



FESYK
MARKETING

Guide to Auditing Your Online Marketing.



The goal of this guide is to provide you with an opportunity to create space for more abundance in your marketing. It will help you decide where to focus more energy and also where to stop wasting your time. You are guaranteed to learn a few things when you look at your online presence.

Use the prompts to dive into different areas of your marketing and explore new opportunities to connect with your audience.

Pro tip: When conducting your audit, use a mobile device and a desktop. If you only have time for one, choose the one your target audience spends most of their time on, which is likely mobile.

Project Brief

Let's figure out the fresh new direction you want to take for your marketing strategy. If it helps, feel free to use this area to talk about (or outline) your current social media marketing strategy. Rant about what did- or didn't- work in the past! When talking about the new direction you want to take for your strategy, you might want to ask yourself, "what specifically do I want to achieve with this new plan?"

We don't want to stress you out, but it's really important to know who your target audience is! So, if you haven't already identified your target audience, we recommend you check out [this blog](#):

Website (if applicable)

Go to your official website. What is your immediate reaction to your logo, branding, and overall presentation? Do you love it? Have you always dreamed of changing it? Share your thoughts.

Is your website easy to use (on mobile and on desktop)? Does your website take a long time to load? List anything that might have a negative effect on your customers. What do you wish you could change about your website?

Look at the content of your website's home page. What are you emphasizing in order to get sales? (Be honest with yourself here.)

Is it easy to find contact information on your website?

Do you think your website appeals to your target audience? Why or why not?

Do you use pop-ups or other marketing tools to encourage people to join your newsletter list? If yes, is it working? If not, is this something that might help you connect with your audience and build better relationships?

Do you notice any typos, spelling errors, or broken or incorrect links? Please list them and fix them as soon as you can.

Based on what you found so far, how could you make your website better?

Newsletters & Email Marketing

How many contacts are subscribed/signed up to receive your newsletter? If you don't have a newsletter list, how big is your email list?

How often are you sending out your newsletter?

If you have access to click-through analytics for your newsletter, which of your newsletters generates the most engagement?

What unique or exciting attributes about this newsletter do you think is the cause for the extra clicks?

Website blog (if applicable)

Are your blogs written with a goal in mind? Who are they being written for? What goal(s) do you want to achieve with your blog?

What do you think your target audience wants to read about?

Is your blog easy to read? How do you think it could be improved to better connect with the reader?

E-commerce site, marketplace, or shop (if applicable)

Can users purchase your products/services from your website?
Go through the buyer journey. Explain the process and make notes on how to improve this for your target audience.

In general, is your marketplace easy to navigate and find products?
Did you have a hard time finding any products? Is your most popular product easy to find?

What changes could you make to make it easier for customers to purchase your products or services?

Search Engine Analysis Observations

Google

Google your company's name and city: What content appears on the first page?

When you search for services or products that your company wants to be known for, where does it rank? What businesses appear before and after yours in Google's listings?

Do any paid ads appear in the search results when you search for your company on Google?

What organizations and topics show up in the “people also search for” section?

Google Business

Does your organization have a dedicated public listings page on Google? If yes, what information can users gather from the listing, and is it up to date? If no, is this something you want to consider using as part of your marketing strategy?

If you have a public listings page on Google, does it give potential customers your contact information? (Email, phone, address, etc.)

Has your organization or business ever been featured in a news article? Can you find that article in Google’s “Top Stories” section?

Google Reviews

Are you happy with your Google Reviews? Are they helping build trust with your potential customers? If they are bad, what can you do to improve them?

What information can potential customers take away from these reviews?

Social Media Audit

Instagram

What are your goals on Instagram?

What are your first impressions of your account, profile picture, and bio? Could it be better? What would you change?

Based on what you know about your target audience, does the content speak to them? How do your social media posts promote engagement?

Think about how much time you invest in creating and publishing your social media content. Do you have a schedule to maintain consistent upload dates? How might making an upload schedule benefit your online presence?

What are your most successful type of posts, and why do you think it did so well?

How are you currently using to interact with your followers? What can you do differently?

Are you taking advantage of all of Instagram's features? (Reels, stories, hashtags, emojis, sharing posts, commenting, following others, etc).

What is unique about this platform that you can use to your advantage?

If you had unlimited resources, what would you do to better achieve your goals on Instagram?

Based on your organization's goals, is Instagram a good platform for your company to use? If you're not using it already, is it worth considering?

Facebook

What are your goals on Facebook?

What are your first impressions of your account, profile picture, and bio?

Based on what you know about your target audience, does the content speak to them? What strategies are you using to promote engagement?

