



ZOGDigital

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## ZOG Digital launches Local Footprint Tracker™ to provide comprehensive localized digital performance data

*Advanced data insights increase local visibility by 92% and search traffic by 586%*

SCOTTSDALE, Ariz. (May 7, 2014) — ZOG Digital, a leading independent digital marketing company, has launched Local Footprint Tracker™, which provides multi-location businesses with a comprehensive view of their visibility across search engines and local directories.

Local Footprint Tracker™ is part of ZOG Digital's proprietary S<sup>2</sup> Reporting and Analytics, which derives data from search engines, social networks and site analytics to develop essential insight that helps optimize digital marketing performance. Multi-location businesses can expect to be found on desktop and mobile devices and view their local visibility through local directories, via unique domains and citations—integral ranking factors for local SEO and key sources of qualified referral traffic.

In addition to measuring the influence on local SEO, Local Footprint Tracker™ provides direct access to prominent local sites that impact brand reputation. This seamless accessibility enables greater efficiency for reputation monitoring at a local level.

“The new local SEO data in S<sup>2</sup> gives our clients a comprehensive perspective of how their brand and locations are performing in local searches,” said Thomas Stern, senior vice president and local SEO expert at ZOG Digital. “The Local Footprint Tracker™ gives the search results transparency that’s been missing with the many off-page influences in local SEO.”

ZOG Digital continues to innovate within search, evolving its local SEO offerings and is a digital partner of choice for leading brands and franchises with multiple locations to improve visibility in local search rankings. The company has provided increases of 92% in local visibility and up to 586% in local traffic already for its local SEO clients.

### About ZOG Digital

ZOG Digital is a leading independent digital marketing company. ZOG offers a full spectrum of discovery marketing solutions, including organic and paid search, paid social, display, retargeting, link building, local search, content development, social-search optimization, and design and development. Through its data-driven technology, S<sup>2</sup>, ZOG drives higher performance and ROI for all digital marketing using insights garnered through social networks, search engines and site analytics. Headquartered in Scottsdale, Ariz., ZOG Digital's clients are leaders across all industries and include Allstate, KitchenAid, Capital One, National Geographic and Focus Brands. For more information, please visit [zogdigital.com](http://zogdigital.com) or follow us on Twitter [@ZOGDigital](https://twitter.com/ZOGDigital).

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