

Visibility

The visibility report shows you 2 major pieces of information: the percentage of major local search sites that your business is listed on, and how accurate & how consistent your listing information is. This information impacts your local search performance on Google and other search engines, and may impact customers looking up your business.



88% Presence Score **N/A**

 **12**

listings found with accurate information







 **12**

listings found with possible errors

 **3**

sources missing your listing







Search Engines

 Bing Local		You are listed on Bing Local.
 Google Plus Local		You are listed on Google Plus Local.
 Yahoo! Local		You are listed on Yahoo! Local.







Stats

Overall
 Found and Accurate: 12
 Possible Errors: 12
 Missing Your Listing: 3









Review Sites

 Citysearch		You are listed on Citysearch.
 Insider Pages		You are listed on Insider Pages.
 Judy's Book		We found your listing on Judy's Book but there are possible errors in the contact info.

Directory Sites

 411.com		We found your listing on 411.com but there are possible errors in the contact info.
 DexKnows		We found your listing on DexKnows but there are possible errors in the contact info.
 LocalEdge		We have not found a listing for you on LocalEdge.

Social Sites

 Facebook		We found your listing on Facebook but there are possible errors in the contact info.
 Foursquare		We found your listing on Foursquare but there are possible errors in the contact info.
 LinkedIn		We have not found a listing for you on LinkedIn.
 Twitter		We found your listing on Twitter but there are possible errors in the contact info.

Reviews

While there are a relatively small number of major rating and review websites, they have large audiences and their reviews are syndicated to many other sites -- making them extremely important for marketing. These websites play a large part in forming your online reputation.

This weekly report shows you new reviews that have been found, trending themes in reviewer comments, and whether or not customer sentiment is trending positively or negatively compared to past reviews.



Trending

cigar lounge cigar room **good food** great atmosphere great food **great place** great service **happy hour** irish bar irish food
irish music irish nachos **irish pub** lamb stew live irish **live music** patricks day pretty good shepherds pie sweet potato

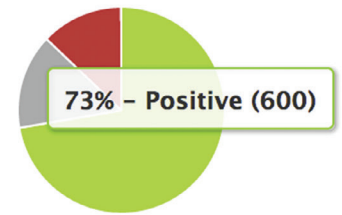
4.0 / 5 average review rating ↑ 2.00%

❖ **Loved it! Excellent corned beef ...** ★★★★★
 by John m. via Yelp

Loved it! Excellent corned beef and cabbage and awesome beer and whiskey selection! Great place to watch a game and have a meal.

❖ **Great spot for a beer or drink ...** ★★★☆☆
 by alexis c. via Yelp

Great spot for a beer or drink after spending the day on the waterfront. I've never eaten here so I cannot comment on the food, but the drink selection is good, the atmosphere is very lively, and the live music is typically fun.



Mentions

Mentions include unstructured citations of your business from everywhere on the web, except rating and review sites. Mentions can come from news sites, blogs, rich media sites, and social networks.

This weekly report will show you the number of new mentions found and the average sentiment of the mentions.



3.8 / 5 average sentiment ↑ 0.87%

54 **Kells Irish Restaurant & Pub in Portland, OR | 112 Southwest 2nd ...** Somewhat Positive

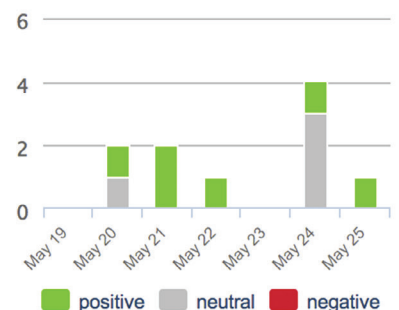
|||| **Kells Irish Restaurant & Pub | Restaurant, | Places to Eat in ...** Somewhat Positive

📍 **Kells Irish Restaurant & Pub, Portland - Restaurantbeoordelingen ...** Neutral

📍 **Kell's Brew Pub: Portland's Irish Inspired Brewery | Portland Travel ...** Somewhat Positive

📍 **Kells Irish Restaurant & Pub - Bars - 112 SW 2nd Ave, Portland, OR ...** Somewhat Positive

