

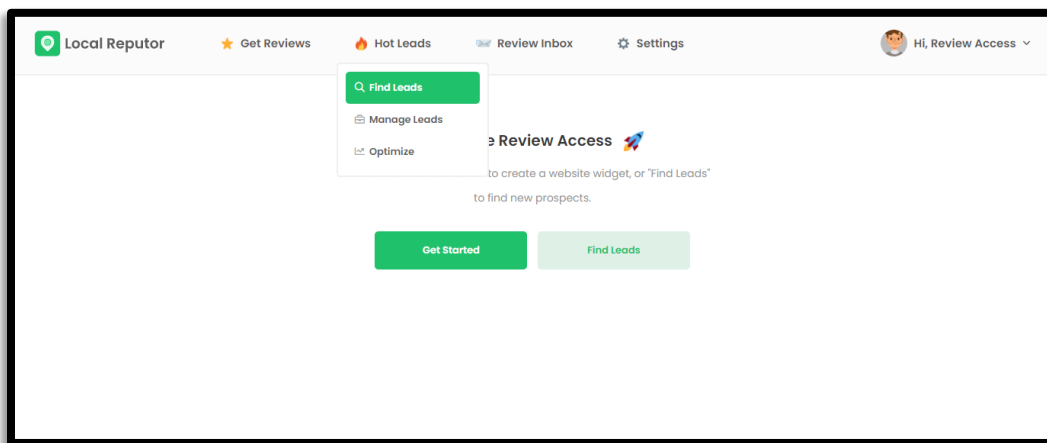


Hot Leads option lets you access three different types of features viz. **Find Leads** where you can input the niche & geographical location and the app fetches those businesses with details. You can view their contact details; can add them to your potential prospect's list if you find them so. **Manage Leads** lets you organize your potential business leads by folder/categories wise where you can mark their statuses, generate **Optimization** reports to approach them for business closure. Optimize option lets you optimize your GMB listings in your account by managing different aspects of listing straight from dashboard.

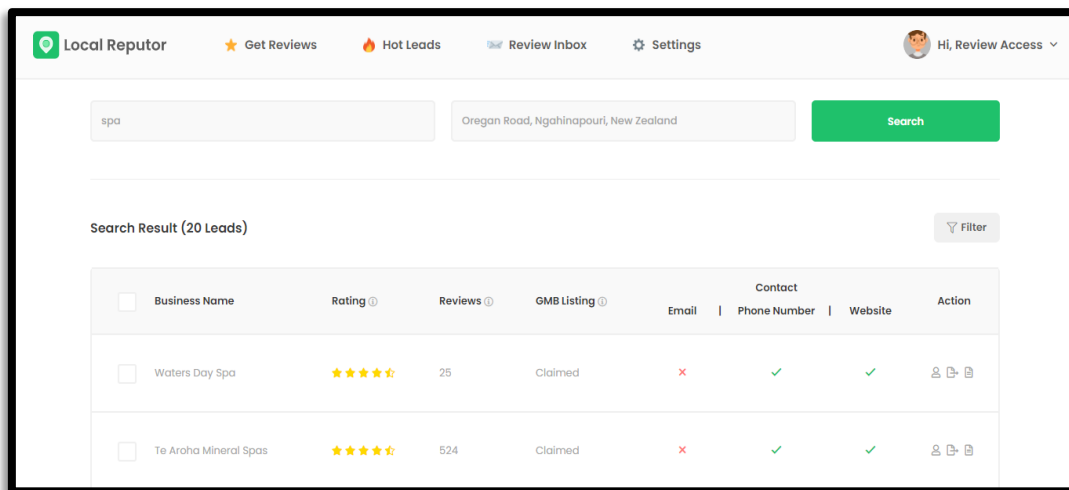
How to Find Leads

Follow these simple steps below:

