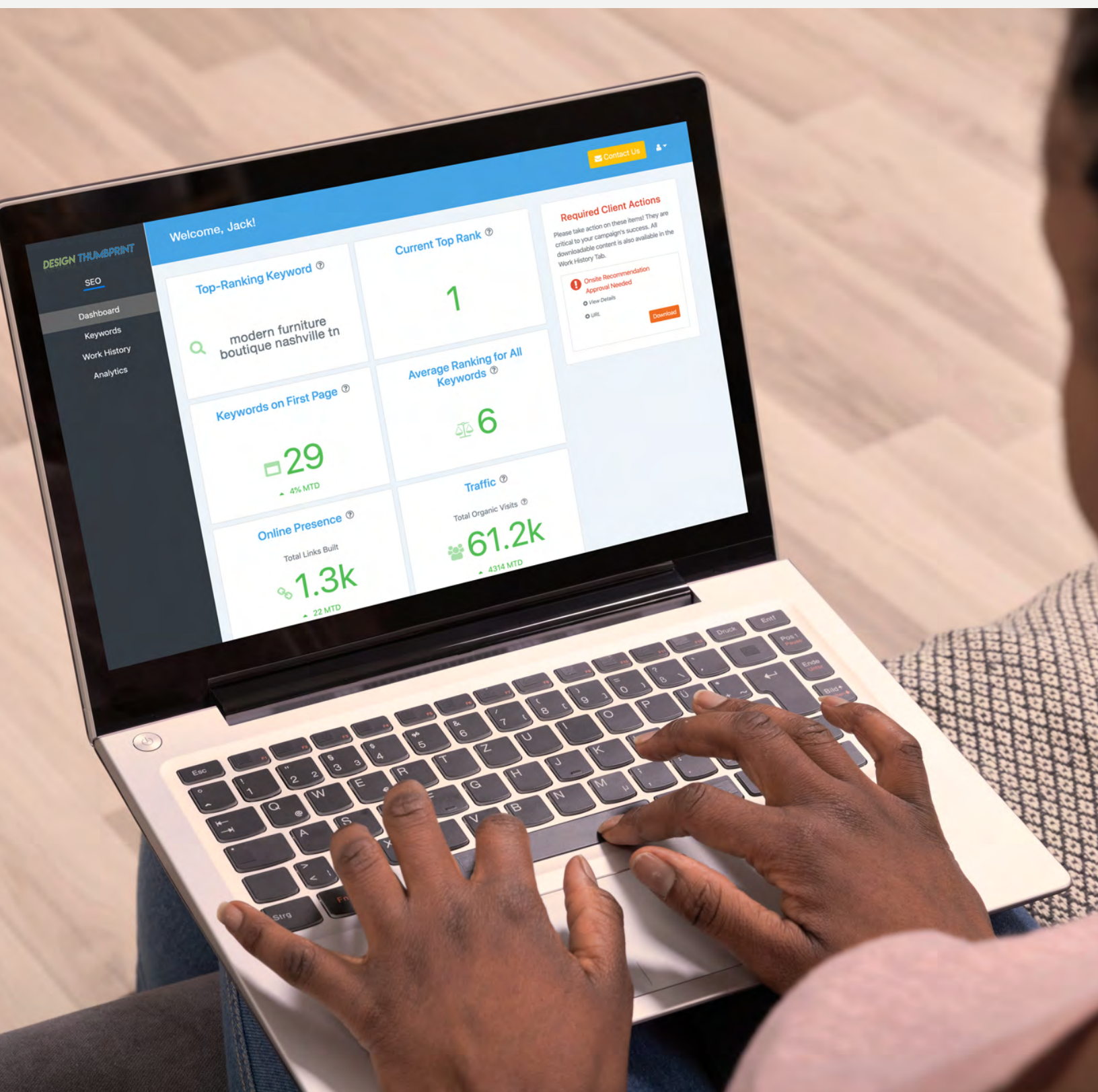


HOW TO USE THUMBPAD



Thumbpad

Dashboard Home

Now that you've got accounts created for your campaign, you're ready to start analyzing. Here's a breakdown of every tile your dashboard displays.

1. Top-Ranking Keyword: The keyword with the highest Google ranking in your campaign from the previous calendar week (Sun-Sat).

2. Current Top Rank: The Google ranking of your "Top Ranking Keyword" from the previous calendar week (Sun-Sat).

3. Keywords on the first page: The number of keywords in your campaign that have appeared on the first page of Google in the previous calendar week (Sun-Sat).

