



Amplus Agency for HopFusion Ale Works

📍 200 E Broadway Ave, Fort Worth, Texas, 76104

PREPARED BY

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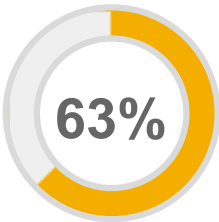
Dominate Your Local Market

73% of consumers lose trust in a business with inaccurate listings and 88% of consumers look to online reviews when making buying decisions. **Stop losing customers** to your competitors and **start winning them back**. Fix your listings, improve your review scores, and hear what people are saying about you—all from one dashboard.

Name HopFusion Ale Works
 Address 200 E Broadway Ave
 City, State Fort Worth, Texas
 Zip 76104
 Phone Number (682) 841-1721
 Website <http://hopfusionaleworks.com/>
 Business Category Food > Beer, Wine & Spirits



Overall Score



Listings



Reviews



Social



Website



Advertising



Listings

Your performance across the country

Business listings are like being in the old phone-book. There are lots of online websites that list businesses.

Listing Presence

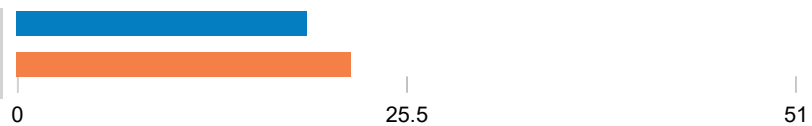
Total number of online listings found on sites monitored for your business

Your Found Listings

19.00

Industry Avg Found Listings

21.93



	Your Business # of Listings	Industry Average % who have Social Profiles
Facebook	1	59.4%
Twitter	1	18.7%
Foursquare	1	68.3%
Google	1	85.5%

Listing Accuracy

Percentage of accurate listings found for your business



Your Business # of Incorrect Listings

Incorrect Address	1	200 E. Broadway	LinkedIn
Missing Website	7		Local.com

Data Provider Accuracy

How your business shows on Data Provider sites

What people say about your business is very important. Some say a defining moment when making a buying decision.

// Localeze.

factual.

acxiom.

infogroup

Contains Errors

Accurate

Contains Errors

Contains Errors

B Reviews

You rock! You get lots of reviews and they are saying good things! You can't afford to constantly monitor the entire Internet and you certainly can't afford to miss a review! One missed rogue review can ruin all your hard work! Let us automagically deliver all your reviews, wherever your customers leave them, so you can address any negative reviews and share the positive reviews in a timely manner.

Online Reviews Found on Select Sites

Review information about your business

	Your Business	Industry Average
A Reviews Found	281 Facebook (212) Google Maps (38)	77.99
A Reviews Found Per Month (Last 6 months)	22.86	4.97
A Average Review Score	4.90	3.81
D # of Review Sources	3	3.73

B Social Performance

Nice work! You are rocking at least half the social media world but there are other users out there that are missing out on your wisdom, humour and sage advice. You don't have to do it all yourself, as much as you like social media we know you have a job to do. We know we can't replace the daily interactions with your fans and we wouldn't want to. However, we can certainly help you build fans through advertising and by consistently posting timely relevant content, so you can handle the meaningful interactions and build your business.

Facebook

Facebook page information about your business

	Your Business	Industry Average
A Likes	4760	659.47
A Posts	390	73.09
A Avg. Likes / Post	55.85	2.75
A Avg. Shares / Post	4.86	0.31



Monday, September 4th 2017



HopFusion Ale Works

[View Post](#)

Twitter

Twitter Profile information about your business

	Your Business	Industry Average
B Followers	886	824.70
D Following	453	1530.94
D Tweets	164	195.21



Website

Ok so you have a website. However, Google is telling us you might need a makeover. If you are interested we are here to help! Never again be frustrated by not being able to make website changes because your dog ate the password. We can help you own a spot on the first page of Google and help you generate reviews, upload coupons and offers, and provide stats and analysis on your customers. All of this is available in a fully responsive design, which means it doesn't matter if you're on a computer, tablet or phone.

Mobile

Overall performance of your website on mobile device

F Speed

! 3 Should Fix

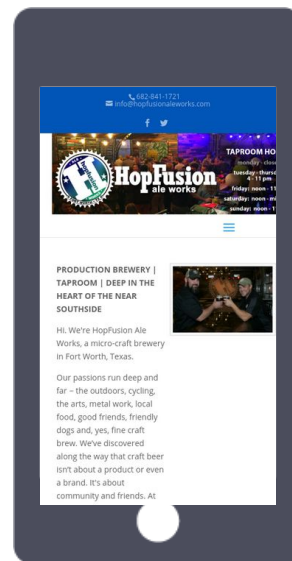
! 3 Consider Fixing

✓ 4 Passed Rules

A User Experience

! 2 Consider Fixing

✓ 3 Passed Rules



Awesome! This page is mobile-friendly.

Speed

! **Eliminate render-blocking JavaScript and CSS in above-the-fold content**

Your page has 7 blocking script resources and 14 blocking CSS resources. This causes a delay in rendering your page.

! **Reduce server response time**

User Experience

! **Size tap targets appropriately**

Some of the links/buttons on your webpage may be too small for a user to easily tap on a touchscreen. Consider making these tap targets larger to provide a better user experience.

⚠ Size content to viewport

The page content is too wide for the viewport, forcing the user to scroll horizontally. Size the page content to the viewport to provide a better user experience.

Desktop

Overall performance of your website on desktop

F Speed

! 1 Should Fix

⚠ 5 Consider Fixing

✓ 4 Passed Rules

B Home Page Content

! 2 Below Industry Average

✓ 3 Above Industry Average



Speed






! Optimize images

Properly formatting and compressing images can save many bytes of data.

⚠ Eliminate render-blocking JavaScript and CSS in above-the-fold content

Your page has 1 blocking CSS resources. This causes a delay in rendering your page.

Home Page Content

	Your Business	Industry Average
 Homepage Size	16310 KB	828 KB
 Phone # on homepage	Found	35.90%
 Address on homepage	Match not found	29.91%
 Facebook on homepage	Found	64.96%
 Twitter on homepage	Found	49.57%

Advertising

Customers are searching for your services online. If they can't find your business, you are missing out! With digital advertising, you can be front and center on huge sites like Google and Facebook. Stay ahead of your competition by making sure that people find your business first!

SEM (Search Engine Marketing)

Search Engine Marketing refers to all marketing tactics used to ensure your business can be easily discovered by customers on search engines like Google, Bing and Yahoo. Below, the report hones in on how well you're doing to attract customers through paid campaigns.

