

Always Know Where You Stand

If you've ever spent hours trying to pull together disparate performance metrics or wondered whether your local marketing efforts are making an impact on the business, MomentFeed's new **Proximity Search Optimization (PSO) Dashboard** is for you.

By leveraging the new PSO Dashboard, you'll:



Get the full picture. No matter where your business operates today, your customers are local. You need an easy, centralized way to monitor program performance for all the signals that determine local search rankings.



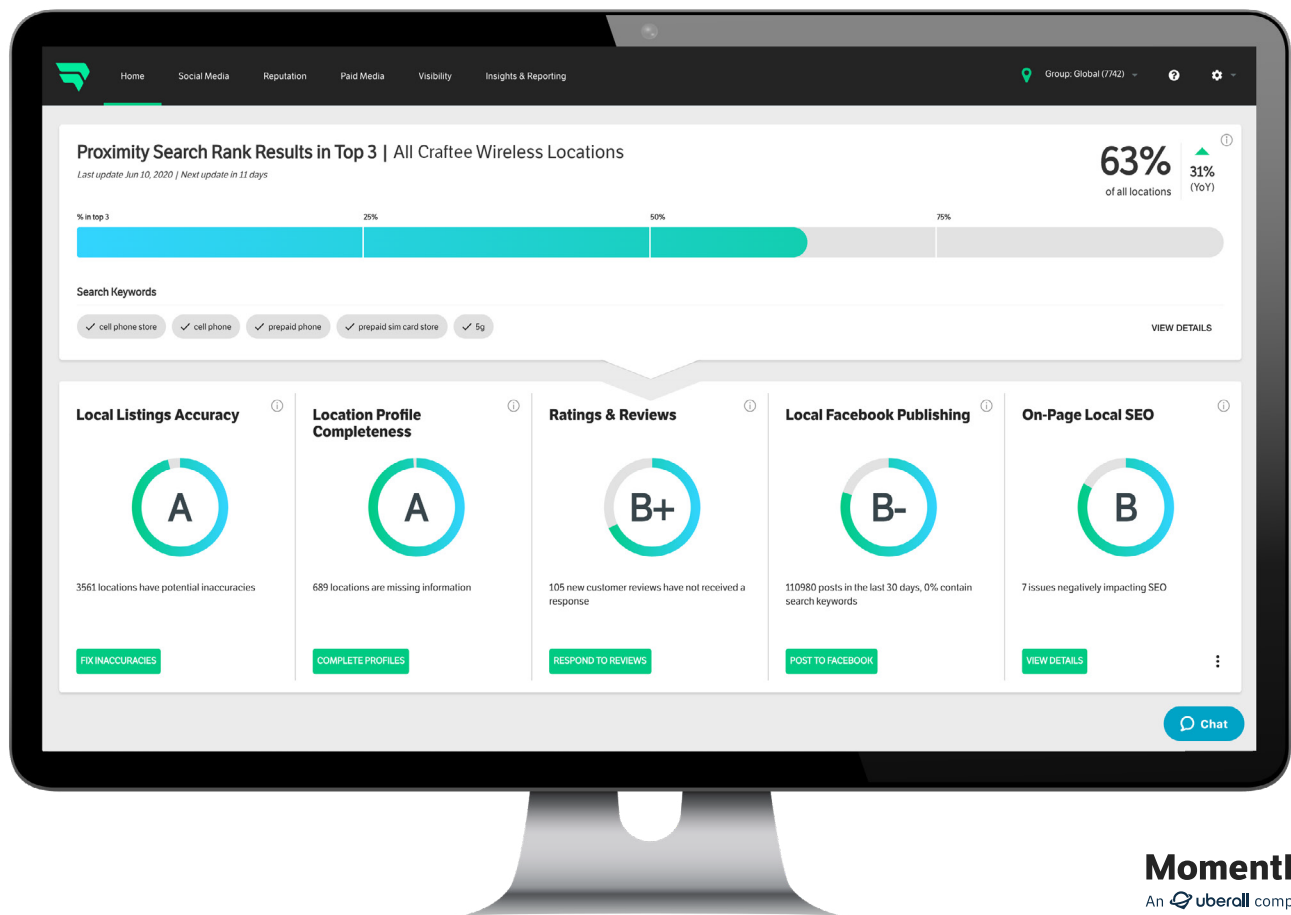
Fix what isn't working. Always know where you stand on the five proximity signals – with a simple grade A to F. Performance benchmarking empowers your team to take specific actions to improve outcomes.



Keep everyone on the same page. Managing local marketing for hundreds or thousands of locations can make tracking performance overwhelming. Finally have control of your campaigns in one place to easily review and share performance results with team members, executives and franchisees.



See what's working, at-a-glance. Stop flying blind with your local marketing efforts. Understanding which keywords are driving engagement is easy when you can drill down with detailed analytics.



Why Proximity Search Optimization Matters

With 85% of customer engagement happening on local pages such as Google, Facebook, and Yelp, search has changed dramatically. SEO and SEM are simply not enough to get your locations – restaurants, retail, and service – noticed by today's consumer. What's more, since Google accounts for 93% of the mobile search market in the U.S., it's imperative that multi-location brand leaders can easily track and benchmark their local proximity search performance versus industry averages.

We set out to design a better way to arm marketers with the actionable insights they needed to positively influence proximity discovery, and demonstrate the powerful impact of local digital marketing on revenue.

From the moment you log into MomentFeed today, you'll know where your marketing efforts stand with a simple grade – A to F. MomentFeed is **the only platform** to optimize and track every signal that impacts local digital marketing performance across all your locations.

The **PSO Dashboard** tracks the **top five factors** that have an impact on performance and gives you an easy, centralized way to optimize.



Local Listings Accuracy. Incorrect data (misplaced location pins, open/closed hours, etc.) hurts your search ranking, but also damages a customer's perception of your business when they're ready to buy.



Local Profile Completeness. The presence and quality of local landing pages matter. Gaffes as simple as incorrect hours of operation, failure to update a store location or add a new one can cost you business — and trust.



Ratings and Reviews. What customers have to say about your locations is important, but so is the speed and consistency with which you respond to those comments — good and bad. Having a scalable process for monitoring response performance is more critical than ever.



Local Facebook Publishing Activity. Frequency of posts to local Facebook pages impacts local search optimization and discoverability. Ensure you have an easy way to stay on top of your publishing.



On-Page Signals. Gauges how relevant you are, related to a searcher's local branded and unbranded query. It's imperative that your pages perform well in order to appear at a consumer's moment of need.



The new **Proximity Search Optimization dashboard** from MomentFeed gives our team **one place** to log in and **see in seconds** how all of Texas Roadhouse's nearly 600 stores are performing — **across reviews, social media, and listings.** Before we consolidated our local marketing efforts on MomentFeed, we'd lose so much time trying to find insights and metrics from multiple sources. Now we can see how we're **performing at-a-glance** and dig in for more details.”

— Mary Newell, Director of Digital and Brand Marketing, Texas Roadhouse



Learn how to get key insights at your fingertips for all your local digital marketing today!

SEE IT IN ACTION