

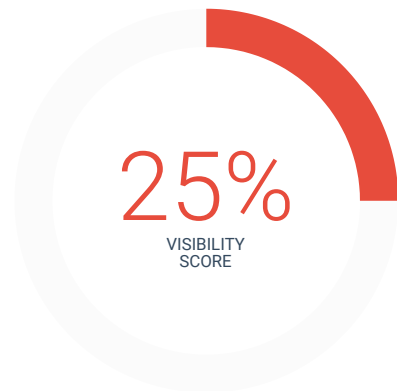
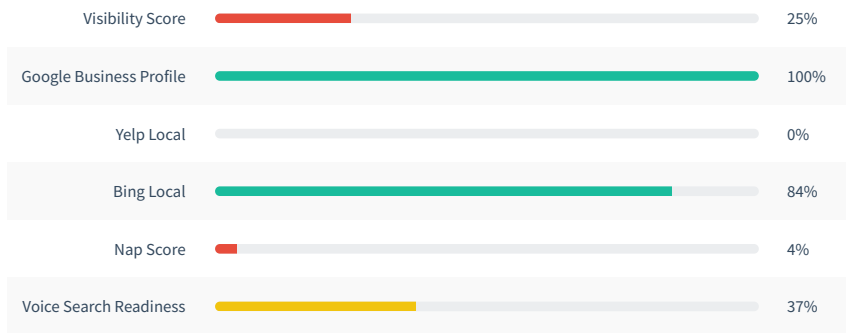


## Baseline Report Overview - Where You Were

Your Baseline Report includes a visibility score that displays the average of your initial Local page and Directory scores. Your Local Page Score was determined by your average visibility and optimization in Google Business Profile, Yelp Local, and Bing Places. Your Directory Score was determined by dividing the number of directories in which you were found by the number checked. **Due to the reliance on third-party data and their connection status, periodically we may not find a listing that may be there.**

### The Fish Guys Houston

8515 Cambridge Street, Houston, TX, 77054  
(281) 818-6639  
<http://www.thefishguysHouston.com/>

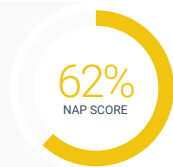


## Local Pages

Each Local Page Score is determined by how optimized your listing is. We check against several parameters that influence your overall optimization such as the consistency of your name, address, and telephone number as well as keywords, business description, and more!

### LOCALS BREAKDOWN

Listings Present	2
Listings Checked	3
Presence Score	62%

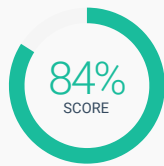


✔ Listing Present   ✖ Connection Issue or Not Listed   ⚠ Action Required

Local Page or Directory	Client	As of	Status
	<b>N</b> The Fish Guys Houston <b>A</b> 8515 Cambridge St, Houston, TX 77054, USA <b>P</b> (281) 818-6639	07/21/2023	✔
<b>Detailed Breakdown</b> Claimed <span>Yes</span> NAP Consistent <span>Yes</span>		<b>Additional Info</b> Categories <span>Yes</span> Website URL Present <span>Yes</span> Hours Of Operation <span>Yes</span> Photos Present <span>No</span> Reviews <span>Yes</span>	
	<b>N</b> The Fish Guys Houston <b>A</b> 8525 Stella Link Rd, Houston, TX 77025-2910 <b>P</b> (281) 818-6639	07/21/2023	⚠

### Detailed Breakdown

Listing Present Yes  
NAP Consistent No



### Additional Info

Website URL Present Yes  
Hours Of Operation No  
Photos Present No  
Reviews Yes



Not Found

As of 07/21/2023



### Voice Search Readiness

Voice-First Devices are the next big thing. Voice Search is a function that allows users to search the web through spoken voice commands rather than typing, Google Voice Search can be used on both desktop and mobile searches. We check against several parameters that influence voice search and the consistency of your name, address, and phone number in the databases that feed voice search applications.

#### VOICE SEARCH READINESS BREAKDOWN

Listings Present 2  
Listings Checked 5  
Presence Score 40%



Directory	Client Voice Data Status	
amazon alexa <sup>?</sup>	Not Ready	<span>✗</span>
Bixby <sup>?</sup>	Not Ready	<span>✗</span>
Cortana <sup>?</sup>	Ready, but has inconsistent data	<span>⚠</span>
Google Home <sup>?</sup>	Ready	<span>✓</span>
Siri <sup>?</sup>	Not Ready	<span>✗</span>

### Voice App Order

Control your business conversation on voice devices.

Voice Device	Status
amazon alexa	<span>✗</span> Not scanned.
Google Home	<span>✗</span> Not scanned.
Google Assistant	<span>✗</span> Not scanned.

### Data Aggregators

Data Aggregators are data amplifiers. They are important because they distribute business data to hundreds of partners, search platforms, navigation systems, and mobile apps reaching a broader audience than anyone can on their own.

Data Aggregators	Client	
<b>FOURSQUARE</b>	Not Found	✘
data axle	Not Found	✘
Localeze.	Not Found	✘

## 📁 Directories

Your Local Page and Directory scores is based on the number of places in which your listings are present, divided by the number of local page and directories we've checked. Successful scores are most often obtained when all listings are claimed, active and contain consistent information such as business name, and phone number.

### DIRECTORIES BREAKDOWN

Listings Present  
Listings Checked  
Presence Score

2  
53  
4%

4%  
NAP SCORE





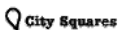





All





















































Synced

✔ Listing Sync

✘ Connection Issue or Not Listed








⚠ Action Required

Local Page or Directory	Client	
 <b>Alignable</b>	Not Found Your data may be listed but this source is unable to be scanned	✘
 <b>BEST OF THE WEB</b>	Not Found	✘
<b>BROWNBOOK.net</b> The Global Business Listing Database	Not Found	✘
 <b>BubbleLife</b>	Not Found	✘
 <b>CHAMBER OF COMMERCE .COM</b>	Not Found	✘
<b>Citysearch</b> ®	Not Found	✘
 <b>City Squares</b>	Not Found	✘
<b>CYLEX</b>	Not Found	✘
<b>dexknows.</b>	Not Found	✘
 <b>eLocal.com</b>	Not Found	✘
<b>ExpressBusinessDirectory</b>	Not Found	✘
 <b>ezlocal.com</b>	Not Found	✘
 <b>findopen</b>	Not Found	✘
 <b>here</b>	Not Found Your data may be listed but this source is unable to be scanned	✘
 <b>Hotfrog</b>	Not Found	✘

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	<p><b>N</b> the fish guys houston</p> <p><b>A</b> 8515 Cambridge Street, Houston, 77054 TX</p> <p><b>P</b> (281) 818-6639</p>	
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## Directory FTP






The following directories are submitted by FTP or spreadsheet

Local Page or Directory	Client	
	Not Found Your data may be listed but this source is unable to be scanned	
	Not Found Your data may be listed but this source is unable to be scanned	
ListYourself.net	Not Found	
	Not Found Your data may be listed but this source is unable to be scanned	

## GPS Mapping Accelerators

Our tool further syndicates business information to powerful mapping platforms with more than 80 sources of data including the following:

WAZE GARMIN TOMTOM ALFA ROMEO AUDI BMW CHEVROLET FIAT FORD GENERAL MOTORS INFINITY KIA MAZDA MERCEDES PIONEER SAMSUNG SONY NAVIGATION  
TOYOTA VOLKSWAGEN VOLVO

GPS Mapping source	Client	
	 <a href="#">the fish guys houston</a>  8515 Cambridge Street, Houston, 77054 TX  (281) 818-6639	

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