Digital Drive County Durham

Fast Track Digital Health Check

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Social Media Accounts	https://www.facebook.com/stcuthbertshospice/ https://twitter.com/StCuthsHospice https://www.instagram.com/stcuthbertshospice/ https://www.youtube.com/channel/UCiXq2r4MywfiEjb2tcWueQg
Review completed by	Stephen Fenwick
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Contents

This fast track digital health check review focuses on your online presence (primarily website and social media) and uses the traffic light system (Red, Amber, Green) to provide feedback on the effectiveness of your site, using a variety of measurement criteria. The following comments are recommendations based on the information delivered in Digital Drive masterclasses and opinions on the site itself as a website visitor. If you have any further questions, please contact your digital adviser.

Website Content

The Homepage

Q1. Does the homepage clearly describe the business? Does it do so in an 'elevator pitch' style introduction?

The homepage goes some way to describing your business and what you do, however some more work can be done on clearly explaining your business in an 'elevator pitch' style, outlining who your customers are (i.e. who you can help), what you help with (describing the customers wants and needs means they can relate to your business) and your business offer (your products and services). This clear overview of what you do, who you help and what you help them with will then in turn help potential customers to decide if you can help them – the clearer, the better.

Q2 Does the homepage make the right first impression?

The homepage is reasonably clear and easy to read however more could be done to utilise the 'F' pattern when placing content on the page to maximise the effectiveness of the copy on the homepage of the site. The 'F' pattern layout uses natural web viewers' behaviours – reading intently the top section of the page (navigation bars then the top section of content), then the viewer enters a scanning pattern when they hit the main body of content, reading mainly headings before deciding whether the content under the heading is of use. For more info on the F pattern read one of numerous blogs online such as https://instapage.com/blog/f-pattern-layout

The scrolling images on your homepage often displays images cropped in an awkward way. It's quite hard to distinguish menu and areas of interest due to a lot white space – it gives the appearance of quite a bit of floating text. The Twitter Widget you have installed seems like it's in the wrong place right at the top of your home page. Some of your text seems to be optimised incorrectly.

Important aspects of content

Q3 Call to actions

More can be made of the calls to action on the site, making those that do appear clearer and more obvious, with an exact 'path' of what a visitor should do following the call to action on the site. This will in turn maximise the number and quality of enquiries you receive from your website. Some, like the Donate Button and referral form are well featured and your number is prominent. However, with so many menu options and pages of information there could be a good opportunity to feature your call to actions better.

Calls to action make it clear what actions your users need to take next, helping them move down the funnel to carry out whatever action you require them to take. Hubspot gives some further good examples here: http://blog.hubspot.com/marketing/call-to-action-examples

Q4 Social Media links

Your site features links to Facebook, Instagram, Twitter and Youtube, allowing your current customers to spread the word and engage in some 'free' word of mouth advertising for your business. This is important in increasing traffic to your site, and in turn boosting the number of enquiries you receive. You also make it easy for visitors to find and connect with you on other social platforms.

Q5 Third party validations/testimonials

Some third party validations and quotes from satisfied customers appear on your site but these quotes tend to work better when they appear next to the claims they back up. Validation from real people who have used your service can prove to be invaluable when convincing a potential customer to opt for your business over the competition so always ask customers for recommendations and feedback – customers value someone else saying you're good at what you do, rather than just claiming it yourself!

Try bringing customer testimonials to life. What your customers say can be a valuable asset to your website. Try and intersperse testimonials throughout your site, relating them to relevant pages. Ideally, use photos or video testimonials to create more engagement and credibility.

Q6 Use of images and videos to enhance text content?

Your site uses some imagery in addition to the text but this could be used even more, pairing relevant images, videos and 'infographics' with the text on the page to enhance your message. Images are more appealing than lots of text and are often more memorable, so using images wisely can help a potential customer to remember your business over the competition. Video is even more appealing than photo with 81% of businesses using video as a marketing tool. You can find out more about the importance of video on this blog post https://blog.hubspot.com/marketing/state-of-video-marketing-new-data

Visual tools
Canva is a cloud-based graphic design software which uses an easy drag and drop system making graphic design accessible to all. You can easily brand photos, pictures, add details of your website address/contact information etc. Canva has some fantastic ready-made templates to fit the platform you are posting on.
https://www.canva.com/

It's always better to use your own/authentic visuals, but where this isnt always possible, utilise free tools such as:

Pixabay
is a free tool that gives you access to over a million royalty free images that you can use on your website/social channels: https://pixabay.com/

Unsplash
Access to free images http://unsplash/

Pexels
Free stock photos https://www.pexels.com/

We do have a Canva Workshop coming up if you were interested in finding out more:

05/12/2018 - Designing Images with Canva - 2.00pm to 5.00pm, Durham Mariott Hotel, Royal County, Durham.

