Review your Website, SEO, Social Media
Checklist

Use this guide to do a review of your website, SEO and other digital aspects of your business. Keep it limited to a few elements or a set period of time each session, lets not make a monster!!!

Lets get some clarity...

1. What are your key services or products (no more than 3) that your clients know you for OR you would like to be found for?

2. For each of these, give them (if you haven't already) at least 1 characteristic that distinguishes or specialises the key area from the pack.
For example this can be a be a specilised service, a location, a genre.
- **Naturopathy Services** in **Brisbane** (location)
- **Bambo Clothing** for **Babies 0-2** (specific brand or size)
- **Kineseology Services** - specialising in **healing trauma** (speciality service)

1.

2.

3.

For now lets focus on these three elements in your review, you can do the same review of the key items many times over a period of time (infact its reccommended) or you can switch it up to subcategories for additional products / services. For now please stick with just 3. If you easily get bambozled lets just do 1. You will likely find that you will need to adjust the charateristics as you progress. Don't procrastinate on getting it perfect lets just start somewhere and adjust as you go.

Note on outsourcing this... I reccommend you do 1 component even if you do outsource your content / reporting, you as the business owner know your business best and it will allow you to direct your suppliers and drive your website to where it needs to go.

1. Have your first key area in your mind. Go to your website and check:
    a. your homepage
    b. specific pages on your site for your key areas
On each page go through the following checklist:
If this is feeling big for you just do it on your homepage.

	Headings	1.Do you have a heading or title for the WHOLE of your key area of your product/service? ie. Does it include the characteristic as well as the 'thing'**. 2.Is it bold, is it highlighted, Is it a <u>h1,h2,h3 heading?</u> <u>What is this></u>
	Skimmable	Can visitors do a "skim" your page and find this key information easily without having to scroll too far or search through mountains of text to see what your exactly what your specialty is about.
	Content	Do you cover the key area in your content specifically? Is the wording exactly the same? Is it a variation? Or is your content very generalised? Will it make sense to customers as well as you? Can you see customers searching for this exact phrase on google? This is particularly important if you are trying to target location based business. Make sure you talk about your location in your blog posts, text etc. in order to be found.
	Mobile	Have you checked your page on your mobile? Is the message / key area lost in amongst all your other stuff on the mobile. Did you know? On some systems, you can modify your content for mobile users for better usability.
	ACTION!	What is the action for this page? You need to make it easy for visitors. Direct them, guide them, at every point to what you need / want them to do next. Is it clear on this page what is the Call to action? It can just be to contact you.

2. Do this checklist for each of your 3 areas or pages, as you work through this fill in the worksheet on the following page or you may wish to open up a word document / Asana to do your own.

Document things that need to be re-written, modified and changed but **Avoid going in and making these changes now!!!** **Complete your review in full before moving to tasks.** Come back and DO this creation /task later when you are in content writing / design mode. Or give notes for your VA/copywriter on what this page needs to do to be improved.

TIP: *If you don't have a website yet...*

If you are creating a new website & doing your own content open a worddoc & start there. Make sure you have identified the purpose for the page or the post that connects to your key areas and structure the content around that as well as specific phrases for search as well as the content itself.

Freebie: Download this content guideline / template to structure your content that works great for websites & SEO. <u>Download the Template>(PDF)</u>

**This is super important for your SEO eg. it's no good being a service provider for an area you are not located in.

- [ ] Key Area 1:
- [ ] Page name:
- [ ] Headings:
- [ ] Sections / Skimable:
- [ ] Content Descriptions:
- [ ] Mobile:
- [ ] Call to Action:

Whats the next step for this key area ? Write it? Modify it? Outsource?

- [ ] Key Area 2:
- [ ] Page name:
- [ ] Headings:
- [ ] Sections / Skimable:
- [ ] Content Descriptions:
- [ ] Mobile:
- [ ] Call to Action:

Whats the next step for this key area ? Write it? Modify it? Outsource?

- [ ] Key Area 3:
- [ ] Page name:
- [ ] Headings:
- [ ] Sections / Skimable:
- [ ] Content Descriptions:
- [ ] Mobile:
- [ ] Call to Action:

WEBSITE FUTURE THINKING

Websites are never done! They are always shifting. Websites need to shift with technology, with the way we interact, with the way customers interact and as your business shifts your site needs to evolve and change as you do. It makes sense to think of your site and all the components as in constant movement rather than a tick off your to-do list. So, **how does your site accomodate your short-term future marketing?**

THINK ABOUT:

- If you have a campaign new product or event coming up, is this information currently on your site? Get it up there, you may get some google love and you can always modifiy it as you go along.

