



SOCIAL MEDIA AUDIT

Business Name: The Olive Wagon

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URL	URL	Profile Name	Followers	Posting Frequency Avg
Facebook	www.facebook.com/theolivewagon/	The Olive Wagon	2,589	4-5/wk
Instagram	www.instagram.com/theolivewagon/	TheOliveWagon	172	2/wk
Twitter	twitter.com/theolivewagon	@theolivewagon	15	2/wk
Google+	http://bit.ly/2CHkLZQ	The Olive Wagon	3	0/wk
YouTube	none	none	none	none
Pinterest	none	none	none	none
Website	www.theolivewagon.com	N/A	N/A	N/A

Questions to consider when choosing which social platforms to use, and how, for your business:

- “Why are we using this social account?”
- “What are our goals for this social media platform?”
- “Are our target markets using it?”
- “How can we better leverage the platform for branding, reach and conversion?”



INITIAL OBSERVATIONS



Above is an example of a good post that can be taken even further with careful copy, CTAs, hashtags, descriptions and links. Please scroll through our observations and recommendations which, if consistently followed, can drastically increase your reach and network engagement, while clarifying your online image and voice, resulting in new lifetime customers discovering The Olive Wagon and current customers becoming your online WOM force.



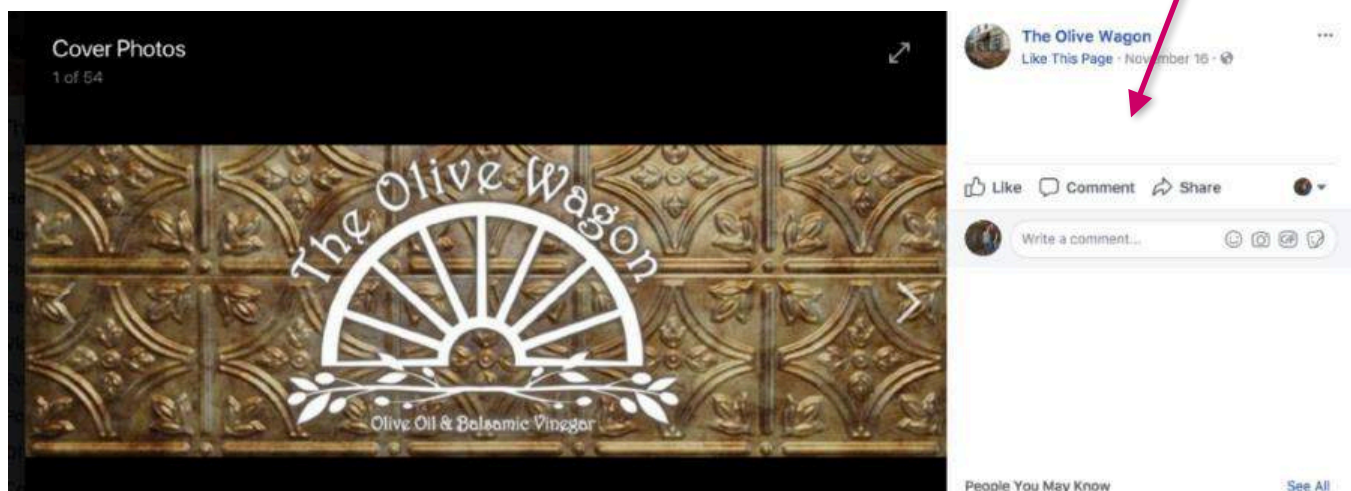
SOCIAL MEDIA PLATFORM OBSERVATIONS

FACEBOOK

Here, the profile image lacks the key brand logo and it is the icon that identifies your posts in people's feeds. All social media channels (and website) **MUST** have the same branding/feel.



Industry best practices include utilizing the banner (and profile) image description sections with keywords, hashtags and outbound links (when relevant).





This post is the right idea and direction. Connect with your customers! Keep it strategically social. Even better to tap into your fans social network when possible, thus giving The Olive Wagon greater organic exposure.



Carefully utilize the status portion here, again with strategy in mind.



The “About” section is incomplete in some high priority sections.

The “Story” section also should be leveraged for branding voice and message.

