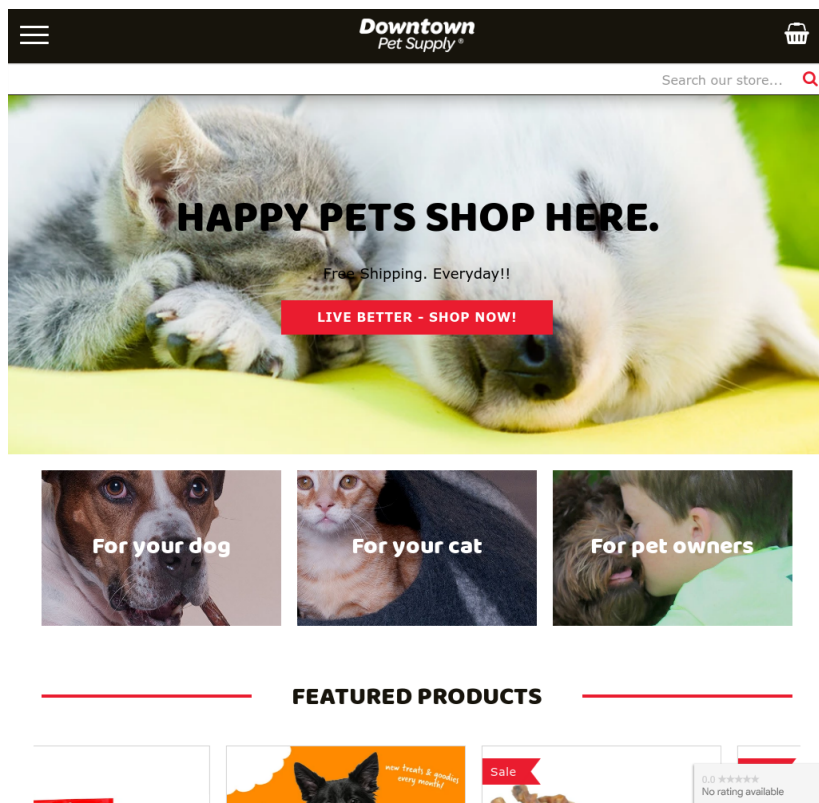
Is your website optimized and responsive on mobile devices?

Your Website is Mobile-Friendly!



Success





The Importance of having a Mobile-Friendly Website :

You can reach more customers, faster. Making your website mobile-friendly automatically opens your customer base up to anyone performing a mobile search.

If that was not enough, you should be aware that Google is prioritizing mobile-friendly websites in their search engine results page making this a crucial ranking factor.

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Social Media Analysis

Your Social Online Presence



Why having an ACTIVE Social Media Profile is so important?

Social media is important because it allows you to reach people locally, regionally, nationally, and even internationally. If you understand the characteristics of your target audience, you will be able to personalize your messages to resonate with that audience more appropriately.

Instagram

Account is Active!
@ Downtown Pet Supply



Facebook

Account is Active!
@ Downtown Pet Supply



Pinterest

Account is Active!
@ Downtown Pet Supply



YouTube

Account is Active!
Downtown Pet Supply



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Video Analysis

Videos Found

Having videos gives you a competitive edge over the businesses that don't use videos to their advantage.



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Facebook Pixel

Facebook Pixel is ACTIVE.

Facebook Pixel
Tracking Code

**Facebook Pixel is
ACTIVE.**



Congratulations! Your Facebook Pixel is Installed and ACTIVE. You're one step away from reaching even more customers on facebook interested in your business.

The Facebook pixel is code that you place on your website. It collects data that helps you track conversions from Facebook ads, optimize ads, build targeted audiences for future ads, and remarket to people who have already taken some kind of action on your website

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Google Adwords Pixel

Adwords Pixel is ACTIVE.

Conversion tracking with Google Adwords Pixel

**Adwords Pixel is
ACTIVE.**



Congratulations! Your Adwords Pixel is Installed and ACTIVE. You're one step away from reaching even more customers on Google interested in your business.

Google AdWords is a simple and effective platform that allows you to creatively use text and images to reach a highly specific audience. When a user searches for certain terms, you can make sure that your ads appear in the search engine results.

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Analytics Pixel

Analytics Pixel is ACTIVE

Google Analytics Tracking Pixel

Installed



Congratulations! Your Analytics Pixel is Installed and ACTIVE. You're able to see exactly how your visitors are browsing your website and much more actionable data.