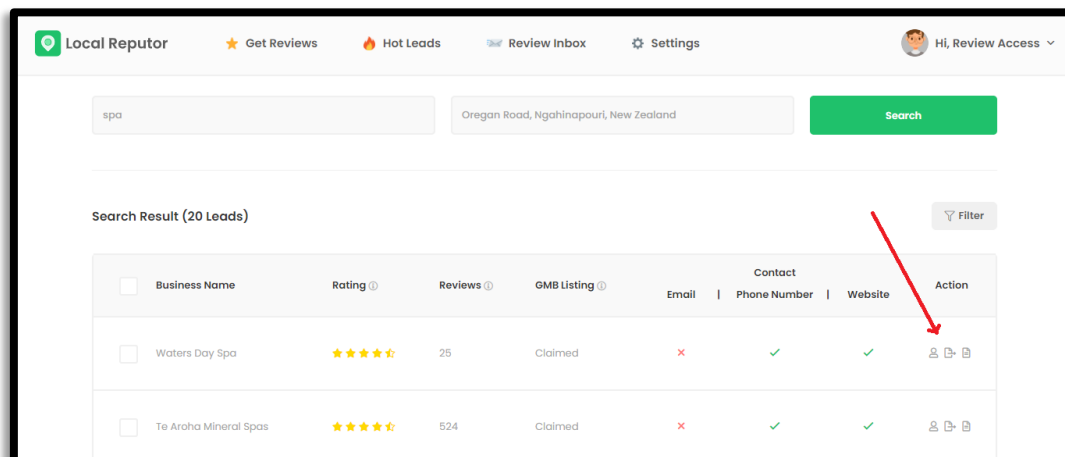
1. On the Local Reputor dashboard, click on **Hot Leads**. Three options will be visible i.e Find Leads, Manage Leads and Optimize. Click on Find Leads.



2. It'll ask for two inputs i.e. a keyword and the location. After you've provided the details it'll start fetching leads based on the keyword and location provided by you.

