



Yellow Connect Guide

How to use the dashboard
reporting in Yellow Connect.

Understanding the dashboard and reporting.

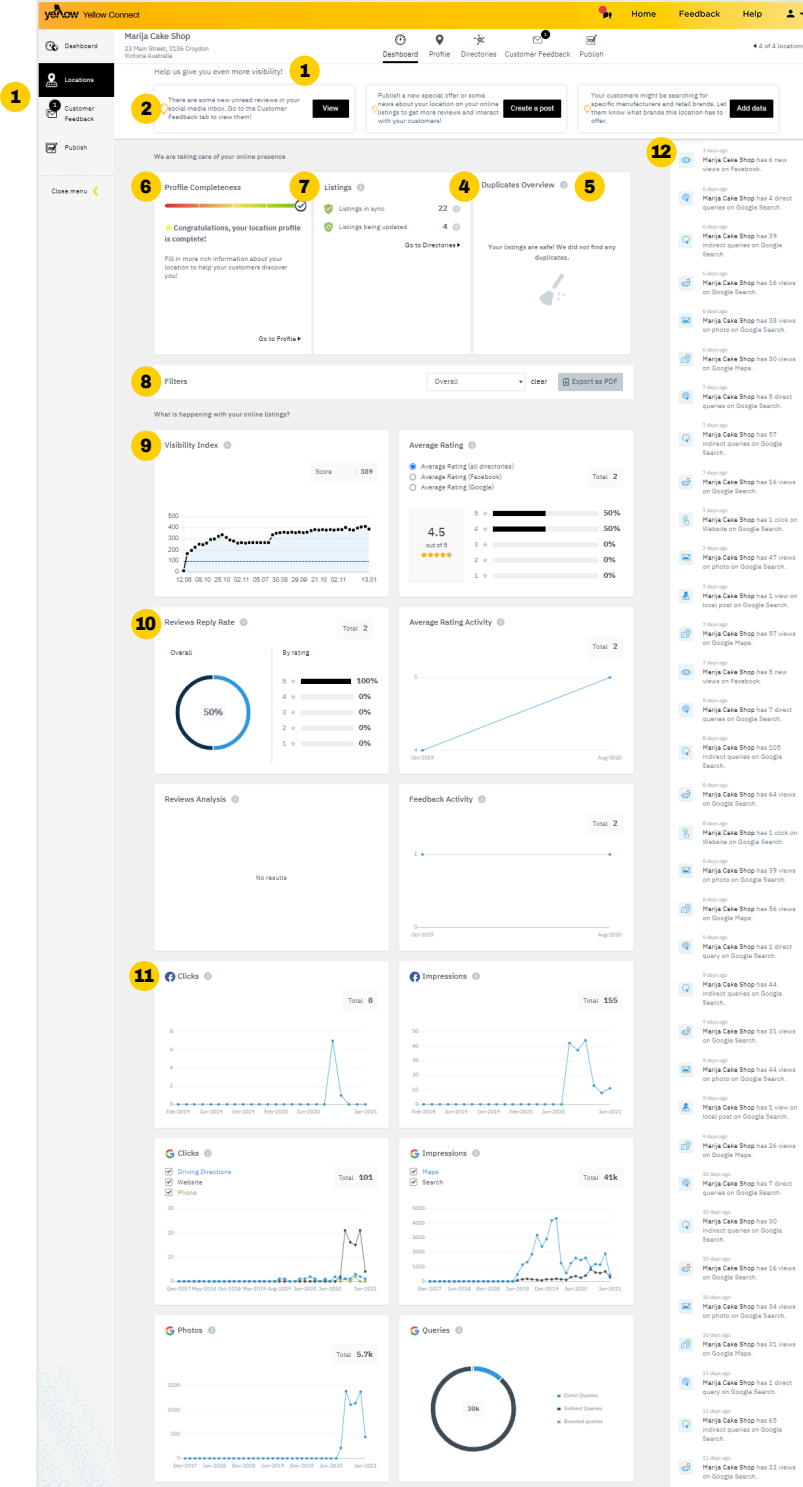
For you to get the most out of Yellow Connect for your business, it's important you understand how your location(s) are performing at a glance.

This guide will help you understand each section in your dashboard and how to read your reporting. This includes:

- Notifications and recommendations
- Profile Completeness
- Listings
- Deleted Duplicates
- Filters
- Average Ratings and Activity
- Reviews and Reply Rates
- Reviews Analysis
- Feedback Activity
- Facebook Impressions and Clicks
- Google My Business Impressions, Clicks, Photos and Queries
- Newsfeed

In the dashboard, you can see how your locations are performing at a glance.

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- The navigation bar on the top and left allow you to move comfortably and between the menu items. **Note:** the left navigation bar will only appear when you have more than one location.
- Notifications and recommendations - these provide tips to enhance your online visibility.
- The megaphone icon – this is for announcements for any new tips and updates to the Connect portal. This allows you to know about great new features as soon as they're released.
- Duplicates overview shows if any duplicate listings have been identified or removed.
- Detailed explanations of each widget are shown when you hover over the 'i' icon.
- Profile Completeness provides an indication of how much information is within your Connect profile and what data is required to achieve the next level of profile completeness.
- Listings relates to number of platforms your business is listed on and connected to and if any platforms require action. For example: If your Connect and Facebook account need to be linked.
- You can filter dashboard metrics by location if you have multiple locations within Yellow Connect. Add a filter for a specific time period to compare data. Download your metrics as an excel file for more in-depth analysis.
- Visibility index provides a score of your online visibility and the volume of information about your business, so you can track progress.
- Smart Insights for your customer feedback shows Reviews Reply Rate, Reviews Analysis as well as Feedback Activity over time.
- Focused Google and Facebook widgets provide deeper insights on your listings performance. Tick and untick boxes to for more granular data specifically about Google, such as website traffic from your Google My Business listing.
 - Clicks:** The number of clicks in the timeframe on the Google My Business or Facebook profile.
 - Impressions:** The number of times the business listing has appeared within a Google search or on Google Maps.
 - Photos:** The number of times a Google My Business photo was viewed.
 - Queries:**
 - Direct - The number of times the Google My Business listing has displayed as a result of a location search.
 - Indirect - The number of times the listing displayed as a result of a search related to your business category e.g. Bakery.
 - Branded - The number of times the listing displayed as a result of a search for a chain it belongs to. For example, Starbucks.
- In the newsfeed, you can see in real time what happens to your profiles. For example, where we update data or which of your locations have received ratings.

