COMPANY X,Y,Z DIGITAL MARKETING GAP ANALYSIS & FORMULATED PLANS FOR IMPROVEMENT

STRENGTHS

- **Website:**
    - Professional Appearance; first impression
    - Using social proof in slider
    - Starting to delve into "experiential ecommerce" (the corporate story; the big trend in e-commerce)
    - Testimonials (more social proof – big in digital marketing) on home page
    - Incorporates a blog
    - Easy navigation
    - Good use of highlighted menu items for benefits
    - The three CTAs are great – good motivators to action
    - Live Chat
    - Prominent phone number

- **Reputation**
    - Has a lot of trust in the marketplace

- **Social Media (very good / appropriate use of Social Media)**
    - Facebook: Good post content mix
    - Twitter: Attractive; consistent
    - LinkedIn: Excellent
    - Pinterest: Excellent (so excellent I would play this up on Site)
    - YouTube: Excellent
    - Google+: Good

WEAKNESSES

- **Website:**
    - **SEO:**
        - OFF PAGE
            - Header tags not used appropriately (on-page SEO)
            - Text/HTML ratio is a little too low; this is common in ecommerce but can be corrected using the new experiential marketing best practices
            - XML Sitemap incorrect (this is big and a basic factor in SEO)
            - No Microformats (basic SEO factor)
            - No Dublin Core (basic SEO factor)
            - No Geo Metatags
            - No feeds

- Inadequate internal and external hyperlinks
- Keywords not used correctly (should be in title, h tags, URL when possible – even if redirects necessary, and on page)
- Images missing ALT tags
  - ON PAGE
    - On-Page pretty much non-existent / not correct
- No obvious opt-in (discount; loyalty – price; adds them to prospect email list for future marketing)
- Experiential (story) marketing still a little weak ("Company" and sub-menus still a bit hidden; not developed in category / product pages)
- "Company Stores" too hidden
- "IdeaKit" too hidden
- Category pages should have testimonials / "real" product images (of customers utilizing – requires a good customer interaction / follow up process)
  - A lot of white space in the left sidebar (prominent area in the study of "eye mapping" for e-commerce) not being used (see http://www.pinnaclepromotions.com/custom-promotional-apparel/tshirts)
- Product pages – good that there is a review option but few reviews (again, good follow up process would be required); also no testimonials / experiential elements
- Site does not appear to have on-page optimization
- Blog design is not modern
- Blog doesn't display / follow Google authorship guidelines for SEO
- Blog posts don't appear optimized

- **Reputation**
  - Only 2 Google reviews; definitely need more (again, comes from follow up process)
  - Not enough Yelp reviews and one is negative

- **Social**
  - Perfect for Instagram which is becoming big for business and no evidence of use on site; Instagram is also great for capturing experiential photos to use on site for product and category pages
  - LinkedIn: No use of "showcase" pages yet; these would be awesome for capturing corporate business; also – couldn't find any groups created by / managed by company?
  - Needs Google "My Business" profile (formerly Google Local / Places)
  - Needs to be registered in Foursquare

BRIEF SUGGESTED FORMULATED IMPROVEMENT PLAN(S)

(This is not meant to be a comprehensive proposal but a brief analysis / response based on a surface look. These are just very important, easily-identifiable things that we would likely address first.)

A consolidated, multi-faceted marketing plan is needed that incorporates traditional and digital strategies in such a way that they strengthen and compliment each other.

OVERVIEW OF SCOPE:

1) We would begin by looking at where sales and leads are now and then set short and long-term goals based on Executive Team forecasts and projections. *Marketing is more formulaic than most realize so it is fairly simple to take goals and deconstruct them backwards to determine how many visits are needed, how many visitors, how many hits, etc. Those then become KPIs to be measured at regular intervals.*

2) Once the specific KPIs needed to obtain goals is identified, then a differential study needs to occur that specifies growth increase percentages, etc. These numbers also become KPIs and can be used for future forecasting.

3) Develop a clear definition of USP and Ideal Customer. Map both fully.

4) Create an experiential eCommerce vision board / "story board"

5) Create or fortify a full branding manual. For digital, specifically address style / tone / voice standards.

6) Develop a customer follow-up process (If there is not already one in place. If there is, strengthen with deeper follow-up: surveys – reward for completion; request photos; request reviews; etc. These are all things that can be used to develop content for Experiential Commerce updates / upgrades).