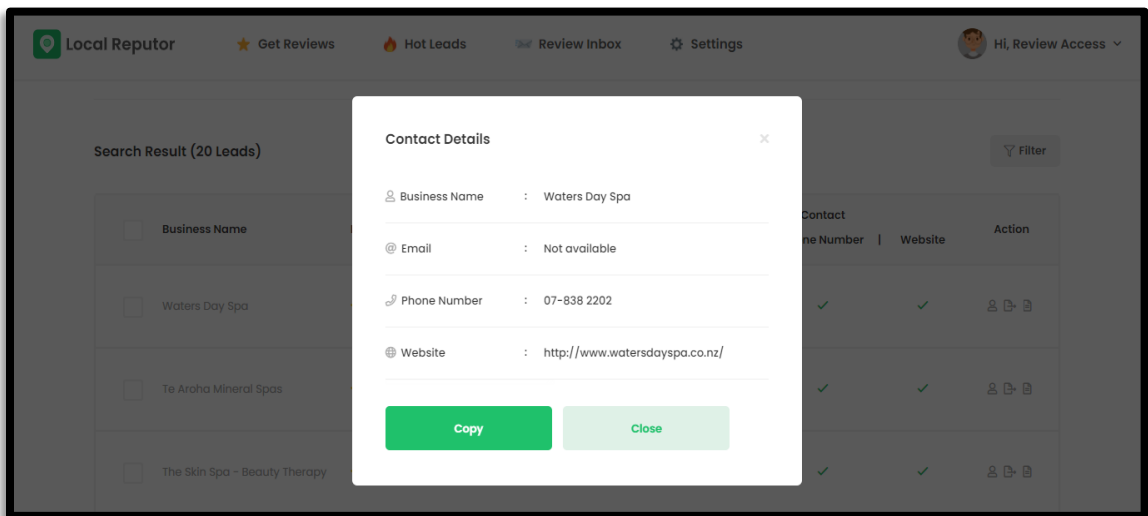


3. You can perform various actions such as view its contact details, add it to manage leads or generate report.

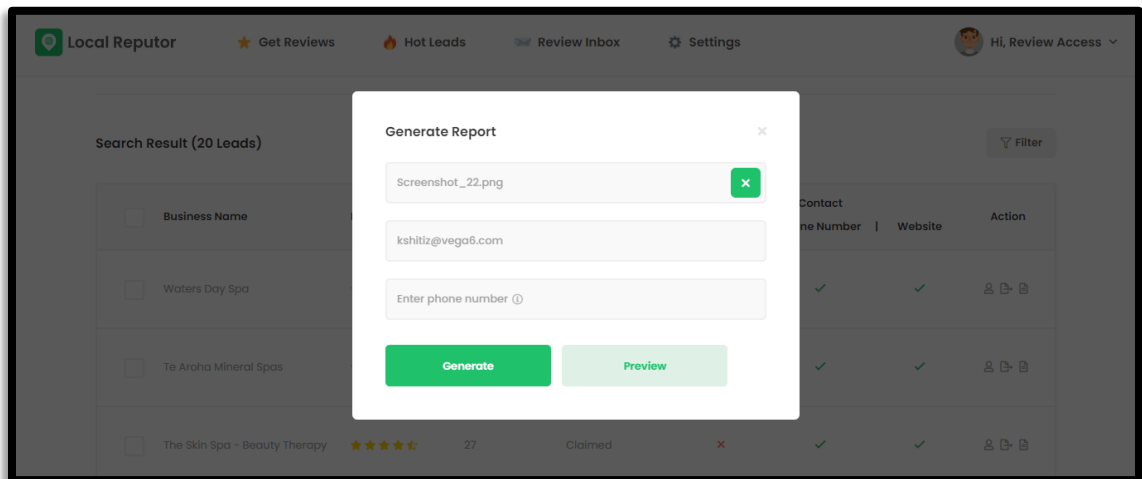




4. Contact details shows details such as Email, Phone Number and its website.



5. We can generate a report which tells whether the business is optimized for GMB.

