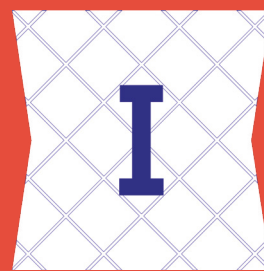


It's Time For A Digital Branding Review



INGREDIOR

Auditing your business brand online can make the difference between successful market engagement or constantly chasing customers/clients

HOW DO YOU LOOK ONLINE?

Nope, we're not talking about the selfie that's your profile picture on Facebook, but the online presence of your business.

When was the last time you Googled your own company?

As narcissistic as this may sound, this is something you should be doing regularly – even daily – if you're serious about ensuring the way you appear online is consistent with the way you wish to promote your business to the public.

We've compiled a preliminary online brand audit of your business to ensure you're sending out a consistent message about who you are and what you offer.

“ These days, your online reputation really does precede you. ”

STEP 1

Google your business!

What are the first five (5) 'hits' you see?

1. _____
2. _____
3. _____
4. _____
5. _____

Is it what you expected or are you surprised by it?

Why?



STEP 2

Google your Number 1 competitor.

What did you find about your number 1 competitor?

- _____
- _____
- _____

Does your business show up anywhere in the first 1-3 pages? Yes No

Who else shows up when Googling your service/product or industry?

1. _____
2. _____
3. _____
4. _____

STEP 2 - CONTINUED

Do you need to focus more on your content or messaging? Yes No

What are the top five (5) common talked about points for your service/product/industry?

1. _____
2. _____
3. _____
4. _____
5. _____

STEP 3

Search for reviews.

There are many online platforms where reviews of your company may be visible depending on your industry.

Site	Review +/-

Closely monitor reviews your organisation may be listed on.

What do your customers think you are doing well?

Where do your customers see room for improvement?

Having reviews can be helpful for your Google search, or other search engines. You can set up review pages you have the ability to manage for very little time allocated each month.

Sites like:

XXXXXXX

XXXXXXX

STEP 4

Analyse your website – word by word.

This can be a little tedious, but website content plays a major role in establishing a trusted and credible brand. Go through your website content with a fine-toothed comb:

Spelling and grammar check _____

Images review - still relevant? _____

Content review - still correct? _____

Remove unwanted content _____

Can you place your website content on ONE main page with 'sections' as menu options? Y N
If yes, identify the pages you can consolidate.

Can you add more to your website through blog content instead of having pages on your site full of text? Y N
If yes, what can you upload as blogs?

Can any of the text on your website be represented by images, graphs or charts? Y N

If yes, which ones?

STEP 5

Analyse traffic.

If you're not up to speed with Google Analytics, now is the time to brush up on your skills or hire a professional to do so for you. It is a good idea to analyse the traffic your website generates.

Let's take a current snapshot of your organisation:

How many visitors are you attracting each month?

What is your bounce rate? _____

How long is the average visitor staying on the site before navigating away? _____

STEP 5 - CONTINUED

What are the top 3 pages they are staying on?

1. _____
2. _____
3. _____

What percentage of visitors are new? _____

Other steps you can take

There are plenty more things you could do to audit your business online, such as:

- Collate feedback from employees
- Dig deeper into your value proposition
- How you stand out from your competitors
- Monitoring your social media channels and match it against your website traffic analytics.

CONSIDERATIONS

When it comes to reviews:

- *Anything that pops up more than once could be a genuine issue you need to resolve immediately.*
- *Be open-minded and honest with yourself as you gauge how your company's output is referenced across the internet, constructive feedback can = opportunities for growth and improvement.*

NOTES

While Ingredior offers a whole of business multi-discipline approach to honing your business strategy and setting you on the right track for growth, our focus on strategic marketing extends into assisting you to conduct a thorough audit of the way your business is perceived – both online and offline.



About Us

Ingredior is your 'whole-of-business' multi-discipline approach to strategy and operation activity for businesses in the GROWTH SCALE phase.



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