To book, please contact us on: Tel: 0191 389 8458 or email: info@digitaldrivedurham.co.uk.

Q7 Is there social content on the site as well as promotional?

Social and promotional content on your website blends well together to give the impression that you are an expert in your field and that your business really knows what it's talking about. It is important to continue to use social content on your website (newsletters, updates, hints and tips and free downloads) as well as promotional content (information on your products and services, biographies, contact details) to create interest in your company as well as simply converting interest that's already there. The best way to create interest is to come up with content that shows you as an expert in your field and create helpful and interesting content that people want to share with their own networks.

Q7 Is your website GDPR compliant

Your website is lacking a privacy policy and an SSL Certificate. There should be a clear privacy policy on the site explaining how data you capture is to be stored, how long for and why you are capturing the date in the first place. An SSL Certificate can be identified on a website by the closed padlock in the address bar, this means the site is more secure for making payments and collecting data. To find out what steps you need to put in place for your website to be GDPR compliant, read this blog
https://www.northcreative.co/10-steps-make-website-gdpr-compliant/

ICO Charity Toolkit
https://ico.org.uk/for-organisations/charity/

Functionality and compatibility

Q8 Is the site responsive and functional across platforms such as mobile or tablet?

Your site is not easily viewed from a variety of mobile devices and tablets, which can make navigation difficult and may put visitors off when accessing your website on the move. Speak to your web designer about making your site 'responsive' and improving its appearance and accessibility from mobile devices. With the ever-increasing rise in smart phone users, this is becoming more and more important. In recent algorithm changes, Google are going 'mobile first. This means that is your site is not mobile friendly or has a good mobile load speed then you may see yourself penalised in the search results.

*Your images are not optimised for certain mobile devices (this may mean users are having to pinch and zoom to be able to view your content/pictures)

*Some of your text is too small for mobile users (this may mean users are having to pinch and zoom to be able to view).

*Clickable elements too close together (some buttons and navigational links, are so close to each other that a mobile user cannot easily tap the desired element with their finger without also tapping a neighbouring element. To fix these errors, make sure to correctly size and space buttons and navigational links to be suitable for your mobile visitors.

Q9 Does the Site Load Quickly? Use https://testmysite.withgoogle.com/intl/en-gb

Your website has a below average load speed. There are several suggestions that could fully optimise your website for a faster page load time such as optimising your websites images and reducing server response time. To find the suggestions relevant to your website visit: Behaviour>Site Speed>Speed Suggestions in your Google Analytics dashboard.   For more information on the effects of page load time visit http://blog.kissmetrics.com/loading-time/

According to Google research, 53% of mobile site visits leave a page that takes longer than three seconds to load. It is important you try and benchmark your site as follows: https://www.thinkwithgoogle.com/marketing-resources/data-measurement/mobile-page-speed-new-industry-benchmarks/

Testing your site on Google Speed Test shows your website takes around 13 seconds to load on a 3G connection. This may result in losing up to 31% of visitors during load time. Google and SEO experts suggest 3 seconds as the ideal number for load time. If you go here and test your site, Google will give you a list of actionable optimisations to allow your page to load quicker. This may be something to pick up with your web developer.

Q10 Content Management System – does the business have access to amend the site themselves via a CMS?

Having access to your website's Content Management System (CMS) is essential. We understand that someone within the business has access to the CMS to amend the site, which is fantastic and will certainly help to speed up the process of making amends to the site and adding new, refreshed content regularly. Updating your content regularly not only keeps things fresh for potential and existing customers, but search engines rank sites higher if they are constantly being updated.

Q11 Booking/purchase mechanisms

Your online booking/sign up process is robust and easy to understand. The process is clear and simple for visitors and creates a clear call to action with the perfect tool to capture customer details and secure their 'purchase' or 'buy in' for your offer.