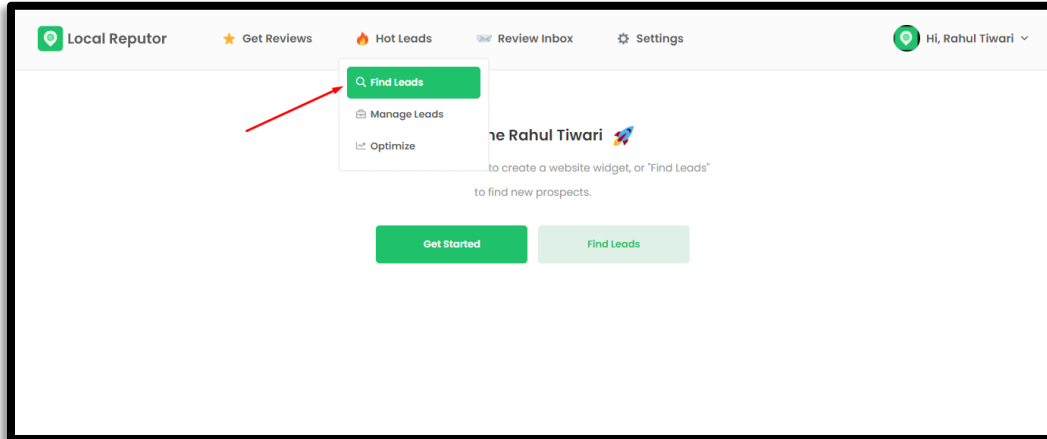




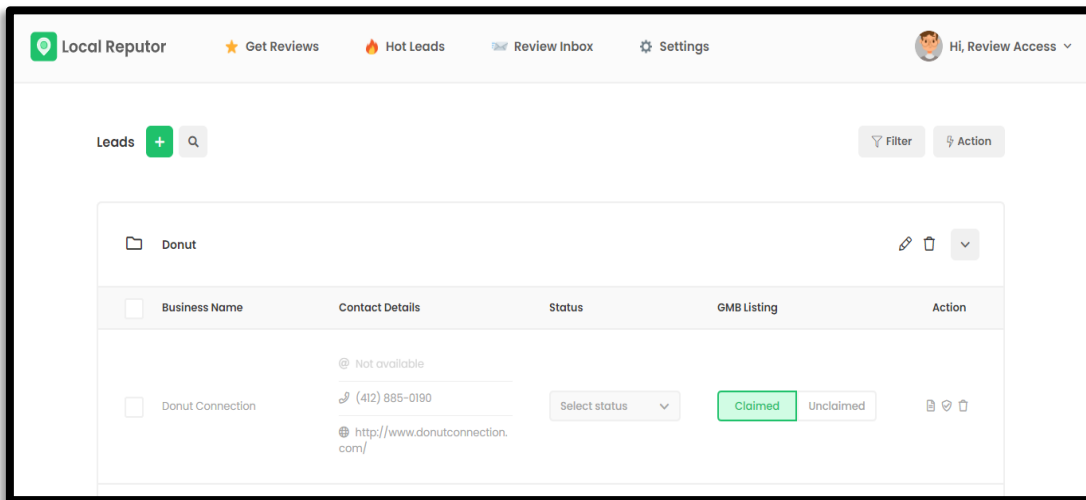
How to Manage Leads

Follow these simple steps below:

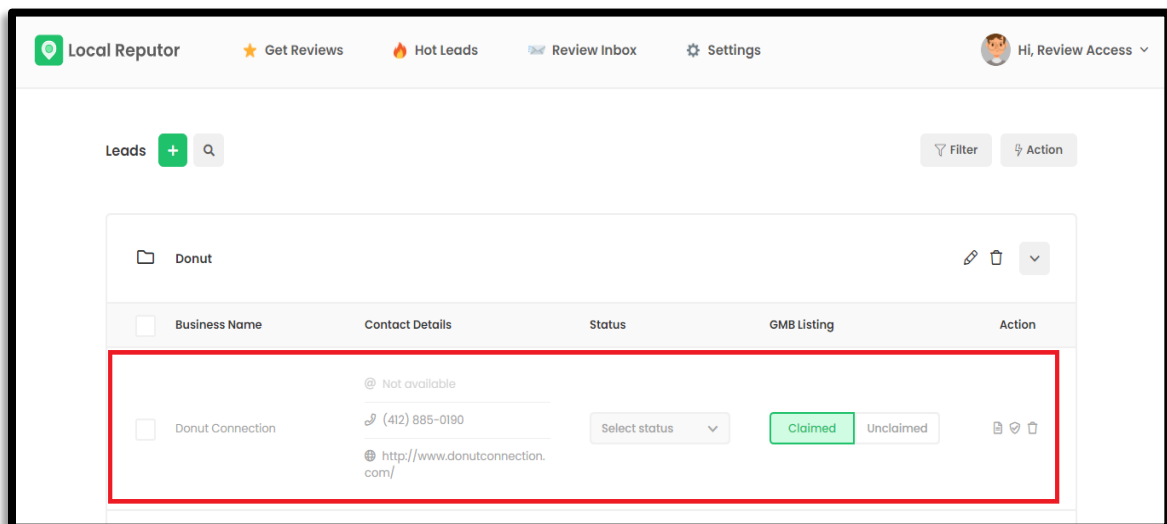
1. On the Local Reputor dashboard, click on **Hot Leads**. Three options will be visible i.e. Find Leads, Manage Leads and Optimize. Click on Manage Leads.



