

# EXECUTIVE SUMMARY

## Adelaide Nursing Home

Digital Audit for the month of January 2017

### PART I OVERALL BREAKDOWN

#### User Experience

As we will be new to your site we are able to give you feedback on how easy (or difficult) it is to navigate. Is making a purchase simple? Are your contact details easy to find? Are your call to actions clear and easy to follow?

- 1 Page Speed
- 2 Landing Pages
- 3 Calls to Action
- 4 Functionality
- 5 Platform
- 6 User Interface
- 7 Customer Experience

MARK: 4

#### Social Media

Advertising and promoting the business is much more than ad placement. It also includes marketing everything a company does in order to attract clients to the business. Is your social media doing all this?

MARK: 2,5

#### Content

Is your website message clear and consistent? Is your content high quality, well structured, and your information architecture makes logical sense. Some fresh ideas to improve your content marketing.

MARK: 3

#### SEO

Our in-depth SEO audit will look at all of the aspects of your website that can affect search engine optimisation. Our on-page and off-page audit will help you to identify what work needs to be done.

MARK: 2

#### Technology

This section is when we start to get technical, following on from user experience. We identify problems with code, css, SSL certification, javascript, and HTML. These problems can be a major difference in the way the customer is able to interact with your site.

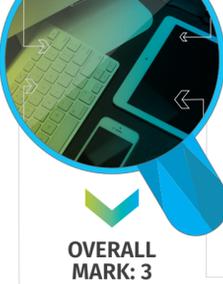
MARK: 2,5

#### Analytics

By looking at your current traffic, user behaviour and conversion rates, we can identify where your users are coming from, what they are doing once on your site. From this information, we can work out what needs to improve.

MARK: 2,5

OVERALL MARK: 3



### PART II ANALYTICS BREAKDOWN

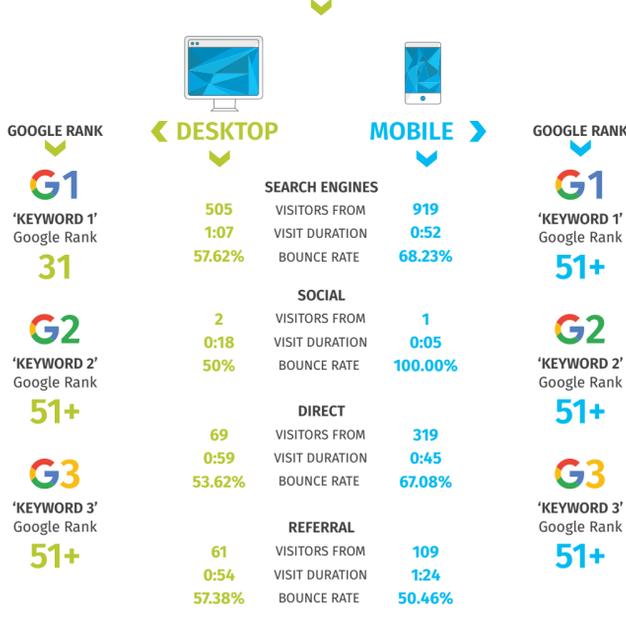
#### Analytics

- 1 Primary KPIs
- 2 Website Analysis
- 3 Popular Entry Pages / Blogs

#### POPULAR ENTRY PAGES / BLOGS

Rank	Page name	Traffic
1	Page name	319
2	Page name	224
3	Page name	118

#### PRIMARY INDICATORS AND STATS



#### REMARKS FOR ANALYTICS IMPROVEMENT

Comparing August to October across 2014 and 2015 we can see that there has been neither a dramatic increase nor decline in the number of users visiting the website. The average duration per session has remained stable at around 2 and half minutes. However, the Bounce Rate has grown around 8% in 2015, compared to the same time in 2014. Most of your users are coming in through your

Career landing page as opposed to your services section where you have expressed is the aspect of your organisation that needs to grow. You expressed that previously the emphasis was on promoting careers, but that in the coming year your various services need to be the focus. In order to shift the focus we have included some recommendations in the recommendations summary.

