

Advice Interactive Group Launches Local Report Tool

Much Anticipated New Product Revolutionizes Local Search Optimization Management

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Dallas, Texas (May 2013) – Advice Interactive Group, one of the nation’s fastest growing [interactive marketing agencies](#) as recognized by the *Inc.* 500, has recently launched its Local Report Tool.

“We set out to develop a tool that we could use internally to monitor and manage our clients’ local search optimization campaigns, and during development and testing, we realized we had a great product that could be used by other agencies and by local businesses themselves,” said Bernadette Coleman, Advice Interactive Group’s Chief Executive Officer. “We invited several agencies to beta test the tool while it was in development and they have been clamoring to get the final release for some time now.”

The Local Report Tool dashboard not only provides a “snapshot” of a company’s local online visibility, but allows a user to drill down to see social media mentions, reviews, citations, local rankings, and local directories all in one place. This all-inclusive report also provides a blueprint of steps that could be taken to improve one’s local search results, providing users with one-of-a-kind alerts if and when changes occur to a company or website’s online visibility. The Local Report Tool also reports and monitors a company’s online reputation information, which is extremely important to businesses that drive revenue from their site.

Todd Bryson, Chief Technology Officer of Advice Interactive Group, says “Our unique alert system allows you to know as soon as a change occurs in your Google + Local account that might affect your visibility. This is a powerful feature that you won’t find in any other tool.”

Local Report Tool is available as a stand-alone tool for businesses that like to monitor their own online visibility, and is available to agencies that need to monitor and manage the online visibility for all of their clients. Whether large or small, with one location or hundreds, the Local Report Tool monitors and provides the valuable information marketers need to ensure their business is visible.

About Local Report Tool

Local Report Tool provides Local Search Reporting, Reputation & Social Media Management in One Easy Tool! This powerful tool is available direct to local businesses as well as agencies that provide local search optimization to businesses. For more information, go to www.localreporttool.com.

About Advice Interactive Group

Advice Interactive Group is a digital agency focusing on improving visibility across the digital universe through search, social, design, and development. We are recognized as one of the fastest growing interactive agencies in the U.S. by the Inc. 500 and have built our reputation through successful partnerships with top brands. We have established a foundation of proprietary technologies and our strategies are successfully delivered through a handpicked team of experienced digital professionals. Our best-in-class solutions have pioneered the way today's brands execute and view digital. For more information, visit www.adviceinteractivegroup.com.