2. This section will display all the leads that you've marked as "Manage Leads".

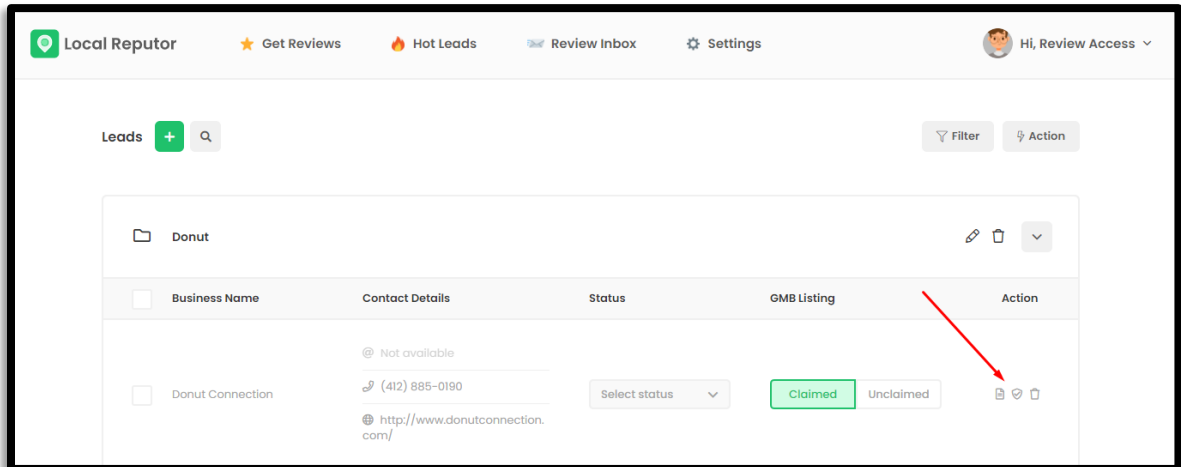


3. You can view all the details related to a lead such as contact details, status and its GMB Listing status.





4. You can perform various actions on the lead such as generate report, check its verification status or Delete.

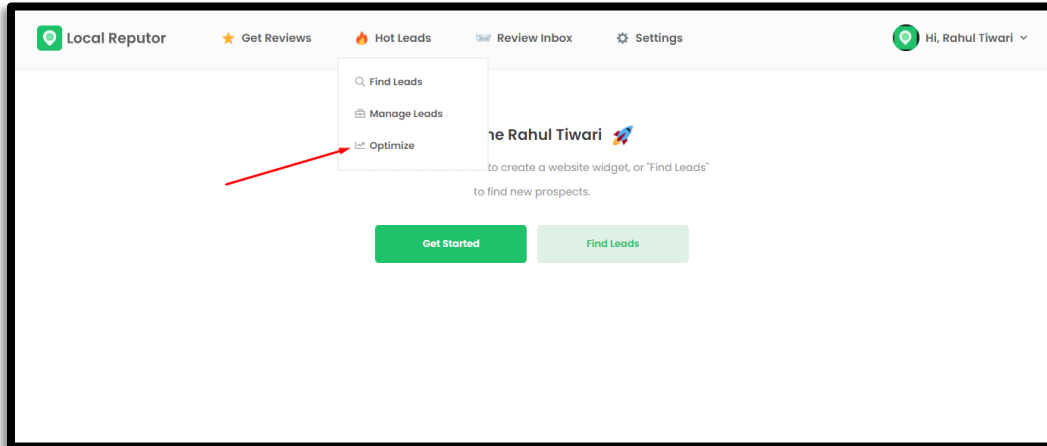




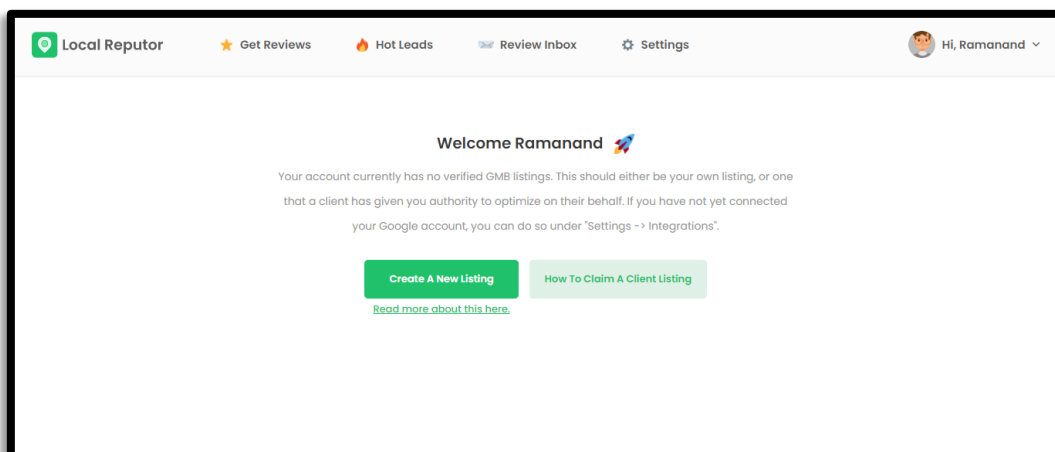
How to Optimize Leads

Follow these simple steps below:

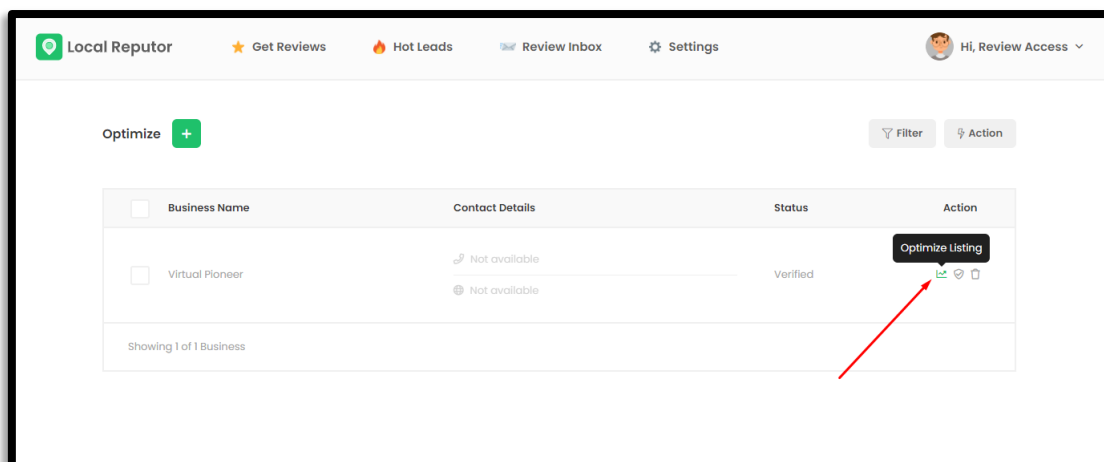
1. On the Local Reputor dashboard, click on **Hot Leads**. From the three options visible, select Optimize.



2. You can create a new listing or claim an existing listing. The “How to Claim a Client Listing” takes you to <https://support.google.com/business/answer/3403100>



3. After you've gained access to the GMB listing. You can optimize the listing by clicking on the “Optimize Listing” option.





4. You'll be redirected to the "Optimization My Google Business Listing" where you can add detailed information related to your Business.

The screenshot shows the 'Optimization My Google Business Listing' interface. At the top, there's a navigation bar with 'Local Reputor' logo, 'Get Reviews', 'Hot Leads', 'Review Inbox', and 'Settings'. A user profile 'Hi, Review Access' is on the right. Below the navigation, a left sidebar contains menu items: 'Business Info' (highlighted in green), 'Services Info', 'Posts', 'Photos', 'Notification', and 'Attributes'. The main content area is titled 'Optimization My Google Business Listing' and contains several input fields: 'Business name' (with 'Virtual Pioneer' entered), 'Phone number' (with '+ Additional number' link), 'Business category' (with 'Select Business Category' dropdown and '+ Additional category' link), 'Website', 'Business description', and 'Business location' (with 'Map position' link).

