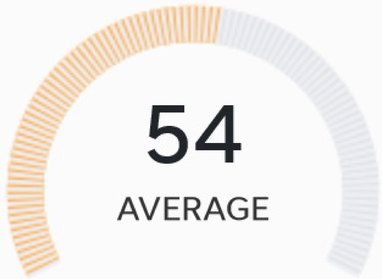
LOCALiQ

EMANA MEDICAL LOCALiQ Grader Report

May 26, 2022



Grader score of 54 indicates an **average** overall digital health. **74 percent** of businesses in **Physicians & Surgeons** have a higher score. This business may not be doing enough to drive leads or promote its brand due to the gaps in **advertising** tactics. Also, it may not be driving enough visitors on search engines due to the issues found with **Search Engine Optimization**. Finally, it might not be building enough relationships on social sites due to the issues found with **Social Presence**.

GOOD

Website Build

A professionally designed, mobile-responsive website helps you get more leads, plus act as a central destination for your digital identity.

0	6
Issues	Optimized

AVERAGE

SEO

Get found in search results and local listings, boost your website in organic search results and help drive more local traffic to your business.

2	6
Issues	Optimized

AVERAGE

Social Presence

Build your brand and reputation on popular social media platforms with compelling posts and engaging regularly with your fans and followers.

1	✕
Social Profiles	Followers

GOOD

Google My Business

Getting your business listed correctly on Google and relevant online directories helps you get found and drive traffic to your business.

5	8	0
Avg. Rating	Reviews	Issues

POOR

Analytics

It's hard to know what marketing is working to reach your goals. Track your marketing activity to understand what's growing your business.

✕

Analytics

POOR

Advertising

Grow your business by staying top of mind with your target audience throughout their buying journey when they search, surf and socialize.

✕	✕	✕
Search Ads	Display Ads	Facebook Ads

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Business Benchmark Summary

This section indicates how well business stack up against each other.

	EMANA MEDICAL Beverly Hills ,CA 54
BUILD YOUR PRESENCE	
Website Build	✓
Search Engine Optimization (SEO)	!
Social Presence and Engagement	!
Google My Business	✓
DRIVE AWARENESS & LEADS	
Search Advertising	✗
Display Advertising	✗
Facebook Advertising	✗
MANAGE LEADS & KNOW WHAT WORKS	
Analytics	✗

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Business Benchmark

This section indicates how well business stack up against each other.

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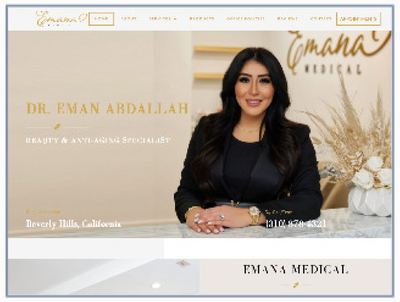
Beverly Hills ,CA

54



BUILD YOUR PRESENCE	
Website Build	✓
Mobile Friendly:	Optimized
Tablet Friendly:	Optimized
Code Quality:	Optimized
Sitemap:	Valid
Images:	Optimized
Alternative Text:	No Issues
Website Size:	61+ pages found (5 pages tested)
CMS:	Not Detected
E-Commerce:	Not Detected

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Beverly Hills ,CA

54

BUILD YOUR PRESENCE	
Search Engine Optimization (SEO)	!
Content:	No Issues
Titles and Descriptions:	Issues Detected
Headings:	Issues Detected
SSL (HTTPS):	Secure
Internal Links:	Optimized
Backlinks:	158 from website 3 to website
Broken Links:	None
Domain Age:	Jan, 2019

	EMANA MEDICAL Beverly Hills ,CA 54
BUILD YOUR PRESENCE	
Social Presence and Engagement	!
Facebook Page:	Not Detected
Twitter Profile:	Not Detected
Instagram:	Detected