Q13 Are the page names clear and can they be used as separate page addresses for promotions? I.e. not just a string of letter and numbers.

Your website's pages are not clearly named according to what is featured on the page and page 'extensions', or what comes after the / (i.e. www.digitaldrivedurham.co.uk/contact) is nonsense for anyone looking at those pages. Having clearly named pages can help in your marketing to provide exact page directions for visitors to your site. This in turn will help with bounce rates from your site as you can direct visitors straight to the relevant page with the information they'd like to see. If they see this information on 'landing' on your site, they're less likely to become frustrated and 'bounce' off your site.

Search Engine Optimisation

Q14 Where does the site currently rank on Google when typing business name, location and brief company description?

Your site doesn't rank very highly on search engines for your general location and a brief description of what you do, which means that you need to concentrate on employing some Search Engine Optimisation techniques so that potentially interested clients are able to find your company's site easily. Relevant, regularly refreshed content on your site is a simple and important aspect of improving your search engine ranking, plus other more technical tweaks. The Search Engine Optimisation masterclass can help you to work on this area for your business and your online presence.

You have a title tag, but ideally it should be shortened to between 10 and 70 characters (including spaces).

Your page's main keywords are not distributed well across the important HTML tags.
Your page content should be focused around particular keywords you would like to rank for. Ideally these keywords should also be distributed across tags such as the title, meta and header tags.

Your page has a low volume of text content which search engines can interpret as 'thin content'. It has been well researched that higher text content volumes are related to better ranking ability in general. Word Count: 362

You have images on your page that are missing ALT attributes.
We found 33 images on your page and 21 of them are missing the attribute.

Your page's file size is quite large which, regardless of other optimizations, can reduce load speed and impact user experience. A general rule is to keep your page under 5MB in total file size.

Your page appears to include images which are poorly optimized. Properly formatting and compressing images can have a significant impact on page load performance.

Q15 Does the site have lots of relevant and quality back links (i.e. relevant, quality links from other websites)?

Your site benefits from a reasonable number of 'backlinks' but emphasis must now be placed upon the quality and relevance of those backlinks. One extremely good quality backlink (from a relevant, trusted or 'authority' website) is worth its weight in gold, and is worth a lot more than a lot of links from friends, relatives and other small websites which aren't relevant to your own business. You can view your current backlinks list via a site such as **http://ranksignals.com** and then work on requesting additional backlinks from trusted, quality sources.

We found 112 total links. 7% of your links are external links and are sending authority to other sites. 0% of your links are no follow links, meaning authority is not being passed to those destination pages.

We have found 10 broken link(s) on your page. Broken links are confusing to users and can reduce traffic and ranking ability of pages.

Some of your link URLs do not appear friendly to humans or search engines. We would recommend making links as readable as possible by reducing length, file names, code strings and special characters.

Social Media

Q 20 Does the business have an active Twitter account?

Your organisation and team are active on Twitter, Tweeting often and using the tool to engage with existing and potential customers as part of your whole marketing mix, complementing other methods. A very low cost (but often time intensive) marketing method, the power of Twitter has been recognised by many small businesses (including yours) in helping to grow. However, Twitter is only as powerful as the content and messaging you include, so be sure to continue to be active, Tweeting regularly and relevantly, using a mixture of social and promotional Tweets, re-tweets and replies to engage your audience. You do need to look at the optimisation of your cover phot however as this is not displayed correctly.

You are followed by 1988 but are following 1987 accounts. Ideally, you want to be seen as the influencer, not the follower. Do you need to follow all of these accounts? (do they really add value?). It's a good idea to have a spring clean to ensure your home feed is not diluted with content or accounts that have no relevance/serve no purpose to your business. You can also make use of Twitter lists, this way you can add people to a private list but you do not have to follow them directly.

Sign up to tools such as Followerwonk (to further analyse follower losses and gains, new audiences, best times to tweet, compare your social graph to competitors etc, most of these tools offer a free trial or free basic version).

Videos are six times more likely to be retweeted on Twitter, so make more use of video content. If you're brave you could also 'go live' on Twitter (previously you add to install a seperate app called Periscope).

If you are unsure how to maximise your Twitter profile take a look at this article https://blog.hootsuite.com/twitter-marketing/ from Hootsuite (which covers everything from setting targets to maximising your profile).