5. On the first tab "Business Info" you can add your Business Name, Phone Number, Business Category and much more.

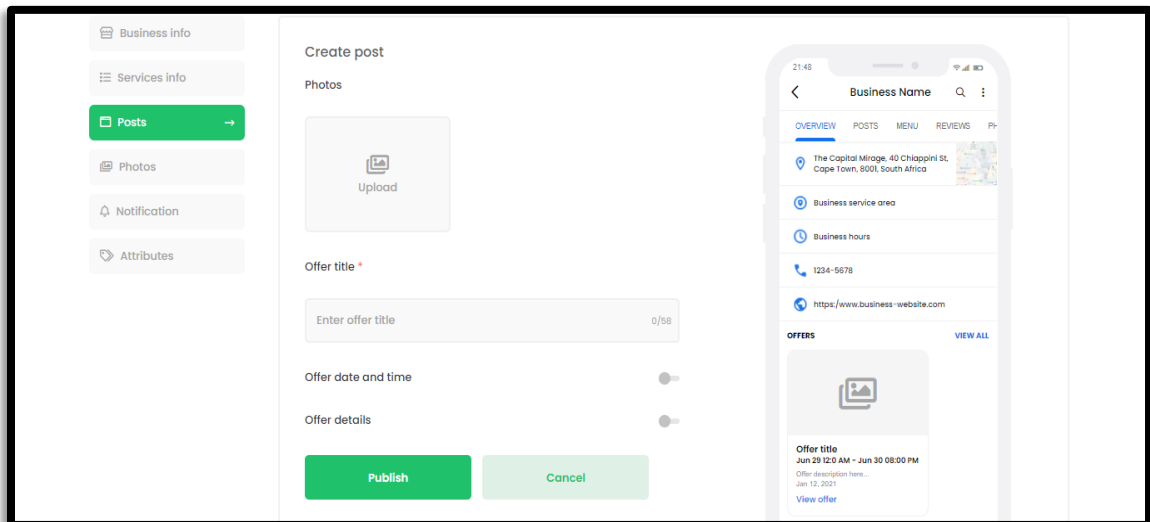
This screenshot is similar to the previous one but shows the 'Business location' section. It features three red-bordered input fields for 'Street address', 'Town', and 'State', each with a red warning triangle icon on the right. The 'Business description' field is also visible, showing a character count of '0/750'.

6. On the "Services Info" tab you can add information related to the services offered by your business, business working hours etc.