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Beverly Hills ,CA

54

BUILD YOUR PRESENCE	
Google My Business	✓
Google Business Profile:	Show Map
Business Name:	Detected
Business Website:	Detected
Business Phone:	Detected
Business Address:	Detected
Business Hours:	Detected
Google Rating:	5.0 ★★★★★
Google Reviews:	8 reviews
Photos:	Example Photo

	EMANA MEDICAL Beverly Hills ,CA 54
DRIVE AWARENESS & LEADS	
Search Advertising	✖
Google Adwords Advertising:	Not Detected
Example Google search phrases:	Not Detected

	EMANA MEDICAL Beverly Hills ,CA 54
DRIVE AWARENESS & LEADS	
Display Advertising	✖
Google Display Network Ads:	Not Detected
Facebook Advertising	✖
Facebook Ads:	Not Detected
Facebook Pixel:	Not Detected
MANAGE LEADS & KNOW WHAT WORKS	
Analytics	✖
Analytics:	Not Detected

Recommended Solutions

DRIVE AWARENESS & LEADS

Search Marketing

Targeted Display

Social Ads

YouTube Ads

Targeted Email Marketing

Live Chat

BUILD YOUR PRESENCE

SEO

Websites

Social Media Marketing

Video Production

Listings Management

MANAGE LEADS & KNOW WHAT WORKS

Client Center with Lead Management

Ad Tracking

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Search Marketing

Search Engine Advertising

Our award-winning search marketing solution combines our marketing expertise and proprietary smart technology optimizes your marketing dollars, driving more leads to your business. But don't just take our word for it. Check out our Google Quality Awards! They speak for themselves.

Key Benefits

- **Going Beyond Google:** Get found across all major search engines and directories.
- **Conversion-Based Optimization:** Your budget is automatically allocated to keywords and publishers driving the most calls, emails, and form fills.
- **Google Quality Account Champion:** Our ads are proven to have the highest average Quality Score across their Channel Sales Partners.

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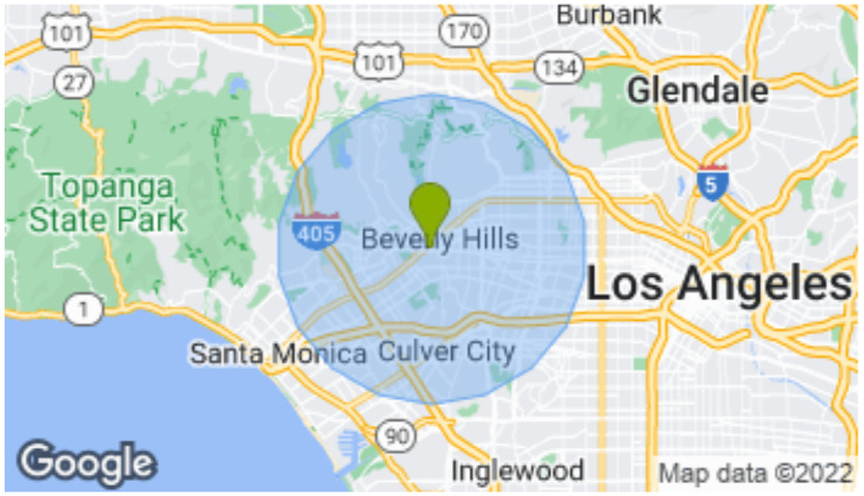
Search Marketing - Estimate

Dermatology / Physicians & Surgeons

Geo Targeting (Est. Audience Size:32,045,000)

5 miles radius from 436 N Bedford Dr, #304, Beverly Hills, CA 90210

Est. Population Within Selected Area: 4,440,271



Recommended Investment with Average Campaign Statistics*

COMPETITIVE
Impressions: 58,471 - 71,465 **Clicks:** 1,238 - 1,513 **Click-Through Rate:** 2.1% **Cost per Click:** $1.65 - $2.02
$2,500

* All estimates are per cycle. The statistics are estimated expectations based on industry averages and cannot be taken to infer actual performance. These expectations can be used as a benchmark for your campaign. Individual campaign performance will vary.

Targeted Display

Display Advertising

Stay top of mind with your prospects and help close the sale. With our unique online and mobile targeting opportunities, your brand and message follow your prospects throughout their buying journey.

