



The directions you need to work smarter

G.P.S. is your on-call personal guide, navigating all the news and info so you can juggle your website, social media, SEO, analytics and marketing.



31 JAN, 2019

presented by: Greta Rose



overview

- Website
- Social Media
- SEO (Google Analytics)
- Observations & Recommendations
- Follow Up Questions





website

user experience:

As a visitor to your website, I should know what you do/offer and what you want me to do to perform a desired transaction. It should be intuitive and easy to navigate. It should be easy to contact you or find more information.

brand consistency:

Your website should compliment your brand. Any colors, fonts, images or graphics should match every other aspect of your business, such as business cards, brochures, brick & mortar, office space, etc. Attention to detail is everything.

formatting & design:

Clarity of information is the difference between your customer having a positive experience or having a negative experience. Communicating your message clearly is essential. Making a page easy to read and absorb strategic information is essential.

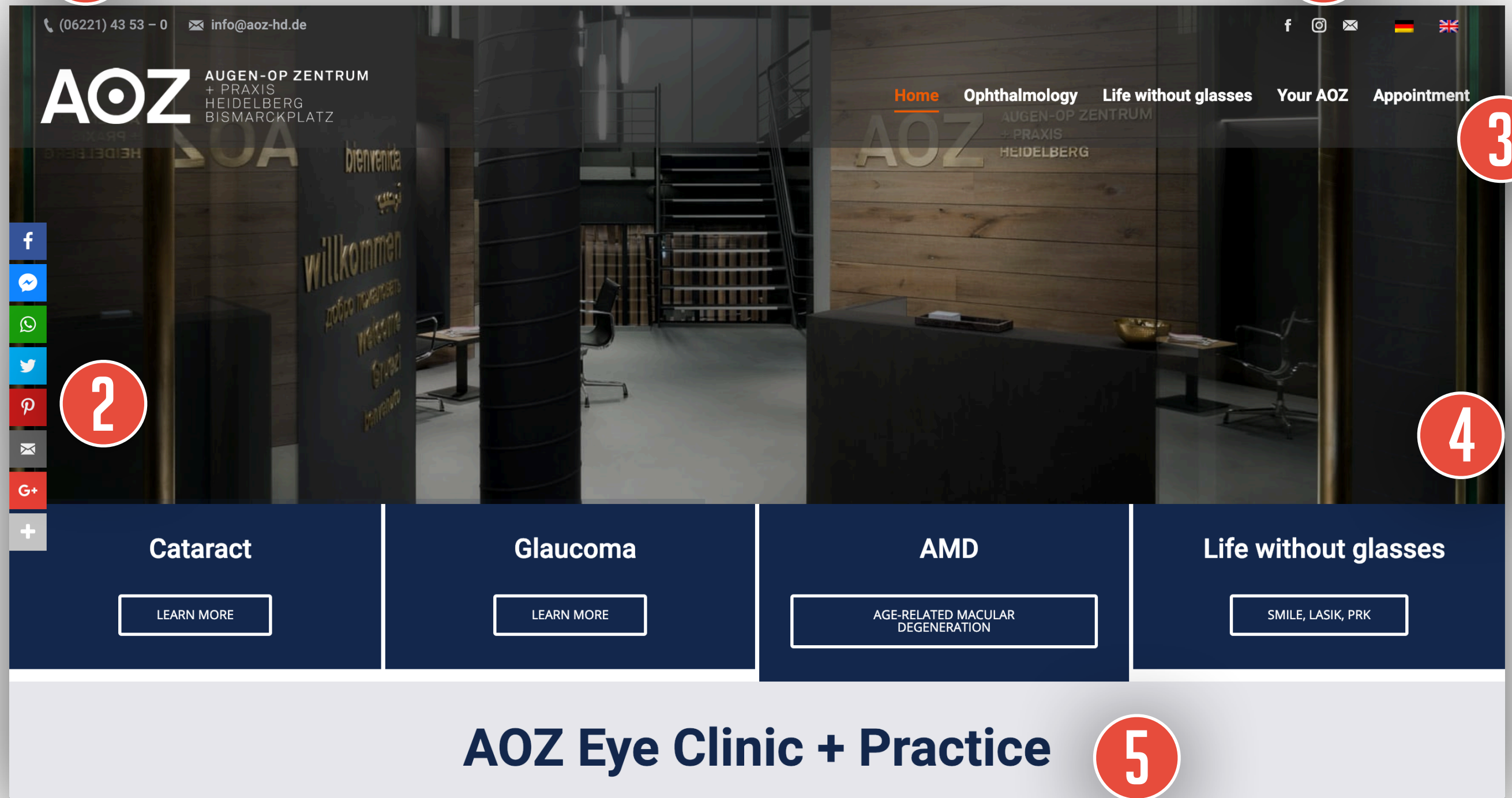
tools & tech talk:

There are many tools, plugins, applications and systems to make your job easier, more efficient, faster, better.



