

Business Positioning Systems releases Gauge - reporting for Google My Business/Places

Issued by [Location Bank](#)

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*BPS has announced the launch of **Gauge**, a reporting product that provides clients with monthly performance and ROI on their Google My Business/Places listings.*

As the leaders in location-based search BPS have listed, managed and optimised Google My Business/Places data for many blue chip companies in Africa and the UK over the past six years. During this time BPS identified that consolidated reporting for businesses with multiple locations generated business critical information, but wasn't provided by Google's reporting dashboard. Doing this reporting across 25 or more locations manually is so labour intensive it became almost uneconomical.

Clients rightly wanted to understand their Google My Business/Places performance and the resulting ROI, so BPS carried out this reporting manually - wading through countless reports for each client location, every month.

In 2012, BPS started developing proprietary software that would simplify this reporting and Gauge was born.

After nearly two years of using the software exclusively for their local search optimisation clients, BPS has identified the demand for clients and agencies who handle their own Google My Business /Places presence but don't have the capacity to manually report on multiple location pages. Gauge reports on Search Views, Impressions, Clicks and Acquisitions (Driving Directions, Phone Calls, Clicks to Web) all in an easy-to-consume, high level report that calculates the ROI on your Google activities (see below).

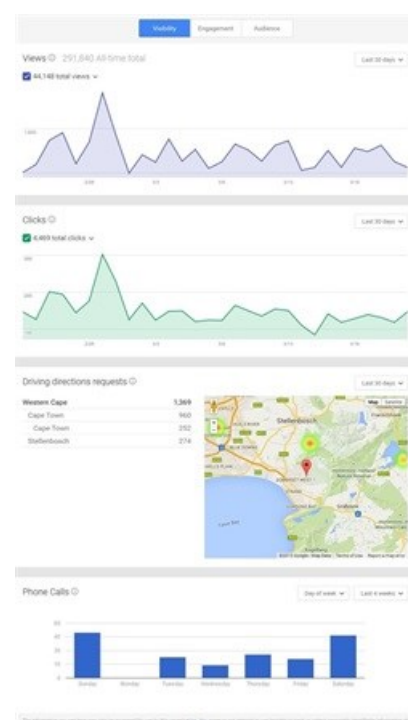
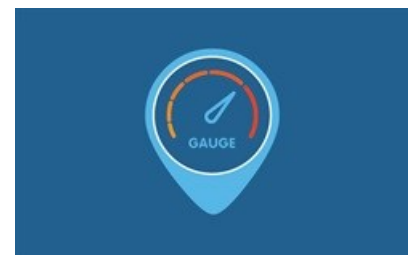
Gauge also pulls a location level report for each branch should the user wish to drill down into branch specifics or have the information saved safely on their own server where it can be referenced, this is particularly useful for multi-year benchmarking and comparisons (Google's dashboard will only save data for 90 days).

Monthly Reports include an Executive Summary with an ROI report, top and bottom five performing branches, location Insight report for every location

Who Needs Gauge?

Any brand with a Google My Business/Places presence that wants to gain insight into and track ROI of their Places presence and activity as well as any brand with a branch footprint in excess of 25, and SEO companies that handle local search for clients and want a reporting solution. Similarly, brands that have multiple Google My Business/Places listings but have no reporting on the performance and ranking in place (Google doesn't provide this), franchise-based clients who need to report to individual store owners and multi-location businesses that want to keep record of their Google My Business/Places data beyond 90 days for multi-month and year benchmarking and performance tracking.

Investment



[click to enlarge](#)

According to BPS, Gauge saves countless hours and days in human waste with an investment of R2 999 per month.

Example of a Gauge Exec Summary report

Client 2015

Client (BRAND) ROI		Industry Drop off 15%*	Acquisitions	Client supplied average spend	ROI
Clicks Driving Directions	145	22	123	R48	5, 904
Phone Calls	5378	807	4571	R48	219, 408
Overall Driving Directions Requests*	958	144	814	R48	39, 072
					R264, 384

* Global navigation drop-off rate (Industry specific) - TomTom2014

Top 5 Branches - By Views (last 30 days)	
CLIENT - LOCATION	16928
CLIENT - LOCATION	15752
CLIENT - LOCATION	14947
CLIENT - LOCATION	14733
CLIENT - LOCATION	14285
Top 5 Branches - By Clicks (last 30 days)	
CLIENT - LOCATION	500
CLIENT - LOCATION	456
CLIENT - LOCATION	453
CLIENT - LOCATION	453
CLIENT - LOCATION	361
Bottom 5 Branches - By Views (last 30 days)	
CLIENT - LOCATION	68
CLIENT - LOCATION	31
CLIENT - LOCATION	26
CLIENT - LOCATION	16
CLIENT - LOCATION	0
Bottom 5 Branches - By Clicks (last 30 days)	
CLIENT - LOCATION	9
CLIENT - LOCATION	11
CLIENT - LOCATION	1
CLIENT - LOCATION	7
CLIENT - LOCATION	3

(Client locations removed for confidentiality)

For more information on BPS visit <http://www.bpsystems.co.za>

Business Positioning Systems (BPS)

Business Positioning Systems (BPS) is South Africa's leading location based search agency. Formed in 2007 to commercialise Point of Interest data listings on navigation devices, BPS went on to launch a number of location media solutions in the market. BPS now focuses on increasing client's local search visibility across digital platforms such as Google, Teletlas and Nokia maps. The company has unrivalled expertise on a global scale in Google Places Optimisation also known as Local SEO.

BPS

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