

Client Social Media and Web Audit

It is important for you to understand your client's digital footprint and evaluate its effectiveness in leading its targeted personas through their decision-making process from problem identification to conversion.

Working as **a team**, review the social media and web profile of your client organization and any other relevant competitors, similar organizations, and associated influencers/retail partners.

Please follow this process:

- ❑ Review the blog post on Hootsuite.com with step-by-step guidance for structuring a social media audit: <https://blog.hootsuite.com/social-media-audit-template/>
- ❑ Set up tracking streams in Hootsuite to monitor the client's social handles and promoted hashtags, as well as those of its key competitors
- ❑ Complete the social audit template by visiting each platform and documenting your findings.
- ❑ Thoroughly review the client's website and ecommerce presence by directly visiting the key landing pages.
 - Evaluate the ease of navigating to relevant brand information and taking action from the perspective of your client's persona. Identify the calls-to-action within the content.
 - Assess the aesthetic "look and feel" and written tone for fit with the brand's image.
 - Sign up for the client's email/blog to receive samples of this type of communication.
 - Take note if you become retargeted by the client's online advertising after visiting the site, in what context, and with what type of message.
 - Visit the Website Grader tool <https://website.grader.com/> to find out if any web performance issues need to be addressed.
- ❑ Perform a Google search of key search terms related to the client's product/service offerings through the lens of your persona's discovery/buying needs.
 - Consider how well the client ranks in the listings.
 - Identify other organizations that perform better in organic and paid search.

Deliverable: a document that summarizes 3-5 key strengths and 3-5 weaknesses/opportunities of the client's current social/digital presence based on your analysis.