Are you using your Twitter Analytics to find out how what tweets perform well and which ones don't? are your engagement levels growing? take a look at this guide from HootSuite: https://blog.hootsuite.com/twitter-analytics-guide/

Q21 Does the business have an active Facebook page?

Your organisation's presence on Facebook is visible and active. Your business and team are regularly promoting your company's products/services while interacting with customers, fans and potential clients.

You have great reviews and your business seems to have a loyal 'fan' base on Facebook
that will only expand over time if you continue to post relevant and useful content, create interactive campaigns and engaging with your connections using a personal touch and a tone suitable for this type of social media interaction.

Q22 Does the business have an Instagram page?

You have a presence on Instagram. Although this is not a priority for every business, Instagram is now the second most visited social media platform after Facebook. This means there is huge potential in terms of audience. On average, response rate is 10 times higher on Instagram compared to Facebook. Ensure you are making the most of hashtags – you can use up to thirty per post! Use a tool such as Hashtagify to search for relevant hashtags for your business https://hashtagify.me/

You have 861 followers and you are following 796. The ratio should always be in your favour for you to be seen as a legitimate business. Your engagement rate is 4.02%. This is a combination of how many like and comments your posts get on average. The average for a normal profile would be 3% as a business you want to be much higher and be an influencer in your field. Currently your engagement rate would be classed as average and you have an opportunity to increase. The only proviso to this is when an account is massive and has so many followers then their engagament rate would logically fall. Your average post interaction is 1 comment and 33 likes.

If you want to increase your engagement rate, it's important you start to engage with your followers: ask questions in your captions, respond to comments and stories, start conversations on posts other than your own. Use social listening tools to monitor when your hashtag/or handle is used and what your audience is discussing. Buffer provides a list of tools for SME's here. You could even ask for permission to re-gram fan posts that feature your products.

Q23 Is the business owner or senior members of the team on LinkedIn? Or is there a company LinkedIn group/page?

Your business has a presence on LinkedIn but this doesn't appear to be consistent and your profiles are not as complete as they could be. LinkedIn is a fantastic tool for building your connections and expanding your reach much further than you could manage simply using traditional face to face networking, but this requires work in developing a full and interesting profile and then interacting with others via groups, making connections and direct messaging. As a professional network, LinkedIn is useful in helping you to target the right people within an organisation, build up a list of useful contacts and spread your business messages among a group of people with common interests. LinkedIn is also a great tool for showcasing your expertise and demonstrating your thought leadership, especially useful in making your business stand out from the crowd.

Q24 Is the business using an appropriate tone on their social media presence? I.e. a mixture of social and promotional content?

The tone you're using on social media is ideal for your type of business and the more 'personal' nature of social media itself. It's important to remember that this may be an individual's first interaction with your business, so you should remain professional but not too formal, giving your brand some personality. You also appear to be using a good mixture of social and promotional content on your social media accounts, pushing messages out to people about your business and what you do (the promotional side) while also mixing in some interesting other content, personal observations (keeping them relevant, not what you had for tea last night!) and direct responses/replies (the social side). This is perfect for social media – too formal and you'll appear stuffy and boring, too personal and you'll appear unprofessional. Video is shared 1200% more across social media than text and photo combined so make sure that this is a constant part of your social media posting.

We have a fully funded workshops you may wish to consider:

15/01/2019 - 10 Free Things You Should Be Doing On Your Social Media Channels, 9.30 - 11.30am, BE-Group, Spectrum Business Park, Seaham

23/01/2019 - Your 2019 Digital Marketing Strategy, 9.30 - 4.30pm, Ramside Hall Hotel, Carville, Durham.

To book, please contact us on: Tel: 0191 389 8458 or email: info@digitaldrivedurham.co.uk.

Q25 Does the social media presence include some link back to the website or alternative contact details (i.e. phone number, email)?

Your social media presence consistently links back to your website and other methods of contact, providing the perfect 'call to action' for an existing or potential customer. You understand that you can only say so much on social media and that's fine – your website and your team are there to take things further with those who want more information or to take things to the next stage in the buying process. Continue to provide 'tasters' and 'teasers' of your content on your social media accounts, with the hope that if readers are interested they'll go to your website or your team so that you can 'hook' them in more! If you do a '5 Top Tips…' blog post or something similar, you could stretch this out by publishing one tip every day on your social media and linking to the full post on your website for this rest, this could increase the amount of traffic to your site.