4. Average ranking for all keywords: The average of the individual Google ranking of each keyword in your campaign over the previous calendar week (Sun-Sat).

5. Online Presence: The online visibility that comes about as we develop links for you. This grows when other websites mention you and link back to your site, creating buzz around your business that should boost your rankings.

6. Traffic: The number of visits to your entire website over the last 12 months.

7. Total Work Items Completed: The number of tasks completed since the beginning of your campaign. The higher this number gets, the more places customers can find you online and the better you should rank.



8. Total Work Completed: The totals in this graph are a reflection of your online presence. The more tasks we finish and the higher these totals reach, the more places customers can find you online and the better you should rank.

9. Required Client Actions: A list of critical items that need to be approved or completed for your campaign to continue progressing. It's critical to the success of your campaign that you act quickly on these items.

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Keyword Rankings

Choosing and tracking the right keywords is at the heart of every SEO campaign. WE do the heavy lifting for you, but here's a quick guide to help you understand it.

The screenshot shows the 'Keywords' section of the Thumbpad dashboard. A sidebar on the left contains navigation links: SEO, Dashboard, Keywords (highlighted), Work History, Analytics, and Local Listings. The main area displays a table of keyword rankings. Numbered callouts indicate: 1. The 'Keywords' tab in the sidebar; 2. The 'Type' column header; 3. The 'Start Date' column header; 4. The 'View' button in the 'History' column; 5. The green date button in the 'First Page' column; 6. The 'Export' button in the top right corner.

Type	Keyword	Start Date	Start Rank	Current Rank	Start Page	Current Page	First Page	History
Halo	commercial photography boca raton fl	9/24/18	101	+1	11	+1	10/15/18	View
Halo	corporate photography boca raton fl	9/24/18	101	+1	11	+1	10/15/18	View
Halo	corporate photographer boca raton fl	9/24/18	101	+1	11	+1	10/15/18	View
Halo	photography services boca raton fl	9/24/18	101	+2	11	+1	10/15/18	View
Halo	Professional Headshots Photography boca raton fl	9/24/18	101	+2	11	+1	10/15/18	View
Halo	Senior Portraits photographer boca raton fl	9/24/18	38	+3	4	+1	10/15/18	View
Halo	Headshots Photographer boca raton fl	9/24/18	101	+3	11	+1	10/15/18	View
Halo	photographer boca raton fl	9/24/18	101	+4	11	+1	10/15/18	View
Halo	product photography boca raton fl	9/24/18	101	+4	11	+1	10/15/18	View
Halo	Corporate Events Photographer boca raton fl	9/24/18	101	+6	11	+1	10/15/18	View
Main	video production services boca raton fl	4/17/19	39	+7	5	+1	5/14/19	View
Main	video production boca raton fl	4/17/19	70	+18	7	+2		View

1. To access the Keywords screen, click the Keyword tab in the navigation bar on the left of the screen.

2. We track two types of keywords: Main and Halo.

Main keywords are phrases we are actively optimizing on your website. Halo keywords are phrases we are not actively optimizing on your site, but that should experience ranking improvement as a result of the work we're doing on your Main keywords.

3. For each keyword in your campaign, we track its **Start Date, Start Rank, Current Rank, Start Page and Current**

Page. Each column can be sorted according to the type of data it displays (date, rank, alphabetically, etc.).