Observations:

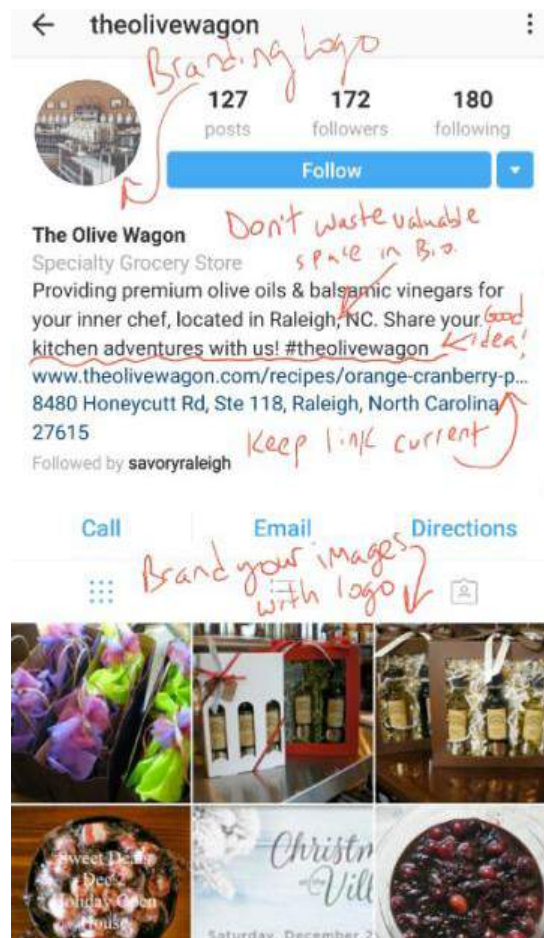
- ✓ Posting is fairly frequent **(but should be more consistent with days/times)**
- ✓ Engagement is low for fanbase size. **Increase this to develop social buzz and sales.**
- ✓ Branding is **inconsistent with website and other platforms** across online spectrum.
- ✓ Fan count is good. Has room and **potential for high growth** in your industry.
- ✓ FB Business page has 43 reviews - this is good! **Encourage reviews** from all customers.
- ✓ The about section is incomplete in **some of the high priority** sections.



Recommendations:

- ✓ Perform a **full setup** of your FB Business page.
- ✓ **Optimize** the account (images, keywords, hashtags, inbound/outbound links).
- ✓ Use FB **strategically** and consistently
- ✓ Use higher **quality images, social content and CTAs**
- ✓ Create a **brand story (like Google+ has) and harmonize** on website and SM platforms.
- ✓ Crosslink **social accounts and website (for SEO backlinking)**.
- ✓ Keep post frequency up, but **don't create post fatigue** for your viewers.
- ✓ Strategically **grow audience** through all of the above and by interaction with the public
- ✓ **Optional:** Install 3rd party plug-in for Twitter and Instagram feed to pull into the FB page.

INSTAGRAM





Observations:

- ✓ Instagram offers **TREMENDOUS potential** for The Olive Wagon as the perfect platform to **showcase food-based products**, dishes and recipes etc.
- ✓ **Brand logo is missing** - can't create brand familiarity and is not immediately recognized
- ✓ Posting is less **infrequent** than ideal, overall insufficient for Instagram
- ✓ Post engagement is better here than Facebook and should be harnessed
- ✓ Posts are good but **lack growth strategy** to generate "*findability*" for The Olive Wagon
- ✓ Profile **bio needs slight tweaking** and branding.
- ✓ **Follow to follower ratio** is inverted (unless strategic and temporary, don't allow this)

Recommendations

- ✓ **Tweak the profile** with branding key words to be consistent with other social channels
- ✓ Include proper **branding media/images**
- ✓ Double your **followers-to-following ratio**
- ✓ Post a **minimum of 3 times per week** (ideally 5-7 for IG).
- ✓ Utilize a combination of strategic **growth hashtags and proprietary tags**
- ✓ Create buzz with **Instagram Story, Highlights and Live Videos** when appropriate
- ✓ Focus on **growing your IG audience** to increase eCommerce, brand awareness and to grow your followers on other channels. Instagram is extremely powerful for these goals.
- ✓ Consider setting up **automated DMs** for new followers to drive traffic to website
- ✓ Make sure the account is a **business profile for analytics** and advertising capability.
- ✓ Utilize **Highlights** strategically



