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

**Website/Blog URL**

If website/blog, log url

**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)

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

0 = not listed in Places  
1 = basic Places listing  
2 = owner-verified Places listing

**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.

Facebook: # Likes

If Facebook page, log number of “Likes”

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)

Twitter @

If Twitter account, log Twitter @name

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

**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.