

SOCIAL MEDIA AND NET PRESENCE AUDIT

MODERATELY MEDIA – SAMPLE AUDIT WITH EXPLANATION

INTRODUCTION

There are several aspects of this and all will be included in the report.

There are a range of things such as direct actions that can be easily taken, decisions to make, and just things to think about going forward as you create content and continue to build your web presence.

TWO THINGS TO KEEP IN MIND IN EVERYTHING WE TALKING ABOUT

1. How Google and other search engines work which is to use an algorithm based on the number of links to and from a page.
 - a. Every post on social media is really a post to a link to the page.
2. They also work based on certain terms. There are ways to increase exposure by including certain terms that are more likely to drive people to your page. Therefore we focus a lot on search terms because it tells you a lot about your audience.

SOME HOMEWORK FOR YOU AFTER THIS

1. Can you get the google search analytics? Or any information about searches for your site?

<https://search.google.com/search-console/performance/search-analytics>

2. Any other missing pages, major search terms, etc. to check out?
3. Are you doing any advertising? Where and what kinds and how much \$?
4. What are your goals?
 - a. Getting likes/follows?
 - b. Getting people to show up to events?
 - c. Getting people to view your website?
 - d. Getting people to contact you?
5. What are your target audiences?
6. How can we use this information to achieve your goals

GOOGLE SEARCH DATA

Search Term Summary:

See homework section for helping expand terms.

Search term analysis chart which includes overview of various common searches for your page along with other potential searches to work on. This is where we can spend a lot of time analyzing the more you want but also has high value

PEOPLE ALSO ASK

When people search for each keyword, what are other things that come up for “People also ask”

RELATED SEARCHES

When people search for each keyword, what are other things that come up for “Related searches”

OTHER SEARCH ENGINES

What differences are there besides Google and other popular web search engines? What does this say about your page?

WEB SEARCHING NOTES

FACEBOOK

CUSTOMIZED FEEDBACK

RECOMMENDED FACEBOOK GROUPS:

Facebook groups are very powerful. It's important to not overdo it. Usually once a week at most for a business and I try to make sure it is very relevant to the group.

Luckily, there are hundreds of groups so you can always find something relevant.

GENERAL FACEBOOK

TWITTER

Feedback on each social media that your business is on (and possible some that it's not for potential growth)

GENERAL THOUGHTS

The good, the bad, what can be improved.

What synergies can you take advantage that cross more than one type of media?

OTHER SOCIAL MEDIA

ADDITIONAL WEB SEARCH SCREENSHOTS