



WE MAKE *Marketing* BETTER!

A photograph of a modern office meeting. A woman in a yellow shirt stands and looks at a laptop on a table. A man in a blue shirt sits at the table, smiling at the laptop. Another person is partially visible in the foreground, sitting in a chair. The scene is set in a bright, contemporary office environment with a whiteboard in the background.

Align Your Business with a
**TOTAL ONLINE
PRESENCE AUDIT**

1

Evaluate Your Own Online Presence

Let me share with you a call I received from a business owner recently: “Hi there, our website doesn’t generate any leads. Can you freshen it up with a new design? You can use the content from the old website.”

This happens all the time. Many business owners see their website as a “brochure on the web” to describe their products and services. It’s important to understand that people find a website on Google when it has relevant content to their search. Moreover, the site will generate leads when it solves the pain of a potential client. A ‘fresh’ version of the website with the same structure, content, and functionality will not move the needle!

It’s so important to know where you are starting from and so research is necessary. Let me give you a simple framework to evaluate your online presence.

First, I’ll show you how to check if your ideal clients can find your website on Google. Then we’ll look at what your website needs to attract leads for your business. Finally, we’ll review your extended online presence including your online reputation and social media presence.

Does Your Website Get Found In Search Engines?

Google’s objective is to offer the most relevant results for user searches and the best possible user experience. For every search term, Google is trying to find the best possible results.

Keywords: The Search Terms You Want To Be Found For

Let’s start with the end in mind: what words are your clients typing into a Google search to find your services? Use these keywords on your website’s pages, so they get picked up by Google’s algorithms and shown in search results.

Finding the right keywords requires a bit of research. Essentially you want to find the most relevant keywords that are used by as many as possible of your potential clients, and are covered by as few as possible of your competitors.

A good (and free) research tool is Ubersuggest. It allows you to type in a search term and find out how many times per month it is used, and how difficult it is to rank for. When you type in “air conditioning,” for example, you get this result:

Focus on the “Volume” and “SD” (for “SEO difficulty”) columns. In this example you can see that though there are more searches for “air conditioning,” it will be easier to rank for “air conditioning service” since the difficulty is lower.



You'll want to build a list of 10 to 20 search terms relevant for your business. Then ensure these search terms are used in your website content. More on this later.

Getting Found In Google Searches

Here are other quick and easy checks to see if your website is set up to be found online:

- More than 50% of internet traffic is on mobile phones, so mobile friendliness is an important signal for Google ranking. Check [here](#) to see if your website is [mobile friendly](#).
- A safe browsing experience is in everybody's interest. Does your website URL begin with “https”? This indicates it has an SSL certificate. You can click on the padlock icon in the address bar to view certificate information.
- People have a short attention span when online, so your website needs to be fast. Check the [performance](#) of your website [here](#). Does your website get an “A” like Conceptinero.com (below)?



Latest Performance Report for: <https://www.conceptinero.com/>

Report generated: Mon, Jul 5, 2021 8:28 AM -0700 (monitored job)
Test Server Location: 🇨🇦 Vancouver, Canada
Using: 🌐 Chrome (Desktop) 90.0.4430.212, Lighthouse 74.0

GTmetrix Grade ?

A	Performance ? 94%	Structure ? 97%
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Web Vitals ?

Largest Contentful Paint ? 1.1s	Total Blocking Time ? 116ms	Cumulative Layout Shift ? 0.01
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- Every web page has a title to help Google identify its content. It's easy to identify by hovering your mouse over the tab in your browser. Does your page title say "home" or does it have a carefully formulated unique sentence of about 65 characters to describe the page?
- Have you ever wondered how Google knows the numbers on your website indicate a phone number? A file on your website contains metadata with the name of your company, your address, products and services, etc. Here is where you find your [structured data schema information](#).

Does Your Website Appeal To Your Ideal Customer?

Many people never take any action when they come to your website. They remain anonymous visitors instead of self-identifying as a lead by filling in a form or calling your number.