Think about how much time you invest in creating and publishing your social media content. Do you have a schedule to maintain consistent upload dates? How might making an upload schedule benefit your online presence?

What was your most successful post or type of content, and why do you think it did/does so well?

Are there reviews on your Facebook Page? If yes, how do they impact the reputation of your company?

Look through some of your previous posts. Are you taking advantage of all of Facebook's features to stay relevant? (store-page, videos, Facebook Live, emojis, sharing posts, commenting, following others, trending posts, etc).

If you had unlimited resources, what would you do to better achieve your goals on Facebook?

Is there a feature on Facebook that you can use to your advantage to help you achieve your goals?

Do you think Facebook is a good platform for your company to be on? Is it helping achieve your goals, or are you there just because you feel you should be there? If you're not using it already, is it worth considering?

Twitter

What are your goals on Twitter?

What are your first impressions of your account, profile picture, and bio? Does anything jump out that you would like to change?

Think about how much time you invest in creating and publishing your social media content. Do you have a schedule to maintain consistent upload dates? How might making an upload schedule benefit your online presence?

What was your most successful post, and why do you think it did so well?

Based on what you know about your target audience, are you appealing to their values and needs? What strategies are you using to promote engagement?

Look through some of your previous posts. Are you taking advantage of all of Twitter's features to stay relevant?

If you had unlimited resources, what would you do to better achieve your goals on Twitter?

What is unique about this platform that you can use to your advantage?

Do you think Twitter is a good platform for your company to be on? If you aren't using this platform to promote your business, is it worth considering?

YouTube

What is your goal on YouTube?

Does your channel profile inform your target audience about your business, offerings, or services? Is the channel search engine friendly?

Think about how much time you invest in creating and publishing your social media content. Do you have a schedule to maintain consistent upload dates? How might making an upload schedule benefit your online presence?

What was your most successful upload, and why do you think it did so well?

What is the tone of your YouTube content? Does it align with your brand identity and image? What is the hook of your video, and are the videos easy to find with a search engine?

Check the comments section. Do you interact and engage with your audience?

Do you show off your business's skills/qualifications/unique attributes in the videos? Is it effective at building customer relationships?

What is unique about this platform that you can use to your advantage?

If you had unlimited resources, what would you do to better achieve your goals on YouTube?

Based on your findings so far, what changes or recommendations would you make to boost your business's YouTube presence?

Do you think YouTube is a good platform for your company to use? If you aren't using YouTube, is it worth considering?

TikTok

What are your goals on TikTok?

What are your first impressions of your account, profile picture, and bio? Is there anything you would like to change?

Think about how much time you invest in creating and publishing your social media content. Do you have a schedule to maintain consistent upload dates? How might making an upload schedule benefit your online presence?

What was your most successful upload, and why do you think it did so well?

What is the tone of your content? Does it align with your brand identity and image? What is the hook of your video, and are the videos easy to find with a search engine?

Check the comments section, do you interact and engage with your audience?

Do you show off your business's skills/qualifications/unique attributes in the videos? Is it effective at building customer relationships?

What is unique about this platform that you can use to your advantage?

If you had unlimited resources, what would you do to better achieve your goals on TikTok?

Based on your findings so far, what changes or recommendations would you make to boost your business's TikTok presence?

Do you think TikTok is a good platform for your company to use? If you aren't using TikTok already, is it worth considering?

LinkedIn

Are you using LinkedIn via a Company Page, a Personal Profile, or both?

If you are only using a Personal Profile have you considered whether a LinkedIn Company Page might be useful?

What are your first impressions of your account, profile picture, and bio? Is there anything that jumps out to you? Is there anything you want to change?

Based on what you know about your target audience, does the content from this platform speak to them? How does your content promote engagement on this platform?

Look through some of your previous posts. Are you taking advantage of all of LinkedIn's features to stay relevant?

How would you improve your company's use of LinkedIn to engage with your audience?

Do you think LinkedIn is a good platform for your business to use? If you are not using this platform, is it worth considering?

Online Reputation

Based on your search, besides Google and Facebook, is there anywhere else your business has reviews listed? How do you feel about your online reputation overall?

Next Steps

What is your best-performing content and where is it performing well?
How can you create more content like this and optimize it for other social media channels?

Because they are working well, what areas “should” you be focusing more attention on?

Is there anything that isn't having the impact you'd hope for?
Can you improve, remove or replace the time you spend on this by doing something with more impact?

Now that you've looked over your social media presence, what are five things you can do this week to improve your online marketing to better connect with your target audience and make the most of your time?

You've got this!

P.S. - If you need a little more support, we can help!

Get in touch at hello@fesykmarketing.com

