Digital Landscape Review ‘How To’

A Digital Landscape Review (DLR) report is an opportunity for you to gain a high-level overview of some of the areas you should focus on regarding your web presence in order to maximize your customer engagement and acquisition efforts.

You could do it yourself in about 8-10 hours by following this How To Guide, or yorCMO offers a fractionalCMO to do this work for you (a $1000 value), following the “how to” steps below and providing professional feedback.

The DLR process starts by gathering some preliminary information needed to complete the full DLR report.

**DISCOVERY**

**Questions needed to complete the review:**
- What are 3 keywords people use searching for you?
- Is google search console installed and do you have any goals set?
- Can you measure traffic to and within your site?
- What social media networks are you on?
- Who set up and owns the social media accounts?
- Are you doing any email marketing or paid media?

Note: some areas of your digital landscape are reviewed during a full audit because they require logins, and more thorough analysis.

**WEBSITE**

**What is your site speed?**

**Is your website responsive?**
- Is your website Mobile Friendly? Use Google Mobile Analyzer - https://testmysite.thinkwithgoogle.com/ (#) (Use to pull speed and ways to improve speed to note in DLR report comments)
  - Look at your website on your phone
  - Does it look right? List of issues
  - Are there any broken links? Do the links work - https://www.deadlinkchecker.com/
  - Is the information presented in priority order like desktop
Is Google Analytics loaded?
● Is Google Analytics Installed?
   ○ [http://www.builtwith.com](http://www.builtwith.com) (type in URL to see if GA is running - vie the detailed technology tab)

Comments/Questions
● Is the website content laid out clearly?
● List issues. Does it look right on mobile?
● Is information presented in priority order like on desktop?

ORGANIC SEARCH

Is Search Console installed? Yes, no, or maybe
From discovery conversation.

What is your Moz ranking (e.g. Domain Authority)?
Domain Authority (DA) is a search engine ranking score developed by Moz that predicts how well a website will rank on search engine result pages (SERPs). Domain Authority is calculated by evaluating multiple factors, including linking root domains and number of total links, into a single DA score.

● [https://moz.com/free-seo-tools](https://moz.com/free-seo-tools) - Create a Free Account
● Where do you rank? List pages if interesting
● What pages are ranking? Is this the page you want to rank?
● Go to Moz Link Explorer – Top Pages for listing - [https://analytics.moz.com/pro/link-explorer/top-pages](https://analytics.moz.com/pro/link-explorer/top-pages)
● What descriptions show on the search result page for your business.
● Is this what you expect/want? Just enter URL in Google to validate.

How many inbound links are coming to your site?
● Login to free Moz account and enter URL in Link explorer - [https://moz.com/link-explorer](https://moz.com/link-explorer)

What is your keyword #1 ranked?
● Keywords used to find company site – shortlist ~10 (highlight #1 and #2) [https://analytics.moz.com/pro/keyword-explorer/site/competitive-keywords](https://analytics.moz.com/pro/keyword-explorer/site/competitive-keywords)
● When you search for your keywords who shows at the top? Good information for comment section.

What is your keyword #2 ranked?
● Keywords used to find company site – shortlist ~10 (highlight #1 and #2) [https://analytics.moz.com/pro/keyword-explorer/site/competitive-keywords](https://analytics.moz.com/pro/keyword-explorer/site/competitive-keywords)
When you search for your keywords who shows at the top? Good information for comment section.

Is your Google My Business Page Set-up and Do you own the page?
- Go to page below, enter company name, hit “Manage Now” if allowed, it’s not claimed by the company or managed: [https://www.google.com/business/?ppsrc=GPDA2](https://www.google.com/business/?ppsrc=GPDA2)
- Is it current and accurate?

Meta Descriptions Accurate?
- Download the Moz Toolbar ([https://moz.com/products/pro/seo-toolbar](https://moz.com/products/pro/seo-toolbar)), go to the webpage, open the toolbar.

Comments/Questions
- Are your pages set up correctly and do they represent your brand?

SOCIAL

How many social sites were found?
- From discovery conversation and/or google search.
- Use Social Searcher ([https://www.social-searcher.com/](https://www.social-searcher.com/)) as an assessment tool for company's social platforms

Are social sites on-brand?
- From visual review of each site
- Use name searcher to check availability of your brand on all networks: [https://www.namecheckr.com/](https://www.namecheckr.com/)

Are social sites configured properly?
- From visual review. Is all contact info updated, photos relevant, etc.

Is social posting consistent?
- How consistently are you posting and sharing information across each platform (search last 30-90 days). Best practices: at least 1/week on each site, Twitter can be as much as 4-8 posts daily, Facebook and LinkedIn 1-2 posts per day.

Are social sites being engaged with?
- Are comments, reviews, questions being responded to in a timely manner.

Who owns the social accounts? From discovery conversation.
Comments/Questions

- Is there fresh content that builds brand credibility in the mind of the target customers?
- Are posts engaging, and is company responding timely?

REVIEWS

How many review sites were found?

- Check google, yelp, and social media.
- Look for industry-specific review sites, such as healthgrades.com for medical professionals.

Are reviews recent? From visual review of each review site.

Are reviews good or bad? From visual review of each site.

Are reviews responded to? From visual review of each site.

Comments/Questions -  Express any concerns about quality or quantity of reviews and a structured approach to responding to them.

**The Email and Paid Media sections are not included in a DLR. However, the questions are helpful and may result in recommendations for inclusion in the COMMENTS section on the DLR, without conducting any analysis.**

EMAIL

*FULL AUDIT NECESSARY*

Comments/Questions

Are you using email to stay in front of customers and target prospects?
Are your emails sent in large generic blasts or segmented?
What are the metrics for your emails? (open rate, unsubscribe rate, click rate, mobile vs. Desktop...)
Do you alert your sales team when prospects or customers click on a link that could show purchase intent?
PAID MEDIA

*FULL AUDIT NECESSARY*

Comments/Questions

Are you using any paid media?
- What is your lead conversion rate?
- What is your customer conversion rate?
- What is your cost per customer acquisition? Does this fit within your margins?

Do the messages align to the rest of your digital landscape?

If you'd like a complimentary DLR provided by yorCMO, please contact us at yorcmo.com and we'll schedule an initial conversation to get started.

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