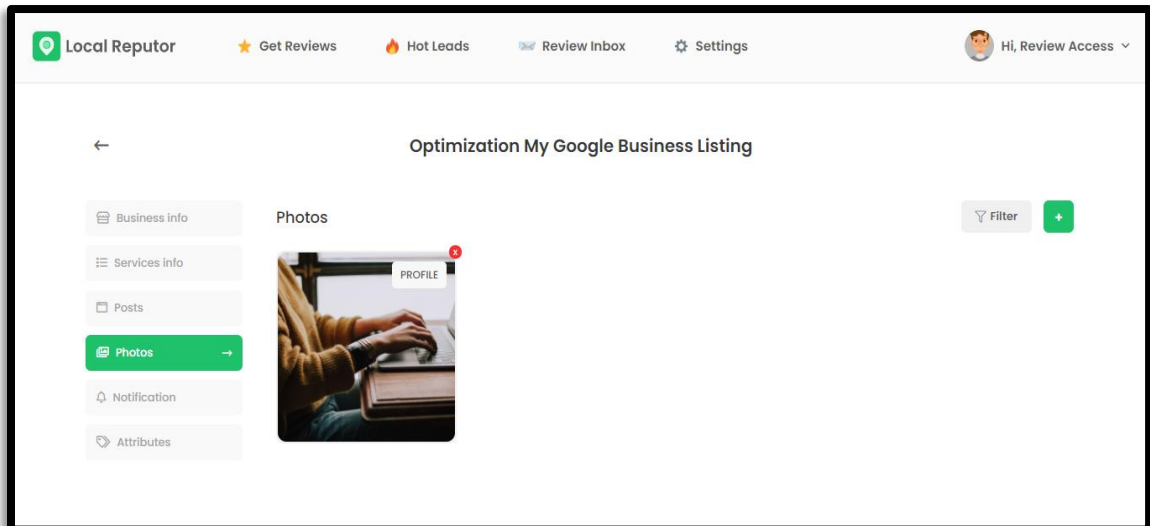
The screenshot shows the 'Optimization My Google Business Listing' interface with the 'Services Info' tab selected. The left sidebar now highlights 'Services Info'. The main content area is titled 'Optimization My Google Business Listing' and contains: 'Services offered' (with 'Select service' dropdown and '+ Add service' link), 'Service area' (with 'Enter a location' input and '+ Add area' link), and 'Service/working hours' (with a list of days from Sunday to Saturday, each with 'Opens at' and 'Closes at' dropdown menus).



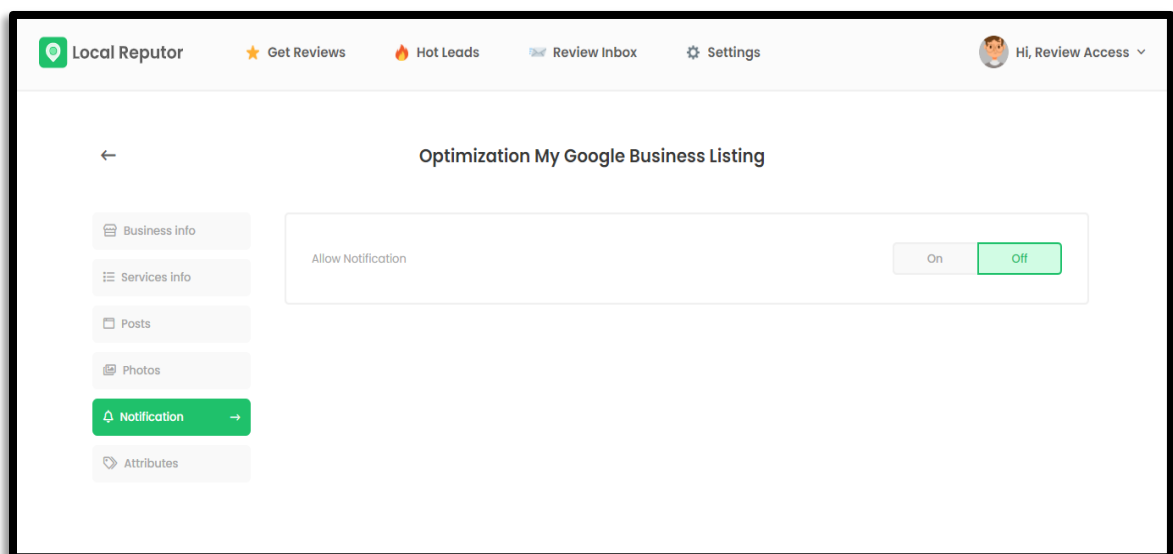
7. The “Posts” Section lets you create Offer Posts for your Business.



8. The “Photos” tab lets you add photos to your GMB listing.



9. On the “Notification” tab it lets you turn on or off notification for a GMB. **Note:** The notifications referred here are the ones that you receive via email.



10. The “Attributes” section lets you add attributes related to your GMB.