New Mentions 7.0
Total Mentions 110.0
Avg. Sentiment (this period) 3.8 / 5
Avg. Sentiment (all time) 3.0 / 5



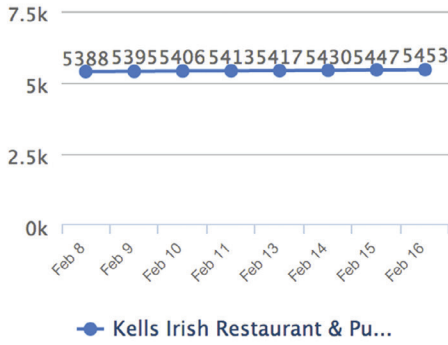
Social

The social report shows you the audience growth for your social profiles on Facebook, Twitter, and Foursquare. Your Facebook audience is the number of people that have 'liked' your business. The Twitter audience is the number of people that have followed your twitter account. The Foursquare audience is the number of people that have 'checked in' to your business on their mobile device.



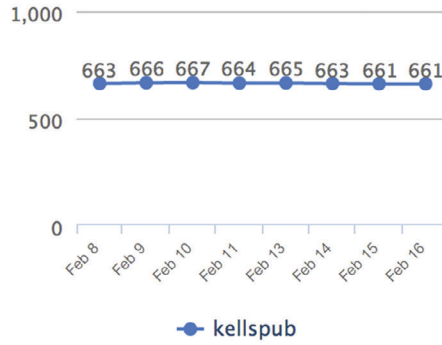
Facebook Audience

Facebook Likes

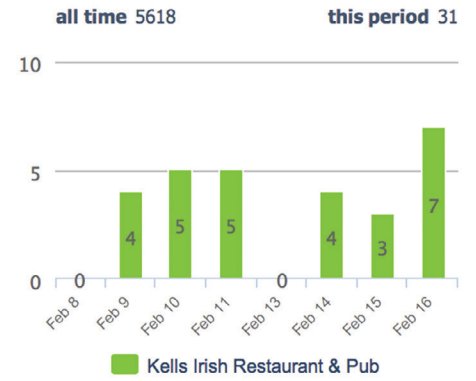


Twitter Audience

Twitter Followers



Foursquare Checkins



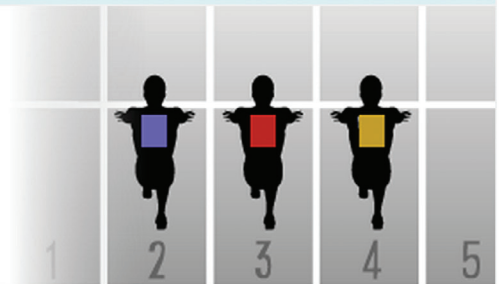
Posts to Business Profiles

f Feb. 13, 2013
Kells Irish Restaurant & Pub post appears on your facebook page
 Found in a Boise Idaho thrift shop. Missing for 28 years!

✓ Jun. 13, 2011
Claire B. tip appear on your foursquare venue
 I love you kells!!

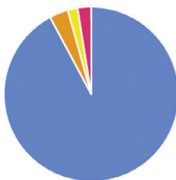
Competition

The competition report makes comparisons between your business and your competitors based on specific phrases searched. Simply put, it measures your prominence in web searches compared to other similar businesses.



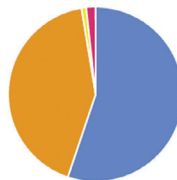
Share of Voice

Online Share of Voice for: pub in Portland, Oregon



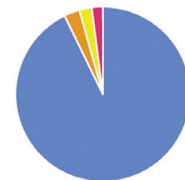
- Kells Irish Restaurant & Pub (92%)
- Paddy's Bar & Grill (3%)
- Biddy McGraw's Irish Pub (2%)
- County Cork Public House (3%)

Online Share of Voice for: restaurant in Portland, Oregon



- Kells Irish Restaurant & Pub (55%)
- Paddy's Bar & Grill (42%)
- Biddy McGraw's Irish Pub (1%)
- County Cork Public House (2%)

Online Share of Voice for: irish in Portland, Oregon



- Kells Irish Restaurant & Pub (93%)
- Paddy's Bar & Grill (3%)
- Biddy McGraw's Irish Pub (2%)
- County Cork Public House (2%)