

Welcome To Your Dashboard

Get Ranking Reports, Analytics, and More

All in One Benefits of the Dashboard

1. Access to **Google/Bing Ranking positions**, including organic and local search results.
2. Access to **Google Analytics**, including organic & paid traffic, bounce rates, and more.
3. Access to **Google Search Console**, including top queries, top pages, and crawl errors.
4. Access to **Facebook analytics** and **Facebook ad analytics**.
5. Access to **backlink count, competitor analysis, site auditing, Google My Business, social sharing**, and more!

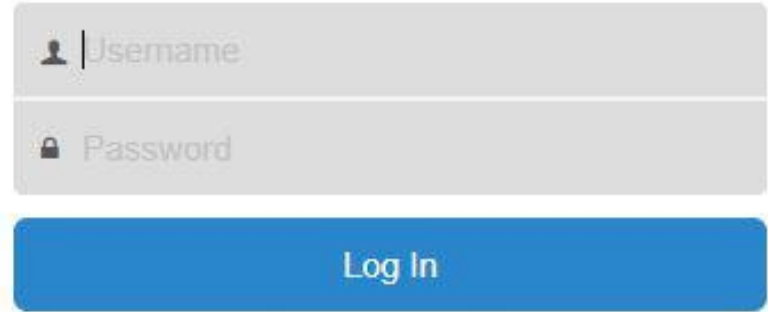


Login Anytime Online

Login instructions:

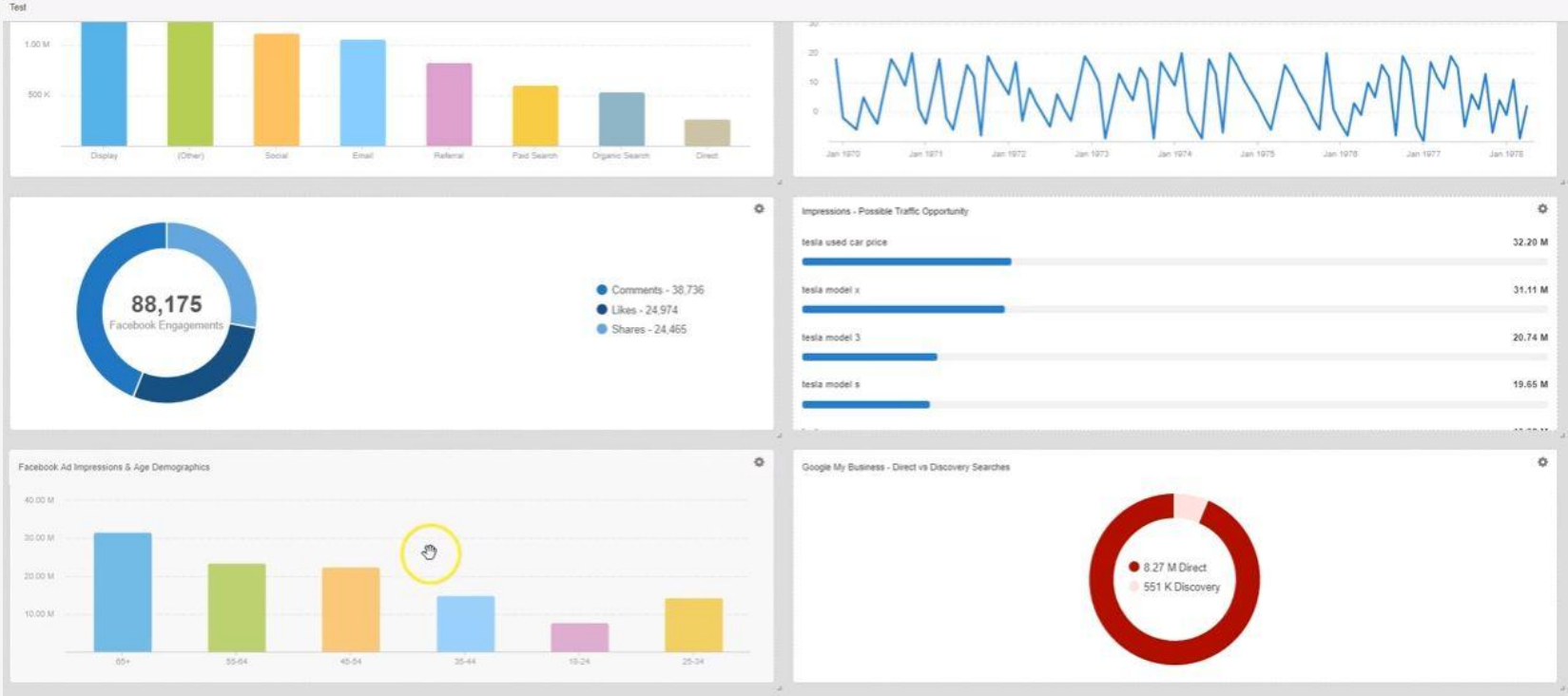
Your login Page, username, and password will be sent via secure email:

1. Navigate to your login page.
2. Copy & paste supplied Username into Username field.
3. Copy & paste supplied Password into Password field.
4. Click Login button

A login form interface with two input fields and a login button. The first field is labeled 'Username' with a person icon. The second field is labeled 'Password' with a lock icon. Below the fields is a blue button labeled 'Log In'.

[Forgot Password?](#)

What Your Dashboard Looks Like



Google Analytics Access

Google analytics gives you a number of insights into user behavior in a period of time by showing you:

1. Traffic volume from organic, paid, referral, social, email, display, & more.
2. User behavior in a complete session, including pages per session, until there is 30 minutes of inactivity.
3. Amount of users
4. Amount of pageviews.
5. Bounce rate percentage.



Google Analytics

Google Search Console Access

Google Search Console allows you to:

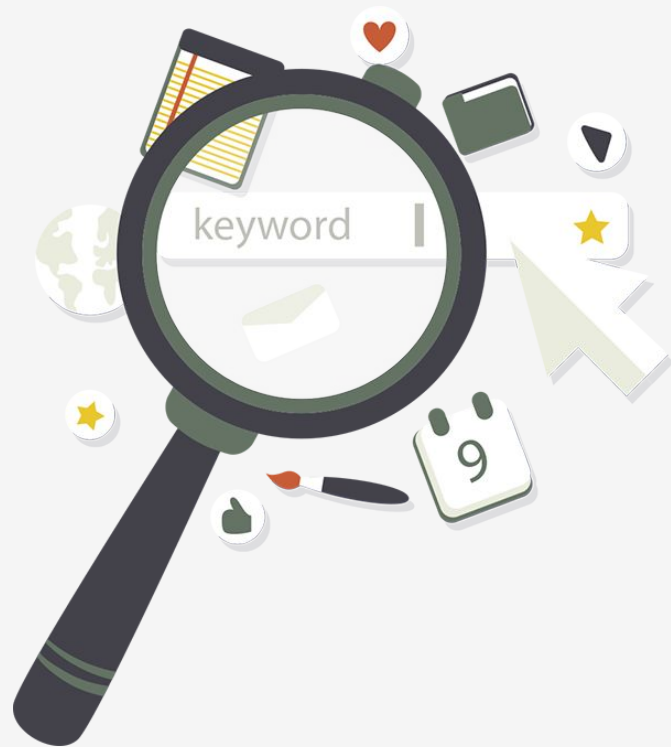
1. Monitor each individual keyword that generated impressions or clicks.
2. Track crawl errors by page, category, and response code.
3. Analyze how Google crawls your website pages.
4. Audit average SERP positions by keyword and page.



Organic Ranking Report Access

Your ranking dashboard gives you the ability to see **organic listings locally and nationally**. This includes:

1. Google and Bing **organic search results** by term and geography
2. Google and Bing **local listing** search results by term and geography
3. Google and Bing **ranking changes** over a duration of time.
4. **Google mobile** results and changes in rankings over time.
5. Estimated **volume** of each keyword.



Facebook Analytics Access

The Facebook portal of the dashboard allows you to:

1. **Posts:** Identify top performing posts across all pages.
2. **Demographics:** Gain a clear understanding of who makes up your client's audience
3. **Track Engagement:** Analyze what drives the most engagement to your client's page.
4. **Monitor Likes:** Shows audience growth over time.



Facebook Ads Reporting Access

The Facebook Ad portal of the dashboard allows you to:

1. Track conversion metrics based on campaign, ad set and ad.
2. Analyze click-through-rate, impressions, cost and more.
3. View audience breakdown by age, gender and location.