- Do you have space for promotions, events and special info can be highlighted on your site? Can this be your page focus for a seaon rather than just chucking somewhere fiting in with what is there already? If its a key area for your business we need to make it stand and be strong.

Don't be afraid to customise your pages reguarly and skim down on information to make the message clear for your customers. Have sections that can be added and removed and move with your business and your customers. It's better to modify your site into seasonal and digestable content and you can add your old/ current stuff back in late - Think of a shop front, isnt it better to go into a shop that is tailored than the same ole, same ole?

FOCUSED SEO *review*

SEO = Search Engine Optimsation
Belinda's definition: Making your site 'optimised' ie. working as best it can to be picked up by Google and Thus found by the people looking for your product / services on Google.

This is one way you can do a mini review session of your SEO. It's not super techy..**you can do this.**

STEPS
- **Open up a new "Incognito" window in Chrome. (Ctrl+Shift+N)**
- **Go to google.com.au and type: domain:www.(insertyourname).com.au**
    - Look at how many results you are coming up for here. Also Notice the pages that are coming up and the page Titles that your coming up for. Which ones are for your key areas? Is it relevant, make note of things that are working and things that you would to be improved.
- **Run a search on each your 3 key areas, services or products.**
    - See whether you are coming up, see who is in your market, (are they the same key areas or just like), do they need to be modified to be more specific? Are people likely to find you, and if you modify it slighlty do the results change?
- **Search for future possibilities, products or events.**

(Limit this time so you don't go down a rabbit hole and waste alot of time)

Note: This is by no means a comprenhensive review, but this is a start. This mini review should be done every quarter, you can mix it up if you have many services / products.

socail media review

There is a whole bunch of info out there about what to do for your marketing strategies on social media, I am not going into that here other than to say that activity on your social media platforms should be reflected in the areas you have already identified in your review so far AND also on your website.

You want to make sure your getting the most bang for your buck so to speak, so ensuring that your social media posts, offers and content is reflected with the same wording, graphics, colours & message that is reflected on your website wherever possible.

Check these against the last 5 posts on your social media platform.

☐	**Headings**	Have you used the same combination of words in your social media as is on your website?
☐	**Direction**	When you direct people from social media to your website, can they take action on the page they finally arrive at? Is the content specific to the original post or do they have to search for it?
☐	**Design**	Is the branding consistent? Have you used the same type of imagery, profile photos & colours that you have used across both areas?

ARE YOU OUTSOURCING?
Regularly monitoring this is crucial if you are outsourcing your graphics or content. It's easy for VA's to change a font or slightly alter a colour to their own personal preferences, gradually overtime each little discrepancy can start to build and look very inconsistent. In terms of content if you have researched your SEO to be specific and your VA or copywriter has left off important location based info in editing, or from headings or in page names it might 'look' better but does it still serve the purpose it needs to of being found on Google. Did you tell them about this before they started? This is where you have to drive your direction, be aware small things can impact the overall outcome.

REVIEW IS DONE...WHAT IS NEXT? (Don't stop here).
Now you have reviewed a few of your key areas the next part is to action the improvements.

Whether you are doing the updates yourself or you are outsourcing the key here is not to get bogged down by the **how, break it into sections and start by:**

- Make a list page by page on what needs to change based on what you have found.
Make sure the change hits the key areas ``you want to be found for'' and that which your customers will identify with. Sometimes modifications are just changeing a couple of words here and there. Othertimes you realise you have missed whole key message and have to start from scratch.

If you need to change images have an image sourcing block of time and get them all together in one go. Sort them into folders for each page if that helps or name the files the name of the page it goes on. The more structured you are here the less time it will be regardless of how you get the changes done either for yourself or outsourcing.

Becareful not to overwhelm yourself here with so much to do. If you are doing it all yourself do 1 key / area or page at a time. If you come accross other pages you need to change along the way (which you always do) simply create a worddocument or setup a task in Asana and action that for another time.

This last part of ths review guide is really a key part in moving forward, it's about tracking any changes you have made and monitoring what is happening on your site from here on out. The sooner you get this done the better, it involves setting up and installing Google Analytics on your site, and then waiting as it takes time for Google to monitor the info about your site.

You don't know, unless you track it.