Realize your web visitors are not there to read about your products and services, but to find a solution to their problem or desire. So, how do you create an online presence to generate leads for your business and convert them to customers? Here are some of the main ingredients:

- ✔ Does your website tell a story from the perspective of your ideal customer? Successful websites clearly identify the target audience and their pain points.
- ✔ Does your website give a clear plan to solve your customer's problems? Prospects don't want to know all the details of what you will do, they simply want to see the three or four steps to get them from where they are now to where they want to be.
- ✔ Do you provide a bold Call To Action? Prospects usually do not take action unless you challenge them to do so. Make it easy for them by specifying how they can contact you.
- ✔ Are you showing your authority? Prospects want to be confident that you are the right partner for them. Show them your authority and reputation in your industry with testimonials from your clients, certificates, achievements, case studies, etc.

While this is not a complete list, with these ingredients, your website will more likely appeal to your ideal customer and perform much better in generating new leads for your business. Make notes of your answers to these questions so you can incorporate them into your strategy.



The Wider Web

Your online presence starts with a website that appeals to the needs of your ideal customer and gets found in Google searches. However, it doesn't end there! Your company needs to have a presence in social media and elsewhere if you expect to be found everywhere your ideal customer may be looking.

Are you engaging with your prospects and customers on a social media platform? Whatever the extent of your use of social media, every company benefits from having a business page on platforms such as LinkedIn, Facebook, and Twitter.

Here are some considerations to review your social media presence:

- ⦿ Does your business have a presence on important social platforms like LinkedIn and Facebook?
- ⦿ Do the different social platforms show a consistent design and message?
- ⦿ How often are you publishing content on those pages?
- ⦿ Are you engaging with customers and prospects who reach out to you?

Google Business Profile

[Google Business Profile](#) is a free service offered by Google which allows you to present business information in the Google search results. It is particularly important for businesses that provide local services.

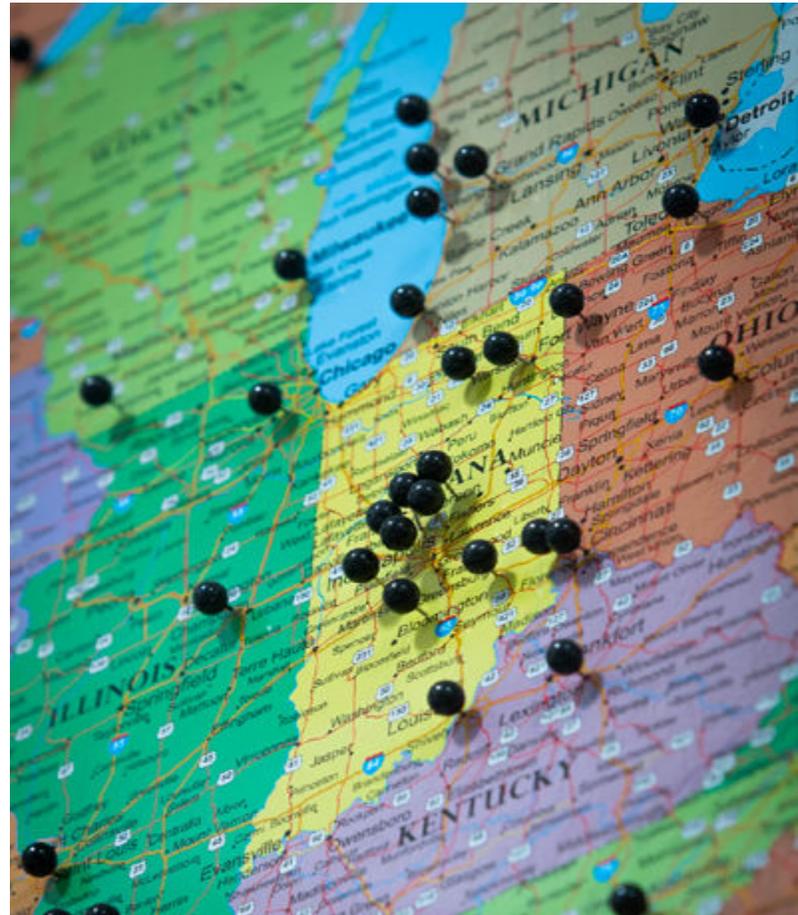
Google Business Profile has also established itself as the most important place for a business to collect reviews from its clients. It is one of the main criteria to be shown for relevant local searches.

Ask yourself, is your Google Business Profile claimed? Is it optimized with important business information, images and products or services? If you are a local business, this is a must-have element to your total online presence.