4. To see the **page ranking of a keyword**, click the blue View button to expand the chart.

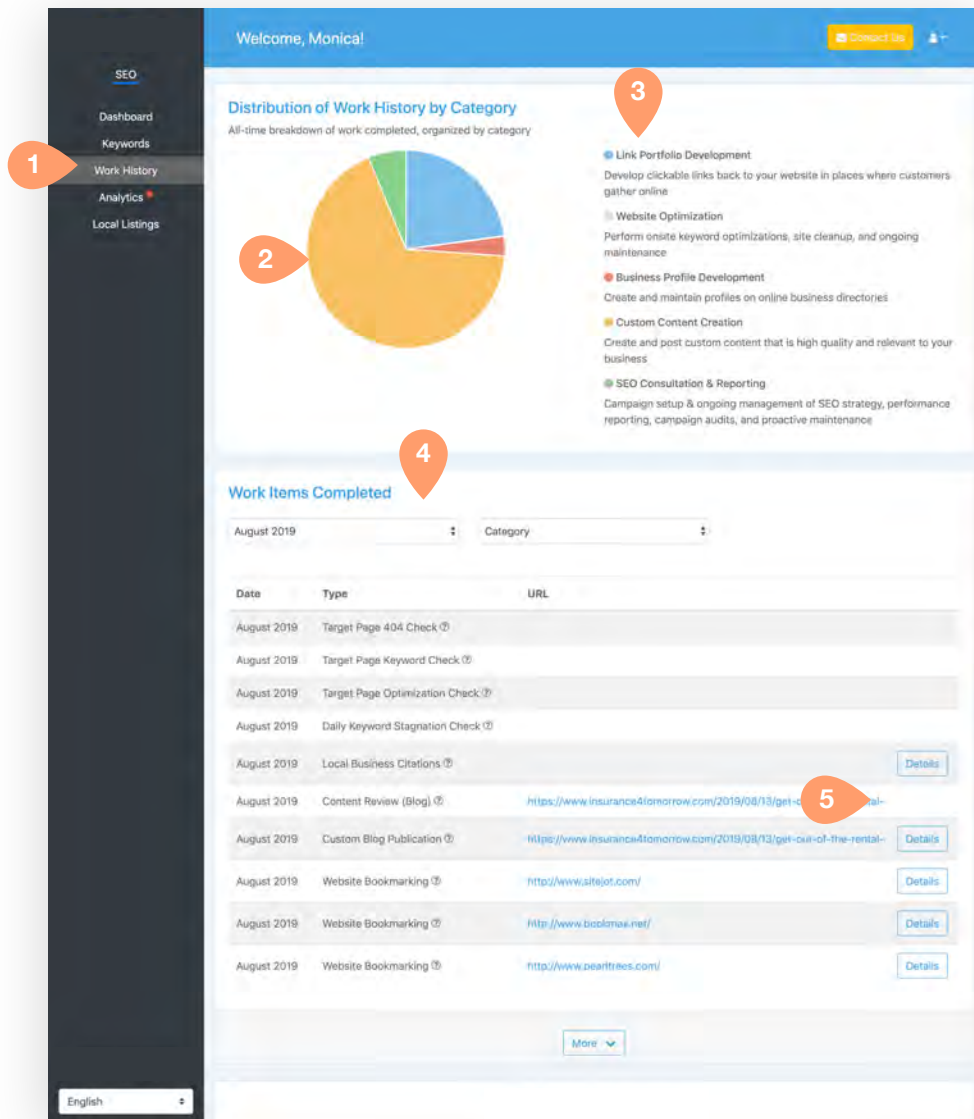
5. To view a screenshot of the **first time a keyword reaches the first page of Google**, click the green date button that aligns with that particular keyword.

6. To download all of the information displayed on this screen, click the blue Export button. All of the information displayed on this screen can be exported to a .csv file.

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Work History

Every campaign has a detailed work history that tracks every task completed. You can sort and view the tasks by date, content, and type.



1. To access the Work History screen, click the Work History tab in the navigation bar on the left of the screen.

2. **Distribution of Work History by Category:** Breakdown of work completed, organized by Category, from the beginning of your campaign until the time you generate the report.