TWITTER



Observations:

- ✓ Profile is **missing hashtags** (especially important with Twitter bios)
- ✓ Profile is **missing outbound links** for Facebook and/or Instagram
- ✓ Profile is **missing brand logo**
- ✓ Profile image has **incorrect dimensions and differs** to Instagram pic etc.
- ✓ Banner picture **differers to website branding** and other social channels
- ✓ Most posted Tweets **are missing keywords and hashtags** and outbound links
- ✓ Account has **infrequent posting** and engagement is on low end
- ✓ Lists are **not being utilized for market research** and audience growth / engagement
- ✓ **Total Tweet count is on low** side but acceptable for age of account (**Aug 2017**)
- ✓ **Follower count** is 15 (need to get this past a thousand asap)
- ✓ **Tweet content** (copy, images etc.) is heavily product-based



Recommendations

- ✓ **Modify the profile** with key words and hashtags in bio to be consistent with the content and voice of website, FB and Instagram (especially important with Twitter).
- ✓ Make sure the account is a **business profile for analytics** and advertising capability.
- ✓ Match all **branding media** with proper dimensions (profile and background image).
- ✓ Tweet a minimum of **once per day** (twice is better with Twitter)
- ✓ Create **Twitter lists** for listening campaigns and promotion to **prospective customers**
- ✓ **“Pin” at the profile** page a Tweet that captures the voice and vision of the business.
- ✓ Consider setting up **automated DMs** for new followers to drive traffic to website

WEBSITE



Observations:

- ✓ **Mobile friendly**, which is good but very slow
- ✓ Theme is **dated** and entire platform runs heavy and slow.
- ✓ Content **hierarchy is not optimal** (tabs, drop downs and layout structure)
- ✓ Aesthetics (color palette and fonts) are **hard to read** in areas and not optimal for branding
- ✓ We recommend **CTA above the fold** with incentive for lead generation / email list building



- ✓ Social Media links are hard to find/see (**bottom of page**) - best practice is above the fold
- ✓ Move the **brand video above the fold or closer**

Recommendations

- ✓ Strongly suggest giving the site a **makeover with complete restructuring** of content
- ✓ Best solution is a **complete rebuild for top SEO and a departure from WordPress**
- ✓ Add **“About Us” for a clear branding story** section with personal images

SEARCH ENGINE OPTIMIZATION REPORT —> [HTTPS://YOUTU.BE/MOL957P3FKO](https://youtu.be/MOL957P3FKO)

You are using a WP theme with the fastest server company in the business and it looks to have been built by a good WP developer. And as far as WP code goes, it's the best it can be.

YOUR WEBSITE'S PERFORMANCE

Your website is taking 8 seconds to fully load and that can cause customers to quickly back out of the website before waiting to load. Defer parsing of JavaScript, Woocommerce, and File Request is the major reason why your website loads slow.

SOLUTIONS TO IMPROVE YOUR CURRENT WEBSITE

In most situations, WP developers make many errors we can fix to speed up the website but in your case, the performance issues with your website are a part of WordPress itself “making it work.” In short, a WordPress website can only be so fast because there is a lot of extra code that needs to be added to make it easy to build, which was its brand goal.

CURRENT WORDPRESS WEBSITE LIMITATIONS/DRAWBACKS

Plugins:

WordPress was originally made just for basic blogs but by adding several plugins you can make a full website. However, what you don't know is plugins need to be updated all the time and if they aren't, your whole website can go offline or look “not so nice.” If a plugin stops having updates you may need to have a replacement system for it and spend lots of time moving the information over. This can be devastating for business and costly in many ways.

Design:

Nowadays design trends frequently change, meaning styles go out of date. Wordpress is a great DIY tool but if you need to change the design/theme it's not so simple. You would need to basically rebuild a new website every time a design went out of date. As your website grows in content and new blog articles are added etc., it can become so hard to move your site to a new theme it would cost the same as building 2-4 static websites (the kind we suggest) from scratch.

