

Rise *Above* The Noise  
Susan Finn

## DIGITAL MARKETING REPORT

**For: You and Your Business**

### SAMPLE WEBSITE REVIEW

<b>General</b>	<p>I have to preface by saying that I was so impressed by this website, by your writing, by your links, resources, branding - really everything - that I found it a challenge to figure out areas I could make substantive suggestions - or at least, find areas where you and I could brainstorm ideas to help you reach your goals.</p> <p>My team members, Chantelle and Beth, were wonderful in turning their professional and critical eyes to this project.</p> <p>All items in this report are offered with a spirit of sharing and open discussion.</p>
<b>Mobile</b>	Your website is mobile optimized
<b>Meta</b>	<i>What are the keywords and meta descriptions written into your website?</i>
<b>Sales pages vs. Resource Pages</b>	<p>Keep sales pages to the point - Less choices for navigation - drive them to where the conversion will be. Less distractions</p> <p>Keep resource pages separately.</p> <p>Clear CTAs on sales pages.</p>
<b>CTA</b>	<p>Probably the most significant suggestion we came up with was for you to take a look at all of your pages and make sure there are clear calls to action.</p> <p>It seems that the action you would want a visitor to take is "Contact Me For A Consultation" or "Receive Monthly Tips"</p> <p>Make that super clear everywhere. Buttons</p>
	Your current CTA may not show up clearly on mobile devices.
<b>HOME</b>	We all love the video.
	Consider that when folks click on any one of the helpful links on your home page - they are immediately taken off of the page. It may be too early in the relationship for the visitor to leave the home page.
	There may be just a bit much going on on this page - What is the clear path to the action you want a visitor to take?
	Consider moving the 'resources' section of this page. Perhaps a button or statement such as "Not quite ready to chat? Check out these resources"
	Think: Where, ideally, will someone go next if they've entered on the home page?

<b>Sign Up Form</b>	Make sure your sign-up for news button is a clear call to action
	Consider a 'pop up' ( I know I hate them, too - but I have read that the <a href="#">conversion is over 1000%</a> vs. a stagnant sign up form (I'm going to change mine this month, too))
	Consider another 'opt-in' button on the inside pages - perhaps before 'resources'
	Consider a lead generator - you could even make a few of them based upon your amazing blogs.
<b>Footer</b>	LOVE LOVE LOVE - Great links. clear calls to action. matches your brand clearly.
<b>About Pages</b>	we loved these pages alot - but - since we were here to make suggestions.....
	Beth - my writing maven - thought the language on the About Us could be tightened up a bit. There may be a bit of repetition. Loved the About page
	Chantelle thought there might be ways to work in some more personality in these inner pages - perhaps more images to represent your specific niche
<b>Services</b>	Love - consider the CTA comment - but otherwise - love
<b>Service drop downs</b>	Let's discuss the case study CTA on the sidebar. We had mixed feelings about these - wondering also about using testimonials in that widget space.
	Other resources - at the bottom of these pages - takes folks off of your site. Let's discuss.
<b>Clients</b>	LOVE LOVE LOVE
<b>Case Studies</b>	We went back and forth with this, too - discussing adding images....
<b>Client List</b>	<i>Reviewed for broken links - reported separately</i>
<b>Tools &amp; Resources</b>	same comments as on Service Drop Downs
<b>Blog</b>	I love your blogs
	some are truncated, some are not
	CTA CTA CTA
<b>Contact Us</b>	Could use a bit of your personality. "We'd love to hear from you" etc.
<b>Other thoughts</b>	Would love to see more photography from either your clients or other great images that represent your niche.

## GOOGLE SEARCH REVIEW

Search Term:	Listing	Comments
<b>BUSINESS NAME</b>	Business Website	<i>Showed up well with appropriate excerpts (descriptions and keywords) Details would be included here</i>
	LinkedIn Business Page	<i>Showed up well - offering some tips for optimizing this platform based upon the goals stated by the client - sent via separate report</i>
	LinkedIn Personal Profile	<i>Excellent- details would be included here</i>
	Alignable	<i>Complete and accurate - details would be included here</i>  Good profile - can use for upcoming events.
	Google Maps	<i>Showed up well</i>
	YouTube	<i>Claimed and offers a variety of videos to help a potential client get to know the business well</i>
	Facebook	Showed up well
	Local First	<i>Inbound link from a local listing site. Accurate info, but the listing could have been flushed out a bit more.</i>
	NonProfit Consultants Network	
	<i>Industry specific Podcast. (resource for your clients)</i>	<i>Accurately represents this client's brand and mission</i>
	<i>Local niche magazine</i>	Great piece - links back to your site 2X - do you see the traffic coming in from this page? Can you write for them more often? other blogging opportunities?
	Slideshare	3 years ago - any traffic from this?

## PLATFORMS REVIEW

Platform	Comments
<b>Facebook:</b>	Looks amazing - the following are simply suggestions and conversation openers .....
	Add Services
	Spotlight on Case Studies, problems solved,
	FAQs
	Testimonials
	Separate photo album for client work
	Current CTA = Learn more - confirm that's what you'd like.
	Will your clients share?
	Will your associations share?
	Activate your loyalists
<b>LinkedIn:</b>	Personal profile is awesome
	Collect new recommendations
	Link to the Business Page
	Build out the Business Page and set up a schedule to share case studies, etc.
	Consider spotlight business pages
<b>Google Business</b>	currently 2 reviews
	now allows 'posts'
<b>Google Plus</b>	updates may be in order

To discuss:

**Google Analytics** - Which sites consistently bring traffic.

**Twitter**

**Instagram // Pinterest** as traffic drivers