Google Analytics is one of the most popular digital analytics software. It is Google's free web analytics service that allows you to analyze in-depth detail about the visitors on your website. It provides valuable insights that can help you to shape the success strategy of your business

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Webmaster Tools

Google Webmaster Tag

Identified.

Google Webmaster Tools Extention Installation

Google Webmaster Tools is a really valuable instrument for SEO. It gives you at a glance data about all important SEO aspects of a site, such as keywords, links, crawl errors, etc. Spending a few minutes using it can result in higher rankings.

Google Webmaster Tag Identified.



Congratulations! Your Google Webmaster Tag is identified and ACTIVE. It shows you crucial data about all the most important SEO aspects of your website.

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Google Markup Schema

Google Schema Installed

Google Markup SEO

Installed



Congratulations! Your Google Markup Schema is identified and Installed. It allows you on an advanced level of SEO to help search engine crawlers provide rich information

Business Schema

Schema markup is an advanced level SEO technique. It helps search engine crawlers to provide rich information to the users even before they visit the website. It helps in improving the CTR (Click Through Rate) and conversion rate.

Contact Call To Action

Call To Action is VALID.

Contact Call To Action Button is a must have

Contact



Congratulations! Your Contact Call To Action Button has been found on your website homepage. One step closer to turn your visitors into paying customers.

Contact report - Having a Phone Number or Email Address present on the first page of your website is one of the most efficient ways to transform simple visitors to long term paying customers.

Yelp Business Listing

Advertising & Reviews

Learn about the different metrics in your business

Yelp Listing MISSING!

Oops! Seems like we could NOT FIND your Yelp Business Listing. This means you have not created or claimed your business on Yelp.

The easiest way to claim your business page is to search for it at biz.yelp.com (this is our Yelp for Business website) or by using the Yelp for Business app.

If you start there, we'll walk you through all the steps to claim your page and set up your business account.

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Google Tag Manager

Advertising & ROI Tracking

Track and measure your advertising ROI

No Account .

Oops! Your Google Tag Manager is NOT Present! If you wish to know where your clients are converting from install it now.

Google Tag Manager is a free tool that allows you to manage and deploy marketing tags (snippets of code or tracking pixels) on your website (or mobile app) without having to modify a single line of code.

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SSL Certificate

Security & Privacy

Encrypt the data that's transmitted.

Your Website is SSL Secured!



Congratulations! Your Website is secured with a VALID SSL Certificate. This will drastically increase customer trust and gives your business better ranking results in Google.

Credibility and trust for your customers: A significant benefit of SSL certificates is the fact that they will help you gain visitors' trust. Your website will be displayed with a security padlock in the address bar of the browser.

Wordpress Website

Website Not built with WordPress.

NO



Unfortunately, this website is not a Wordpress and might be difficult it to optimize it.

Wordpress Report - Having a Wordpress website it's great because you can customize very easily and you can optimize it to rank better.

Open Graph SEO Protocol

OpenGraph Installed

Worth implementing the Open Graph protocol

7 Attributes

Congratulations! We've detected the OpenGraph SEO Protocol Installed on your business website. Your Website has 7 identified and active.

Open Graph protocol is a protocol (i.e. a set of rules) that is used to integrate any web page into the social graph. This protocol tells Facebook which title, URL, image, and description of your blog post/page should be used when your content is shared on Facebook.

SERP Snippet

SEO & Content Optimisation

Google SERP used by SEO Professionals.

Buy Pet Supplies Online | Dog and Cat Care Products - Downto...

<http://downtownpetsupply.com>Downtown Pet Supplies offers a variety of pet care products, pet supplies & pet food.

Shop online Dog and Cat supplies & get free shipping within United S...

Google will show both your website's title as well as the meta-description within the search results. Together, they make up the first points of contact that any one searching will have with your content. This is the reason why you should put some effort into animating the searchers to click on your result by optimising not only the title but also the meta-description.

Report Overview

Unoptimised

34.00% Optimised

Here's how well Downtown Pet Supply is optimized. You can increase your chances to rank higher in Google Search and Google Maps just by fixing the unoptimized factors in this report.

Unoptimised



With a little more TLC, you could have the perfectly optimised webpage with all the essential social media and SEO tools provided.

34.00%



To achieve digital marketing success by leveraging a location-based strategy, most seasoned SEO professionals start at the same place: creating and optimizing a Google My Business listing.

Shelby55 is Your Primary Website Health Specialist



SHELBY55 LLC

Shelby55.Biz

Jshelby@charter.net

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