**Hosting:**

Wordpress is known for things going wrong when switching hosting companies.

Security:

Wordpress is known as the easiest type of website to hack, so much so there is DIY software for WordPress hacking. This is a serious issue for e-commerce. Because the WordPress login is so easy to hack, every plug-in you use on WordPress can also be hacked giving an "Evil person" the possibility to delete your website, mess with your inventory/order and lastly steal your customer's info.

A NEW WEBSITE ALTERNATIVE**Website type:**

People always ask what we use to make a website and the answer is "Code". This will not have a CMS to slow it down or anyone asking for monthly payments to use the code, it is simply just coded like every top website on Google.

Website's performance:

When you have a normal website, or sometimes called Static HTML page, it loads fast and we mean REALLY fast. It is rare any website we build will take longer than 2 seconds to load and being custom code this gives us the ability to always add the best SEO practices with no restrictions.

Design:

If years from now your website goes out of style, it will be fast and affordable to make simple edits that will keep your website looking 21.

Maintenance:

Static HTML websites need 0 updates, 0 checkups, and low hosting requirements.

SEO:

Static HTML pages always rank higher than WordPress because Google checks speed and mobile friendliness. And the truth is, even where WordPress can offer speed improvements and mobile friendliness, it never gets good scores for Google.

Security:

Since there is no login page, this will prevent hackers from getting into your website. So if a hacker wants to hack you, he would need to attack your server and since you are using Amazon's servers you could say it is near impossible for that to happen.

E-Commerce Payments:

Woocommerce is not available for a static website. For a simpler feel we recommend "Shop Rocket," www.shoprocket.co with more than 90% of the same features as Woocommerce.



SUMMARY OF RECOMMENDATIONS

- ☑ The Olive Wagon has an exciting product and brand niche. It is our educated opinion that exponential growth is more than possible with the right **strategy and execution**. (We also LOVE extra virgin olive oil and quality balsamic vinegars.)
- ☑ **Important SM channels** are missing from The Olive Wagon active online presence, i.e. YouTube, which could be used to educate the public about your product line, showcase events etc., product usage etc., while also marketing TOW to new prospective customers and driving traffic to your site and e-commerce store.
- ☑ All Social Media accounts need **optimization of profile and bio and posting**.
- ☑ TOW needs its **brand story front and center** on the website and SM platforms.
- ☑ **Profile media** needs to be adjusted for correct dimensions and branding.
- ☑ **Begin collecting email addresses** online for future correspondence, special offers and marketing purposes. Email lists and marketing are the lifeblood of today's businesses.
- ☑ **Resurrect the TOW GOOGLE+ account**. Cross post your content there.
- ☑ **Give thought to opening a YOUTUBE channel** as part of a larger strategy.
- ☑ **Keep an active and engaged Twitter account** to help Google ranking of business website.
- ☑ **Rebuild TOW website and depart from WordPress** for a new feel and optimal SEO
- ☑ **Assemble and execute** a well planned social media marketing strategy
- ☑ **Optional: Utilize a PINTEREST account** to showcase your beautiful product line and drive even more traffic to your website. Pinterest is becoming a major traffic force.

Closing Notes:

Dear Whitney,

Feel free to use this audit as a road map to navigate your business towards a higher ratio of customer acquisition, online social engagement, e-commerce sales and stellar SEO ranking. Reach out to us if you have any questions or need our services. And if you know other



businesses that could benefit from our experience, we welcome your referrals! Below is a short list of our services followed by a portfolio of happy clients we have helped or currently partner with, from small to nationwide.

Some of the services we offer include:

- ☑ Search Engine Optimization (SEO)
- ☑ Search Engine Marketing (SEM, also known as PPC)
- ☑ Social Media Management, Marketing and Training
- ☑ Strategy Development, Consultation and Integration
- ☑ Content Curation, Creation and Distribution
- ☑ Email List Building and Email Marketing
- ☑ Websites, Domain Registration, Hosting Services and Business Email etc.
- ☑ Professional Graphic Design, Photography and Videography



Precision Media Marketing | Full Social Audit | "The Olive Wagon"