Online Directories

Google validates your name, address, and phone number by comparing them against national and industry directories such as YellowPages and Yelp. Having an account with the correct business information is an important part of your online presence.

You can use the MOZ local listing checker to find out how well your company is represented in directory listings.



All this important research brings focus to your current online presence, its strengths at attracting your ideal customers and places where improvements can be made. Gather what you can without judgement. The best way to improve is to know where you are starting from. Keep these notes handy as you move forward.

2

Evaluate Your Competition

Whether you run a local or a national company, you are likely competing with many companies going after the same leads. It pays to know what your competitors are offering and what differentiates your offerings from theirs.

Google is your best resource to identify and track your competitors. For example, if you're a plumber in Austin, you could search for "Plumbers Austin Texas" or "Plumbers Near Me."

This will bring up three important sets of search results:

1. Local Map Pack of businesses related to your query
2. Organic search results
3. Companies advertising with Google Adwords

From these results, create a list of five to ten competitors in a spreadsheet. Note if they are local or national competitors. You may have another internal list of who your competitors are, but by using Google, you will see what your customers see when searching for a company like yours.

Review Online Marketing Channels

How are your competitors marketing themselves? With the searches you did above, you have established they can be found via Google. However, you will want to know which specific Google channels they are using, for instance, Google Business Profile, Adwords, organic search, or Google Maps.

As you review search results, determine if your competitors have many local listings in organic search. Their social media accounts will also likely show up in search as well as any recent press releases or published articles. You may also want to repeat your searches on another search engine such as Bing. Add all these results to a spreadsheet to give you better insights. Paid online tools such as [SEMrush](#) can provide deeper results.

Visit Their Websites

Visit each of your competitor's websites and make a note of the following in your spreadsheet:

1. Is their website professional and in keeping with the market?
2. Does it have a problem-solving message or headline?
3. Is blog content updated regularly?
4. Is there at least one call-to-action so prospects can learn more?
5. Does the site have trust elements such as testimonials or association badges?
6. If pricing is posted, is it competitive?
7. Is their website optimized for SEO? (Free tools such as [MetaSEO Inspector](#) can help here.)



With this information, you will be able to compare your site to those of your competitors.

Check out Google Business Profiles

As Thomas Hess noted, having a Google Business Profile is essential to getting found via Google search today. Review and note the following for your competitors:

1. Is their Google Business Profile complete? For instance, does it show opening hours, products or services descriptions, the correct address and contact information?
2. Are photos, videos, FAQs, offers, events, or other content posted?
3. Do they have good reviews? How many? Do they reply to the reviews, whether good or bad?
4. Does Google Maps pinpoint their correct address?

Analyze Keyword Strategies

Use paid online tools such as [SEMrush](#) or [KWFinder](#) or the free tools we mentioned in previous chapters, for insights into your competitors' keyword strategies. By typing in a competitor's web address into one of these tools, you can easily find out the keywords for which they rank. This is a great step to do for your own site as well.

Review And Compare

Based on the information you have added to your spreadsheet, you can now evaluate your competitors and compare their performance with your own.

Some find it helpful to write out their competitors' strengths and weaknesses in the spreadsheet. You can note, for example, if they are popular because of their location or the quality of their staff. Is their pricing a weakness or does their product lack a key feature your target customers demand? This analysis will give you insights into how you can adapt your strategy to counter their strong points and take advantage of their weak points. It will also help you differentiate your offerings from competitors.



Get your business where you **want** to be.



Your next steps:

Now you can step back and take a look at your website with a new, focused perspective. Hopefully, now you see your website as a true asset to your business and not just some code hanging out in cyber space!

And don't forget: You have a dedicated team of digital marketing experts here at First Call waiting to help you with this journey. If you've got questions, we've got answers.

Check out our website for more resources on how you can continue enhancing your online presence and learn more about our services like our Total Online Presence Audit or our Web Assessment.

We are an All-in-One agency that grows with you.

Contact First Call Digital Agency Today!

Whether your business has a marketing team in place that needs assistance scaling or you are just beginning to design a marketing strategy, our team is here to answer any questions you have along the way.

Let's grow your business together. Contact First Call Digital Agency today and get started!

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