

YOUR ONLINE PRESENCE REPORT CARD

1 Auditing Your Online Presence

Are your prospects having trouble finding you on Google? Are your competitors showing up online more often than you are? There could be several reasons why your online presence isn't as effective as you want it to be; but identifying the core issues may present a challenge. In many cases, the only way to get a definitive answer to your questions is to implement a comprehensive audit of your online presence.

Of course, you may not have the time, resources, or expertise to handle such an audit on your own. But whether you hire an experienced agency to audit your online presence or delve into the process yourself, it's important that it gets done – otherwise, you may be losing a ton of business without even realizing it!

What does a total online presence audit include? While the details of the audit may vary slightly from one business to another, the following 9 points play a huge role in its overall effectiveness. Let's dive into these 9 points together, and also mention some helpful tools that you can use along the way.

2 Website Review

Your website is like your business' "front door" for online prospects. It's vital that your website is performing well in terms of both content and structure. A holistic website review is a great starting point for an online presence audit.

Helpful tool to use: Website Grader. This is an online tool that will grade your site based on key metrics like performance, SEO, mobile-responsiveness, and site security.

3 Editorial Content Review

It's important to know whether your web content is "pulling its weight" in terms of attracting interest and engaging with consumers.

For instance:

- Does your homepage clearly address the prospect's problem?
- Is your target audience identified?
- Are there "proof elements" on your site, such as certification icons, awards, and testimonials?
- Is there at least 300-400 words of copy on your homepage?
- Does your website contain a blog? (Blog provide great traction in Google searches)
- Are your calls-to-action (CTAs) clear and compelling on all pages?

Helpful tool to use: BuzzSumo. This is a great content analysis tool that will let you know what type of content typically performs best for a given topic.

4 Keyword Ranking Analysis

The keywords you use in your content are what drive Google and other search engines to send interested prospects your way. Your keywords need to not only be relevant for searcher intent, but also specialized enough to attract the highest amount of traffic with the lowest amount of competition.

Helpful tool to use: Google Analytics. This is a platform that can help you track a number of important metrics for your website – including metrics like keyword ranking and traffic source.

5 SEO Audit

This is a big one. You want to make sure that your content is attracting prospects to your site via search engine optimization (SEO).

Here are some things to look for:

- Check whether your homepage contains the keywords you want to rank for on Google Search. If it doesn't, odds are the rest of your site will have issues as well.
- If you want to target a local audience, it's important to use local SEO tactics. For example, you can include specific city names in your content, like "experienced HVAC contractor in Albany, NY."
- If your content contains links to other websites, make sure those links are good, and the referenced sites have a strong reputation.
- Determine whether you have enough content that revolves around local news and events.

Helpful tool to use: Woorank. This site will help you to identify and address any glaring SEO issues on your site, and explore ways to take your SEO to the next level.

6 Social Media Presence Review

Social media networks can be a goldmine for prospecting, lead generation, and referrals – provided you take full advantage of the features they offer.

Here are some questions to ask:

- Is your brand present on all the social media platforms relevant to your audience?
- Do you have linking social icons featured on your website?
- What is your overall reputation across social media, including industry-specific sites?

Helpful tool to use: Facebook Pixel Helper. This nifty little tool can help you validate your pixel tracking to see how effective your presence on the social media giant is – especially in terms of driving traffic to your site.

7 Google My Business Audit

Google My Business (GMB for short) is one of the premier advertising avenues for any location-based business.

It's important to check the following aspects of your GMB profile:

- Does your business have more than one listing on GMB?
- Is your business category accurate? Be as specific as possible.
- Is your business contact information complete and up-to-date? Make sure your name, address, and phone number accurate.
- Does your profile contain pictures and/or videos of your staff, your office, your projects, and other things that a prospect would be interested in?
- How many reviews does your listing have, and are most of them positive?