ANALYTICS MARK: 2,5

### PART III SEO BREAKDOWN

#### PRIMARY KEYWORDS

G1	G2	G3
'KEYWORD 1'	'KEYWORD 2'	'KEYWORD 3'
3	29	51+

#### SEO

- 1 Keyword content
- 2 Shareability
- 3 Authorship
- 4 Meta descriptions
- 5 Schema
- 6 Rich Snippets
- 7 Social Media Marketing
- 8 Backlinks

#### SECONDARY KEYWORDS



#### REMARKS FOR SEO IMPROVEMENT

Your branded keywords are your largest source of traffic, however we have identified a high search volume for many relevant keywords that should you rank for could become a healthy source of qualified traffic to your website. An example of this is:

Keyword	Avg. Monthly Searches in SA
'aged care'	880
'aged care adelaide'	480
'aged care facilities adelaide'	260
'nursing home adelaide'	480

Total 2100

As you can see ranking on the first page of Google for these keywords could substantially increase your website traffic with users who are looking for your services.

A focus on search engine optimisation/ search engine marketing in your 2017 marketing budget could be a cost effective way of reaching your target market.

SEO MARK: 2

### PART IV REMARKS FOR IMPROVEMENT

#### REMARKS FOR USER EXPERIENCE IMPROVEMENT

#### User Experience



Overall your site loads at a reasonable speed however we suggest that on your Residential Care Homes pages to include still photographs that open in a lightbox as well as 360-degree tour. The 360 tour takes a long time to load and users generally lose patience and is inaccessible for users with a slow connection.

Your landing pages lack calls to action and links to your other internal pages. Including a relevant call to action on every page. There is also a lack of in text linking, there are many opportunities to create in text links

A common theme throughout your website is a lack of calls to action. We recommend that you add a relevant call to action to each of your internal pages and to each of your home page sliders.

The site has a great desktop experience however the mobile experience is a little lack lustre. The mobile site has limited information and difficult navigation. We would suggest having more mobile friendly pages and possibly a complete mobile site redesign.

Due to your website being large with multiple high level and lower level sections we recommend adding breadcrumbs to the whole website to enable users an easy navigation throughout the site.

USER EXPERIENCE MARK: 4



#### REMARKS FOR TECHNOLOGY IMPROVEMENT

#### Technology



You currently do not have any SSL certification on your site, while previously SSL has been recommended only for eCommerce websites Google is moving towards favouring sites with SSL certification.

Desktop speed needs to be looked at. You may consider moving to managed hosting or enable compression/caching on your site.

TECHNOLOGY MARK: 2,5



#### REMARKS FOR USER SOCIAL MEDIA IMPROVEMENT

#### Social Media



Your Google My Business and map locations are incorrect. You should claim every office location and every residential care home on Google Maps. Best Practice would be to apply to Google for a bulk upload request.

Your web traffic from Facebook has grown over 100% from 2015 to 2016 showing that your Facebook strategy is driving traffic to your website. As mentioned above increasing your blog/ article writing to monthly will help increase web traffic from Social Media. Implementing Facebook advertising and 'boost post' tools could also help your posts with links to the websites gain more exposure.

You currently are autoposting from Facebook to Twitter and your Twitter account seems to go unmanaged. We recommend having a separate strategy for Facebook and ensure your Twitter account is being supervised.

SOCIAL MEDIA MARK: 2,5



#### REMARKS FOR CONTENT IMPROVEMENT

#### Content



You mentioned that one of your key performance indicators is the number of people booking a tour to visit your residential care homes. Making the 'Book a tour' form more obvious and including it as a call to action on all your residential care services page.

We noticed that you have a lot of great testimonials that are hidden on rarely visited internal pages. We suggest spreading these testimonials out across your home page and your services page's. These testimonials will work towards building brand trust and authority.

The sliders on your current home page is geared towards careers. We suggest using your different key areas of your of your business for each of your four sliders eg. book a tour, a link to a testimonial, link to video marketing.

A content strategy for your News/Blog section should include more content directed at carers and families of elderly people as these have been the most popular news articles. We suggest increasing your article and blog development frequency and aim for one new article a month.

CONTENT MEDIA MARK: 3