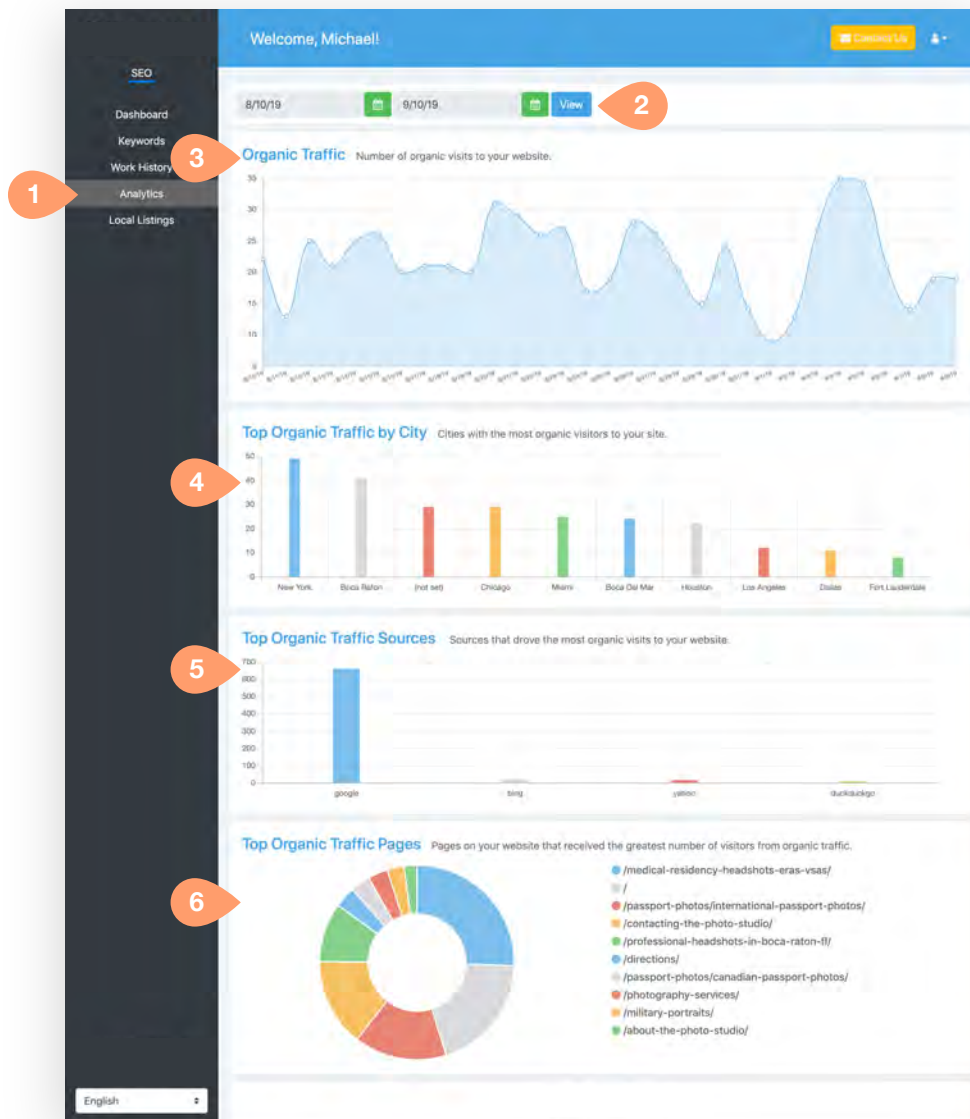
3. **Categories of Work:** A representation of the type of SEO we complete for your campaign, as well as a brief description for each type.

4. **Work Items Completed:** A detailed list of these work tickets we've completed for your campaign, including the date of completion and the work item completed. The current month of work is displayed by default, but you can select previous months or specific categories from the dropdown menus above.

5. For certain types of work, like blog and article publication, we provide a link to the site where the work was posted. You can also click on the **Details** button to see the content that was created.

Thumbpad Analytics

Keeping track of your organic traffic can help you evaluate the success of your campaign. The Analytics screen gives you a detailed view of the organic traffic that has visited your site. You can view traffic overall, by city, by source, or by page on your site.



1. This screen can be accessed by clicking the Analytics tab in the navigation bar on the left of the screen.

2. Select the date range you would like data for by choosing a starting and an ending date and then pressing the View button

3. **Organic traffic:** The number of organic visits to your website each day.

4. **Top Organic Traffic by City:** The cities with the most organic visitors to your site.

5. **Top Organic Traffic Sources:** The sources that drove the most organic visits to your website.

6. **Top Organic Traffic Pages:** The pages on your website that received the greatest number of visitors from organic traffic.

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Local Listings

While local SEO isn't included in every campaign, clients who have decided to include it can keep track of their local search rankings along with their general ones.



1. This screen can be accessed by clicking the Local Listings tab in the dark grey navigation bar on the left of the screen.

2. **Map:** This is a snapshot of your online map data. If consumers map your business, this is what they'll find. You can also see how your business name and contact information appear online in the top-left corner.

3. **Listings (icons):** These icons represent all the online business listings where your company is published. Many of these icons are clickable and will take you to either the live listing or a screenshot of the listing.

4. **Device usage:** We can now show you which devices searchers are viewing your listings from. We can also tell

you on which days people are viewing your listings, by device. Knowing how device usage skews for your target audience is invaluable information if you plan on doing any digital marketing.

5. **Google profile views:** If your Google Profile is synced, we can show you how many people viewed your Profile on search and maps.

6. **Google customer actions:** You can see how many searchers got directions to your business, clicked to make phone call, or clicked into your site from your Google Profile page.

7. **Google Phone calls by hour:** We can show you the times of day that searchers clicked to call your business from your Google Profile page.