

PoseTek Appliance Services LLC

Phone: (239) 590-9829

1700 Alico Commerce Ct. Ste 314
Fort Myers, Florida, 33967-4508
(239) 590-9829
service@posetek.com



PoseTek Appliance Repair Fort Myers, FL
We are a family owned and operated appliance repair company in SW Florida. At the end of the year we have repaired and serviced major appliances for residential and commercial customers in virtually every community in Southwest Florida.
We are fully licensed, bonded and insured to service all major appliances. Posetek is also one of the few "gas certified" companies in the State of Florida qualified and allowed to work on your gas appliances. Our technicians are factory trained and have a combined 75 years of appliance repair experience.
For emergency situations, we offer same day or next morning service.
If you're having a problem with any of your major appliances, please give us a call. We'll send a technician to your home or business immediately. This is a reason why PoseTek Appliance Services is the most highly rated appliance repair company on the internet.

Complete Visipostic Report - 1/8/12

Read What Our Customers Say About Us On The Internet!

Google

YAHOO!

PoseTek A/C & Appliance Services LLC

17030 Alico Commerce Court #314, Fort Myers, FL 33967
(239) 590-9829

Refrigerator Repair Service, Air Conditioning Repair Service, Washer Repair, Dryer Repair, Appliance Repair Service

posetek.com

Overall Score

D

49%

Get Marketing Help!

Report Updated: 05/03/2012

Your Overall Visibility score is a number from 1-100 that aggregates a score from each of these categories: your Local Search Engine listings, your Local Directory Visibility, your Social Media Engagement, your Keyword Rankings and your Reviews. This score can easily be improved by fixing any category that has a low score.

55% Search Engines

Google

Your Google Places score is derived from factors we know to affect rankings. It is important that your listing is verified and the data is 100% completed. Listings with at least 5 reviews typically rank better, so we have deemed this a key ranking factor. Also, continually updating your listing by adding coupons will help your listing rank better.

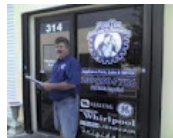
Yahoo

Your Yahoo listing should be completed to include as much data as possible. If data is missing, your score will be negatively affected. Getting multiple reviews from several different customers will increase trust in your business and, thus, affect your score. Focus on getting reviews.

Bing

Your Bing ranking score is a number 1-100 that is derived from how well you manage those Bing ranking factors that affect your listings. If you are listed in at least 5 categories and have added as much data as possible to your listing, your score will be higher. Focus on getting at least 5 reviews posted to your listing on Bing.

PoseTek A/C & Appliance Services LLC photos on Google Places



100%

Google Places

Your information as shown in Google Places:

[PoseTek A/C & Appliance Services LLC](#) 17030 Alico Commerce Court #314, Fort Myers, FL 33967
(239) 590-9829

Listing Present	Website Url Present	At Least 5 Categories	At Least 5 Photos	At Least 5 Reviews	Listing Claimed
✓	✓	✓	✓	✓	✓

0%

Yahoo Local

Your information as shown in Yahoo Local:



Listing Present	Verified Listing	Website URL Present	Reviews	At Least 3 Categories	Photos Present	Hours of Operation
✗	✗	✗	✗	✗	✗	✗

66%

Bing Local

Your information as shown in Bing Local:



[Posetek Appliance Svc LLC](#)
17030 Alico Commerce Ct Ste 314 Fort Myers, FL
(239) 590-9829

Listing Present	Listing Claimed	Website URL Present	At Least 5 Categories	At Least 5 Reviews	Photos Present
✓	✓	✓	✓	✓	✓



Fix Your Local Search Engines

43%

Local Directories

Explanation of Directories

Your Local Listing score is derived from taking the percentage of listings that you are listed on divided by the number of directories we are checking. This is a simple score based purely on if your business is listed or not. The theory is that the more citations (mention of your NAP - Name Address & Phone #) your business has the more trust the search engines have in your business. To improve your score simply add your business to these local directories.