How do you know whether people are actually visiting your site? How do you know how they got there? How you know what to improve with your next update or do you just go in blind? To me, going in blind means a waste of time and money and leads to overwhelm. Lets get back this control and get it done.

This is where many people start to get scared and worried about the tech aspects. As soon as there is talk of code people freak out I am here to say you dont need to worry, I am here and Google actually do all the codey bits. If you can browse the internet, can copy and paste and have a bit of a clue about updating your website you can do this. If you can't then send me a message or talk to your web designer and they should be able to do it for you. The key thing here is to do it! It's a 20min job max and **then when its done it's so valuable to help you in your site, newsletters, social media all the things!!! Once its done these are some-basic steps on how to look at the data.**

After you have setup and installed the code (Instructions on next page) wait at least a month and then follow the next 4 steps to check out how your website is doing OR you can book to get a more extensive report done for you want a strategy on what is happening and plan for moving foward.

4 KEY THINGS TO LOOK AT IN YOUR GOOGLE ANALYTICS

STEP by STEP

1. Log into Google Analytics - https://marketingplatform.google.com/about/analytics

2. Look at **"Home"**

   - Change the view to be for the past month, How much traffic are you actually getting? Does it vary over time?

3. Whilst in Home look at: **"What pages do your users visit?"**

   - Are your key pages getting visited?

4. Also checkout **"What are your top devices?"**

   - Whats the proportion of mobile vs computer users? Have you made sure your site works on both?

5. Go to the menu on the left **> Aquistion > Overview**

Check out how people have arrived at your site what are the percentages? Do these conincide with events, days, campaign? What can this info tell you about your activity on social media / marketing?

Make a time in your calendar to check this at least every quarter. I check mine every 2 weeks! Other than that you are done!
It can ofcoure be much more extensive but if this is all you can do its better than nothing! It doesn't have to massive the key is just to checkin.

TIP If you have a wordpress website, there are plugins that will export this data directly to your WP back-end so you dont have to do this manually.

Get Google Analytics Installed on your Site.
(Do it yourself)

1. You will need a gmail address. If you don't have one signup for one. Visit www.gmail.com

2. Signup for a Google Analytics Account. Visit this page and click on the **>Start for Free** button.https://marketingplatform.google.com/about/analytics/

3. Setup a property for your website. Follow the onscreen prompts that walk you though the setup process. Further information can be found here: https://support.google.com/analytics/answer/1042508

4. Once the setup is complete you will need to grab the tracking code and put this onto your website. This process will depend on your website systems but most websites such as Squarespace, Wordpress etc will have an area for you to put your code. You just copy it, and paste it in the right area and thats done. Look up your website support for further details or ask me :)

Everytime you want to access you GA account you will need to signed into your gmail. If you are already signed in it will drop you there without logging in.

(Someone else do it for you)

If you want someone to manage your GA for you and generate reports, due to security reasons you still have to do the above 1 to 3 steps and then you need to grant your person permission to your GA account. This is actually good so that the adminstration of your data is still in your name and access can be revoked at anytime.

1. Do steps 1-3 above.

2. Clicking 'Admin' at the top right of the Google Analytics interface.

3. Clicking into the profile that they want to give you access to.

4. Clicking the Users tab.

5. Clicking the '+ New User' button. - You will need to know the person's GMAIL email address to do this.

Thankyou..

I hope you made it this far, and this guide has given you a way that you can get some clarity and review all the components that come together in managing your online business.

My experience is that, being able to have tools, skills and the understanding to do a regular review (or having one done for you) can take away the overwhelm that often comes with managing all the things in your online business. As you begin to take control with greater efficiency and success you will gain more confidence and it won't seem as big and mystifying.

If you are outsourcing, it will help you to identify key areas that will help you to educate and drive your suppliers to make sure it is working for you, and in my experience as the supplier msyelf I find it also saves on time and money as working with people who have a clear direction means and I can focus on getting the job done.

If you have any questions whatsoevery, I invite you to please send me an email (hello@belindalindhardt. com.au) or message me on facebook I would love to connect with you. You are also welcome to post questiosn on my page under my #askBelinda where I reguarly jump into Facebook Lives to answer questions.

If you would like one on one help or indepth comprehensive review of your digital components of Your Online Business or a plan on how you can help manage it more effectively please jump on over to my **Work with Me** Page and book a introductory session where we can go through the process together step by step via Skype & Zoom and get a plan for moving forward.

With that wishing you all the best, much success and fewer tech worries.

> Website   > Facebook   > Book a time

For further information please email: hello@belindalindhardt.com.au