7) Develop a strong content creation strategy for blog and experiential ecommerce positioning; important for SEO and Google quality scoring.

8) Institute a progressive social bookmarking strategy (helps with brand awareness and quality backlinks if done correctly).

WEBSITE:

1) Add experiential ecommerce elements (more photos, case studies, stories, testimonials on internal / product pages)

2) Modernize blog layout / look; incorporate important best practices and SEO/ "Google" elements

3) Institute some sort of "opt-in" to capture leads for email marketing / automation

4) (If not already in place) Institute "abandoned cart" protocol

5) Increase focus on IdeaKit

6) Increase marketing of "Company Stores" (possible niche / split – new / additional income stream for small businesses / schools / clubs?)

7) Address all other aforementioned website "weaknesses"

SEO / SEM / TRAFFIC

1) **OFF PAGE:**
   a. The foundation of the website needs to be rebuilt and fortified. Otherwise, the "house" won't stay standing. This involves correcting all the aforementioned weaknesses and strengthening the bit that is there.

2) **ON PAGE:**
   a. Focused keyword research examining branded terms, competition terms, and "hidden" high-value terms.
      i. It all starts with the right keywords. Yes, you want to eventually get the "big ones" (industry, top-level). But just as important (and easier / quicker / faster results) is to get the ones people are really searching for... We always like to say it is easier to go put yourself in front of existing traffic rather than trying to bring the traffic to you. The only way to know this is through keyword research.

        ii.   Proper keyword research tells you what people in your wordspace are really searching for and usually, these people are further down the conversion funnel (and more likely to convert).

       iii.   Thus, research needs to be done to identify the "right" keywords and keyword phrases that are likely to generate more traffic and leads quickly.

       iv.   Again, this is a very structured / formulaic process and almost-always cannot be "guessed at" but rather requires some extensive investigation and analysis. ***(Includes studying current analytics with tools that go beyond Google Analytics and a keyword tool such as Wordtracker.)***

b.   Once keywords are determined, they need to be integrated into front-end content. This is much easier when experiential ecommerce is practiced. This naturally leads to more text on page, which gives more text to optimize and in actuality, solves a lot of the aforementioned issues / weaknesses.

c.   Existing PPC needs to be examined to ensure that the ads are using the correct keywords and that CPC is not too high for return. How many clicks are turning into sales? Is that being tracked properly? What is the bounce rate from PPC? Are ads being tested? (*Note: We would only recommend using adwords for highly competitive search terms that are proven to convert at a high level until the SEO factors are fixed. Google gives lower CPC costs to sites that have organic SEO factors in place correctly.*)

d.   What are other traffic sources? Is that being tracked? Is the content network being used to place ads in front of those sources / streams?

3) **Backlinking:**

a.   A backlinking strategy needs to be implemented to acquire high PR / high quality backlinks. A reasonable goal is 10 new backlinks per week from sites with a PR of 2 or better.

       i.   One way this can be accomplished is through the offering of content / guest blogs / articles with an author resource block.

SOCIAL MEDIA

1)   Develop a "Social Customer Care" plan (great customer service puts word of mouth on steroids in the social world!). Would include at minimum, a dedicated Twitter account for customer care. See:
http://webmag.co/customer-care-social-world/

2)   Hold a weekly Facebook contest

3)   Nurture and develop Facebook and twitter following(s) through interaction, sharing, and commentary

4)   Add Instagram. Use customer follow up process for images.

5)   Push review generation / accumulation (customer follow up process as well)

6)   Register in Four-Square

7)   Institute LinkedIn Showcases; Groups – lead / participate

REPORTING

In-depth reports should be created / reviewed at least once per month and a dashboard should be set up to provide a high-level "snapshot" of digital presence / visibility.

Additionally, a specific digital marketing report should be created that would include, but not be limited to:

- SEO structure analysis
- Site page rank
- Domain authority rank
- Site content syndication / mentions
- Traffic and traffic acquisition
- Commentary and forward strategy

CONCLUSION

In summary, Company X,Y,Z while very strong and successful in some areas from a digital marketing perspective, could benefit from dedicated digital marketing attention. We would love to be that partner for you and are sure we could help you maximize your time and minimize your expenses.

Please let us know if there are any questions regarding the aforementioned information and recommendations. We would love to assist you with this project!