manta.com

bridgat.com

judysbook.com

ezlocal.com

matchpoint.com

brownbook.net

company.com

superpages.com

kudzu.com

yellowpages.com

discoverourtown.com

mojopages.com

yellowbook.com

showmelocal.com

insiderpages.com

yelp.com

local.com

merchantcircle.com

citysearch.com

angieslist.com

myhuckleberry.com

hotfrog.com

botw.org



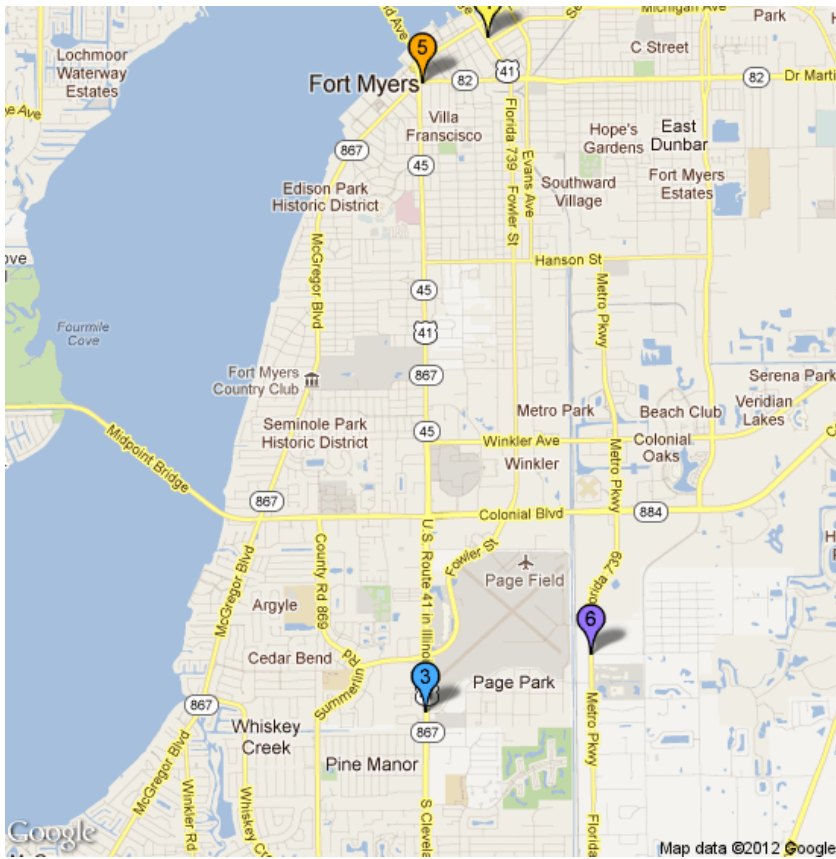
Fix Your Local Directories

29%

Competitor Citations

Explanation of Competitors Citations

This list is a competitive snapshot of where your competitors are



This list is a competitive snapshot of where your competitors are listed on the web. This in-depth analysis of what your competitors are doing helps show you how to rank higher.

These listings have two purposes. Listings matter because they enable potential customers to find you on relevant national sites, directories in your area and directories for your industry. Also, being listed in these directories can increase your rankings on Google.

The theory is simple: Get your business listed on the sites your competitors are on, plus a few more.

Competitors in the Map

- PoseTek A/C & Appliance Services LLC** YOU!
- 1** 17030 Alico Commerce Court #314, Fort Myers, FL (239) 590-9829
- Home-Tech**
- 2** 6400 Techster Boulevard, Fort Myers, FL (239) 433-3344
- Appliance Outlet of SWFL**
- 3** 11196 South Cleveland Avenue, Fort Myers, FL (239) 278-0811
- Bill Smith Inc**
- 4** 1651 Fowler Street, Fort Myers, FL (239) 334-1121
- ColdApplianceman Corporation**
- 5** Fort Myers, FL (239) 834-0242
- Southern Refrigeration & Air Conditioning, ...**
- 6** 11000 Metro Parkway, Fort Myers, FL (239) 768-5777

