How Digital Are Local Businesses?

Survey Logging Guidelines

**Website/Blog**
*(Google search by business name & location)*

0 = no website/blog

1 = basic website/blog: not updated in last month

2 = active website/blog: updated in last month

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**Website/Blog URL**

If website/blog, log url

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**Email Sign-up**
*(If website, log email sign-up for newsletter, sales info, coupons, offers, events, etc.)*

0 = no newsletter

1 = occasional newsletter (e.g. special sale, seasonal)

2 = regularly scheduled newsletter (daily, weekly, monthly)

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**Google Places**
*(Google search by business category & location)*

0 = not listed in Places

1 = basic Places listing

2 = owner-verified Places listing

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**Google Places: # of Reviews**

If listed in Google Places, log number of reviews.
**Facebook**  
(*search by business name*)

0 = no Facebook page  
1 = basic Facebook page: not updated in last two weeks  
2 = active Facebook page: updated in last two weeks

**Facebook URL**

If Facebook page, log url.

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**Facebook: # Likes**

If Facebook page, log number of “Likes”

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**Twitter**  
(*look for @accountname on website/facebook*)

0 = no Twitter account  
1 = infrequent tweets (latest tweet > one week)  
2 = frequent tweets (latest tweet < one week)

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**Twitter @**

If Twitter account, log Twitter @name

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**Twitter: # Followers**

If Twitter account, log number of followers
Yelp
*(search by business name & location)*

0 = no listing

1 = listing plus 4 or fewer reviews

2 = listing plus 5 or more reviews

Yelp: # Stars

If Yelp listing, log number of stars.

Yelp: # Reviews

If Yelp listing, log number of reviews.

Yellow Pages (yp.com)
*(search by business name & location)*

0 = no listing

1 = basic listing

2 = advertising presence (text, sponsored listing, display, etc;).

YP: # Stars

If Yellow Pages listing, log number of stars.

YP: # Reviews

If Yellow Pages listing, log number of reviews.
YouTube
*(search by business name)*

0 = no videos
1 = one or two videos
2 = three or more videos

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YouTube URL

If videos, log YouTube url

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Foursquare
*(search by business name & location)*

0 = no listing
1 = listing

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Foursquare: # Check-ins

If Foursquare listing, log number of check-ins.

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Foursquare: # Tips

If Foursquare listing, log number of tips.

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NOTES

Add any information of value re: the digital presence/activity of the business.