

For more details, visit  
BigCatMarketingGroup.com



**D VISIBILITY GRADE**  
Grade based on how accurate and visible your business is on local directories

**D REPUTATION GRADE**  
Grade based on how trusted and strong your reputation is online.

**C VIDEO VISIBILITY GRADE**  
Grade based on whether the consumer can find reputable videos about your business.

**11 NEGATIVE REVIEWS**  
Amount of negative reviews found around the web that are visible to consumers and could be hurting your business.



Carroll Home Services  
2700 Loch Raven Rd #200  
Baltimore, MD 21218

Phone  
Website  
Category

(410) 235-9911  
www.carrollhomeservices...  
General contractor, point...

📍 FIX ALL LISTINGS

D VISIBILITY GRADE					
EXPLANATION		To get more customers your business needs to be listed on all the major directories and your information needs to be 100% accurate so that customers can call you and find your location.			
DIRECTORY	BUSINESS NAME	ADDRESS	PHONE	REVIEWS	STATUS
Google	Carroll Home Services	2700 Loch Raven Rd #200	(410) 235-9911	26	✓ CORRECT
Bing	Carroll Home Services	2700 Loch Raven Rd Ste 200	(410) 246-6988	0	FIX LISTING ✗ Incorrect Phone
Yahoo	Carroll Home Services	2700 Loch Raven Rd, Ste 200	(410) 246-6988	8	FIX LISTING ✗ Incorrect Phone
Yelp	Carroll Home Services	2700 Loch Raven Rd Ste 200	(410) 246-6988	8	FIX LISTING ✗ Incorrect Phone
Facebook	Carroll Home Services			38	FIX LISTING ✗ Incorrect Address
FourSquare	Carroll Home Services	2700 Loch Raven Rd Ste 200	(410) 246-6988	0	FIX LISTING ✗ Incorrect Phone
Insider Pages	Carroll Home Services	2700 Loch Raven Rd.	410-246-6988	0	FIX LISTING ✗ Incorrect Address
Dex Knows	Carroll Home Services	2700 Loch Raven Rd	(800) 834-8590	0	FIX LISTING ✗ Incorrect Address
Merchant Circle	Carroll Home Services	2700 Loch Raven Rd. Suite 200	410-246-6988	0	FIX LISTING ✗ Incorrect Phone
Super Pages	Carroll Home Services		800-834-8590	0	FIX LISTING ✗ Incorrect Address
Yellow Bot	Carroll Home Services	2700 Loch Raven Road Suite 200	(443) 992-7114	34	FIX LISTING ✗ Incorrect Phone
Yellow Pages	Carroll Home Services	2700 Loch Raven Rd Suite 200	(443) 992-7114	0	FIX LISTING ✗ Incorrect Phone
Local.com	Carroll Home Services	2700 Loch Raven Rd. Suite 200	(410) 246-6988	0	FIX LISTING ✗ Incorrect Phone
Trip Advisor	-	-	-	0	FIX LISTING ✗ Not Found
Judy's Book	Carroll Home Svc.	2700 Loch Raven Rd	(443) 992-7114	0	FIX LISTING ✗ Incorrect Name
Best Of Web	-	-	-	0	FIX LISTING ✗ Not Found
Kudzu	Carroll Home Services	2700 Loch Raven Rd., Suite 200	(410) 246-6988	0	FIX LISTING ✗ Incorrect Phone
Hot Frog	-	-	-	0	FIX LISTING ✗ Not Found
Local	-	-	-	0	FIX LISTING ✗ Not Found

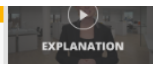
#### VISIBILITY SCORE SUMMARY

ERRORS FOUND 18

LISTING ERRORS 95%

**CORRECTIVE ACTION** - You will need to make sure you register an account with each directory and claim your listing. Once you have claimed your listing you can go into each account and update your company information to your current information. Contact us today and we can give you a free guide that will show you how to do it yourself, or we can help you do it... [CONTACT US](#)

D REPUTATION GRADE



Your business has **5** listings with reviews and **10** without any reviews. Not having any reviews or positive reputation associated with your listing will negatively impact your reputation grade. Studies show that without 6-10 reviews associated with your listing your business isn't trusted and 92% of consumers look for reviews before they contact you.

DIRECTORY	0	8	16	24	32	40	REVIEWS	RATINGS
Google							26	★★★★★
Bing							0	<a href="#">Get Reviews</a>
Yahoo							8	★★★★★
Yelp							8	★★★★★
Facebook							38	★★★★★
FourSquare							0	<a href="#">Get Reviews</a>
Insider Pages							0	<a href="#">Get Reviews</a>
Dex Knows							0	<a href="#">Get Reviews</a>
Merchant Circle							0	<a href="#">Get Reviews</a>
Super Pages							0	<a href="#">Get Reviews</a>
Yellow Bot							34	★★★★★
Yellow Pages							0	<a href="#">Get Reviews</a>
Local.com							0	<a href="#">Get Reviews</a>
Trip Advisor							NOT FOUND	<a href="#">Create Listing</a>
Judys Book							0	<a href="#">Get Reviews</a>
Best Of Web							NOT FOUND	<a href="#">Create Listing</a>
Kudzu							0	<a href="#">Get Reviews</a>
Hot Frog							NOT FOUND	<a href="#">Create Listing</a>
llocal							NOT FOUND	<a href="#">Create Listing</a>