Directory	PoseTek A/C & Appliance Services LLC	Home-Tech	Appliance Outlet of SWFL	Bill Smith Inc	ColdApplianceman Corporation	Southern Refrigeration & Air Conditioning, Inc.
youtube.com	✓	✗	✗	✗	✗	✗
yelp.com	✓	✓	✗	✓	✗	✓
angieslist.com	✓	✓	✓	✓	✓	✗
hotfrog.com	✓	✗	✗	✗	✗	✗
yellowpages.com	✓	✓	✓	✓	✓	✗
twitter.com	✗	✓	✗	✗	✗	✗
insiderpages.com	✗	✓	✗	✓	✗	✗
local.com	✗	✓	✗	✓	✗	✗
company.com	✗	✓	✗	✗	✗	✗
showmelocal.com	✗	✓	✗	✗	✗	✗
citysearch.com	✗	✓	✗	✓	✓	✗
manta.com	✗	✓	✓	✓	✗	✗
facebook.com	✗	✗	✓	✓	✗	✗
merchantcircle.com	✗	✗	✓	✓	✓	✓
linkedin.com	✗	✗	✗	✓	✓	✗
mojopages.com	✗	✗	✗	✓	✗	✗
superpages.com	✗	✗	✗	✗	✓	✗

! Fix Your Citations

40% Social Media Profiles















Site	Your Business
Facebook	✘
Twitter	✘
LinkedIn	✔
Foursquare	✘
You Tube	✔

Social Media Profiles

Your Social Media score measures how active your business is on a variety of social media platforms. Sites like Facebook, Twitter, Foursquare, YouTube and LinkedIn allow customers to interact with your business and discuss their experiences. By having social media touch points, you encourage customers to "talk about your business" online. You can broadcast to your fans and followers with such perks as specials, great deals, and current news about your business. Simply set up these social media profiles and engage in posting info and gaining followers to improve your score.

! Fix Your Social Media Profiles

95% Reviews (Reputation Management)

Review Summary		
		26 Reviews
<i>"a freezer door by one technician (\$600). I called them for a second opinion and they determined that wasn't the case. They were polite, friendly, etc...."</i>		
		Not Present
		4 Reviews
<i>"Excellent Service. Our refrigerator ice maker was leaking. The Technican arrived as scheduled, and diagnosed the problem. He ordered the part needed. The office called to..."</i>		
		Present but No Reviews
		1 Reviews
<i>"My son Joel had an opportunity work as a technician assistant with Posetek Appliance Services while he lived in Fort Myers, FL. When he returned to Hawaii, he told me that the people at Posetek..."</i>		
		Not Present
		Not Present

Reviews (Reputation Management)

Your customers are talking about you. This report has found the testimonials and reviews your customers have left for you. It's important to understand what people are saying about your business. Damaging reviews can wreak havoc on a business. By managing your reputation, you can discover the good and the bad about your business and take any necessary steps. This report has averaged your 5 star reviews to display as a number. Receiving more reviews also helps your ranking on Google. Get more reviews than your competition and watch how your rankings improve.

! Fix Your Reputation

33% Keyword Ranking

Keywords

After researching your keywords we are able to search your positioning on Google, Yahoo and Bing, We are searching your keyword with your city name like "Plumber Dallas TX". There are several ranking factors for local businesses. Here are 4 basics you need to focus on: #1 - Set up an optimized Google Places listing; #2 - Get a lot of citations; #3 - Set up your website so that it is search engine optimized; and #4 - Build links to your site and get reviews.

Keyword	Google	Google Places	Yahoo	Yahoo Local	Bing	Bing Local
Refrigerator Repair Service Fort Myers	NA	1	NA	NA	1	NA
Air Conditioning Repair Service Fort Myers	NA	NA	NA	NA	NA	NA
Washer Repair Fort Myers	NA	1	6	NA	5	NA
Dryer Repair Fort Myers	NA	1	NA	NA	10	NA
Appliance Repair Service Fort Myers	NA	1	1	NA	1	NA



Fix Your Keyword Ranking

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