Key Benefits

- **Build Awareness:** Find new audiences and keep your brand top of mind throughout their buying journey.
- **Boost Search Marketing:** Combine with Search Marketing to help lift results of overall advertising efforts.
- **Close the Deal:** Serve mobile ads with highly-relevant offers to prospects who enter predefined areas in your community.

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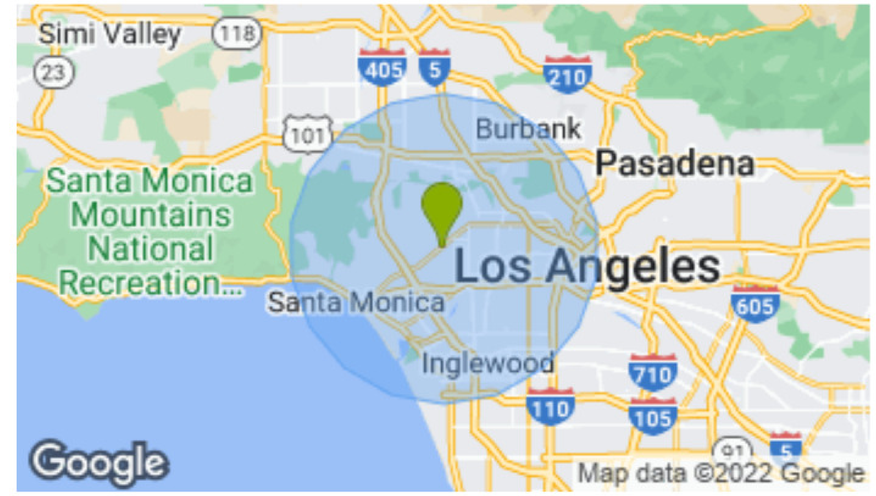
Targeted Display - Estimate

Geo Targeting

10 miles radius from 436 N Bedford Dr, #304, Beverly Hills, CA 90210

Est. Population Within Selected Area: 5,553,838



Marketing Objectives

Branding

Tactics

Site Retargeting, Search Retargeting, Keyword Contextual Targeting

Creative Types

Image/Native Ads

Recommended Investment with Average Campaign Statistics*

COMPETITIVE
Daily Reach: 1,900 - 2,800
Impressions: 166,666 - 250,000
Clicks: 199 - 300
Viewthrough Website Visits: 40 - 60
Cost per Thousand Impressions: $6 - $9
$1,500

* All estimates are per cycle. The statistics are estimated expectations based on industry averages and cannot be taken to infer actual performance. These expectations can be used as a benchmark for your campaign. Individual campaign performance will vary.

Social Ads™

Facebook & Instagram Advertising

Full-service Facebook and Instagram advertising that puts your business in front of users who are most likely to become your customers. Our proprietary technology does what no human can, automatically optimizing your budget across multiple ad objectives to deliver on your business goal (not just an ad clicks), a service not even Facebook itself offers!

Key Benefits

- **Focus on Your Business Goals:** Build your contacts, grow your reach or drive engagement with advanced targeting capabilities and compelling creative.
- **Trust in AI Technology:** Our technology automatically optimizes your budget across ad objectives to achieve your goal.
- **Grow Marketing ROI:** Build your presence with social ads that perfectly complement search advertising and SEO.