10

NUMBER OF LISTINGS WITH NO REVIEWS THAT WILL BRING YOUR SCORE DOWN

114

NUMBER OF TOTAL REVIEWS

3.5

★★★★★  
AVERAGE TOTAL RATING FOR LISTINGS THAT HAVE REVIEWS



## 11 NEGATIVE REVIEWS

Nobody likes to know they have a negative review, but the most important thing is to remove these negative reviews as quickly as possible and replace them with 5 star reviews. Turn your negatives into positives with new business in no time!



KELLY BYRLEY

I have been a Carroll customer for 11 years, but today I am beyond frustrated. At the end of my 4 hour service appointment window with no phone call saying the tech was running late I called and was told he was in route to my house. 30 minutes later he still hadn't shown. I called and they told me the tech was still on his previous job. After telling them I was just told he was on his way they changed their story and said that he was actually on his way. 15 minutes later a very rude technician, Scott, showed up and argued with me that he was not late. He then stormed out of my house banging his tool bag and bucket all over my furniture claiming he was leaving. After another call to customer service I got a passive supervisor, Chris, who did do his best to get another technician dispatched the same night, but he was not very apologetic. I was not allowing Scott back in my house. My husband had gotten home from work in the midst of all of this and spoke with Scott who was sitting in his truck. Scott insisted he did nothing wrong and was unapologetic. My husband and I own a company and would never allow our employees to treat a customer the way I was treated. Last winter they let our tank run dry despite being on auto fill. It took them 12 hours to fill it despite my constant calls that I had a child home sick who also happens to have asthma. I got the run around every time I called getting different stories each time. The last time we had a service call the technician was over 2 hours late. Same issues. No phone call to say they were late. No apologies. But at least he was kind. Their services and employees were excellent until about a year and a half ago. I am not sure what changed in their company, but I will be canceling my service soon.



MAUREEN L.

## 10 RECENT REVIEWS (PAST 6 MONTHS)

Studies show that consumers want to see recent reviews within the last 6 months and any reviews **older than 6 months aren't as relevant**. We've accumulated your most recent reviews from all the top directories that your listed on. Contact us if you want to learn how to get more 5 star reviews.



MELISSA CLOUD

I love this company. They are always punctual, through and give open and honest advice.



SCOTT C.

I'm lucky that I live near the Carroll Fuels offices because it allows me to pay my bill in person and the ladies that work in the office are the sweetest folks, ever! The technicians that make service calls are always polite and professional.



SCOTT C.

I'm lucky that I live near the Carroll Fuels offices because it allows me to pay my bill in person and the ladies that work in the office are the sweetest folks, ever! The technicians that make...



NADINE SHURLAND



## SENTIMENT ANALYSIS

Sentiment helps you understand most common words your customers are leaving to describe their experience and if those words are being used in a positive or negative perspective for others to read. Below is a list of words that can help you get a clear understanding of the most frequently used words used that others are reading about you.

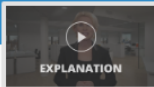
KEYWORDS	REVIEWS	KEYWORDS	REVIEWS	KEYWORDS	REVIEWS
Service	5	Late	1	Calls	3
Carroll	5	Call	3	Fill	3
Time	3	Customer	2	Scott	1
Company	4	Good	3	Office	4

## REPUTATION SUMMARY

**CORRECTIVE ACTION** - We found **11 negative reviews** posted about your business. Negative reviews may discourage new customers from contacting you. Therefore, it is important to make sure that negative reviews are not being seen on the front page of your listings by getting them replaced with new 5 Star Reviews. Also, having no reviews on a directory can stop potential customers from calling. You need to spread your reviews out on other directories to build your reputation. Contact us today and we can give you a free guide that will show you how to do it yourself, or we can help you do it... [CONTACT US](#)



## VIDEO VISIBILITY GRADE



Over 90% of consumers watched video last week and 70% say that videos help them to make a decision. That means when new customers are using a search engine, your website, or YouTube, they need to see video about your company.



SEARCH ENGINE



FOUND

Videos Found When  
Searching For Your Company



WEBSITE



NOT FOUND

Videos Not Found Visiting  
Your Website Home Page



YOUTUBE



FOUND

Videos Found When Looking  
On Youtube For Your Company

## VIDEO VISIBILITY SUMMARY

**CORRECTIVE ACTION** - One of the easiest and most effective types of videos you can create is a video testimonial. Take a video and optimize it so the search engines can find it. Or, you can take the video and embed it on the home page of your website. You can also create a company YouTube channel and upload the video to your channel. Contact us today and we can give you a free guide that will show you how to do it yourself, or we can help you do it... [CONTACT US](#)