

# OPTIMA™ ASSESSMENT FORM

BUSINESS NAME: \_\_\_\_\_

	BUSINESS PROFILE PRESENT	NAME INCONSISTENT	HOURS INCONSISTENT	ADD	INCORRECT CATEGORY	VERIFY
Google	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
bing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
yelp	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
nextdoor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fanta	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Apple Maps <small>Storefront Only</small>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**RANK:** 1ST  2ND  3RD  4TH  5TH  6TH  NOT  1ST PAGE

**# OF PHOTOS LISTED:** 1  2  3  4  5  6+

REVIEWS: YES  NO       VIDEO  YES  NO        HOME BASED BUSINESS HOME DISPLAYED

NUMBER OF REVIEWS: \_\_\_\_\_      **FACEBOOK PAGE:** YES  NO        WEBSITE OR  BLOGGING       NO WEBSITE

STAR RATING: \_\_\_\_\_

COMPETITOR: \_\_\_\_\_

**NOTES:**

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## CALL BACK FORMULA

CALL BACK DATE: \_\_\_\_\_ TIME: \_\_\_\_\_

**REINTRODUCE:**

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**SHARE SUCCESS:**

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**RECAP HIGHLIGHTS:**

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**NLBD:**

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**ASK FOR SALE:**

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**OTHER IDEAS:**

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