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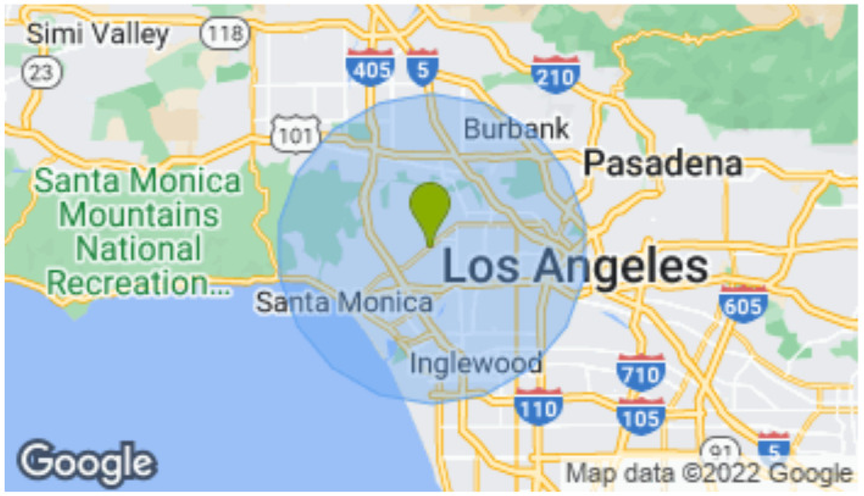
Social Ads - Estimate

Geo Targeting

10 miles radius from 436 N Bedford Dr, #304, Beverly Hills, CA 90210

Est. Population Within Selected Area: 5,553,838



Marketing Objectives
Contacts

Tactics
Facebook Lead Ads, Facebook Website Retargeting, Facebook

Not all objectives could be displayed...

Demographics

Age
18-65+ Years

Gender
ALL

Estimated Audience Size
4,200,000

Recommended Investment with Average Campaign Statistics*

COMPETITIVE
Daily Reach: 700 - 1,600 **Monthly Impressions:** 41,753 - 47,719 **Monthly Clicks:** 603 - 755 **Cost per Thousand Impressions:** $31 - $36 **Cost per Click:** $1.98 - $2.48
$1,500

* All estimates are per cycle. The statistics are estimated expectations based on industry averages and cannot be taken to infer actual performance. These expectations can be used as a benchmark for your campaign. Individual campaign performance will vary.

Live Chat

Live Chat Software

With Live Chat we can help you respond quickly to visitor inquiries and send leads your way with the simple addition of a chat box on your site (and a team behind it to help).

Key Benefits

- **Offer 24/7 Live Chat:**With our pricing options, any sized business can offer live chat on their website.
- **Drive New Leads:**Our agents will capture those leads you're losing today as visitors abandon your website and continue to surf the web.
- **Win the Business:**Get contact info immediately after a chat so you can follow up and close the deal before your competitor can.

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Live Chat

Tactics	Leads
Live Chat Platinum	50

Recommended Investment*

BUDGET
$750

*All estimates are per cycle. The statistics are estimated expectations based on industry averages and cannot be taken to infer actual performance. These expectations can be used as a benchmark for your campaign. Individual campaign performance will vary.

Recommended Investment Summary

SOLUTION TYPE	OBJECTIVES	TOTAL
Search Marketing		**$2,500**
Estimate (6 cycles)	Contacts	$2,500
Targeted Display		**$1,500**
Estimate (1 cycles)	Branding	$1,500
Social Ads		**$1,500**
Estimate (6 cycles)	Contacts	$1,500
Live Chat (6 cycles)		**$750**
Total per Cycle		**$6,250**

*All estimates are per cycle. The statistics are estimated expectations based on industry averages and cannot be taken to infer actual performance. These expectations can be used as a benchmark for your campaign. Individual campaign performance will vary.

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Dermatology Category Insights

Our network covers 98%[1] of the places people search so you can get found across all major search engines and directories.

348

Total SEM Campaigns in Dermatology[4]

4.9% - 12.0%

Click Through Rate in Dermatology[5]

$1.85 - $4.61

Cost Per Click in Dermatology[5]

285 Million

Local Leads Delivered[1]

125 Million

Consumers a Month as Part of the USA Today Network[2]

3 Million+

Total Campaign Cycles Run[3]

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1: Total leads delivered since inception from LOCALiQ, Part of the USA Today Network (for all the categories). **2:** ComScore July 2018. **3:** LOCALiQ total global campaigns as part of the USA Today Network (for all the categories). **4:** LOCALiQ total US SEM campaigns ever run as part of the USA Today Network. **5:** LOCALiQ US SEM campaigns last 3 months. The range is based on 1st standard deviation