1

2



3

4

5

1

contact links:

The phone number and email should be links here for better user friendliness.

2

redundant social feeds:

While I appreciate the enthusiasm, your social buttons feel a bit of an overkill.... especially with this particular industry. I would keep the top bar, and make it always visible, or utilize the footer. I would remove the left side bar. Feels too busy, and not sure Pinterest is your target audience??

3

menu & primary CTA:

The main call to action should be the most obvious. Assuming it's to make an appointment, I would highlight this menu item by making it a button. There is a nice CTA banner lower on the page. I would move this up above the fold.

4

consistent design for both German and English site:

On German site there is a side banner advertising educational evenings, but this is not on the English site. Is there a reason for this? Also, this real estate would be ideal for scheduling an appointment, perhaps?

5

content above the fold:

The panel just below the primary slider and menu section is still considered "prime real estate." This might be more effective if it contained the CTA (see example) or contained more strategic copy (optimized). Wasting valuable space here, in my opinion.



social media

content & design:

The photos, videos and graphics you choose should show purpose and intention. They should make sense to your brand and be on topic. The words that accompany your post can help support your online reputation.

brand consistency:

Your social media pages and posts should be in concert with your overall brand, so they correctly reflect your business.

engagement & growth:

The frequency of posts and your participation in conversations with your audiences shows them you care, you are accessible, and most of all - you are a real person. Affinity is created when a business develops a human story we care about. Sharing stems from inspiration.

objectives & purpose:

The time you spend on social should produce results that serve your business and don't just waste your time. Determine realistic objectives, and then create a media plan that aligns with those objectives. How will you measure the success? Have clear metrics which let you know if you are on the right track, or not.





AOZ Augen-OP
Zentrum + Praxis
Heidelberg
Bismarckplatz
@aozheidelberg

- Home
 - Reviews
 - Photos
 - Videos
 - Posts
 - Events
 - About
 - Community
 - Info and Ads
- Create a Page



Like Follow Share ... Send Email Send Message

Create Post

Write a post...

Photo/Video Tag Friends Check in ...

- Recommendations and Reviews
- Recommended by 2 people
- Ich habe mich vom ersten Moment an sehr wohl gefühlt. Professionell, kompetent, freundlich, warmher... See More
September 21, 2018
 - Dies hier war die Erstbewertung: Hier stimmte einfach ALLES!

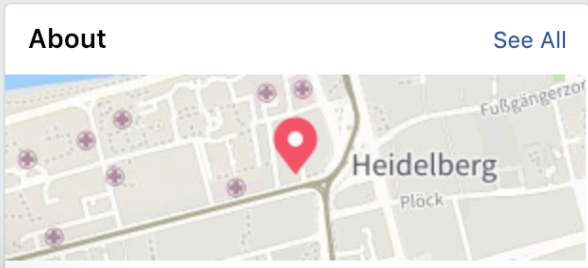
5.0 5 out of 5 · Based on the opinion of 16 people

Community See All

Invite your friends to like this Page

213 people like this

215 people follow this



1

social banner/cover:

There are some fun options available to you here, including video. You've got a great video... consider moving it into this space, or creating a video for this real estate.

2

stronger call to action:

Does "Email Us" work for you? Do you get contacts? If not, consider other options for this button, like "Learn More" (website link) or scheduling an appointment, if an option for you.

3

great reviews:

These are great! If not already doing this, keep getting reviews from fans. Love these! Great asset.

4

confirm your photos and videos:

If you have any duplicates of photos, please clean these up. Also, your videos are wonderful. You can repurpose these on your website and on social!



SEO (Google analytics)

search title & description:

How your business appears in Google Search is something you can control. It's important to select an effective title and description.

ranking & keywords:

Knowing the keywords and relevant search terms associated with your brand is an ever-fluid process of observing trends and customer behavior. Ranking is affected by your SEO, the quality of your content, and your engagement.

analytics & metrics:

Understanding how to read and analyze data takes the guessing out of marketing. Use analytics to guide every brand decision.

trends:

Google Trends is the best kept secret! Use this free tool to check phrases and key words and you'll be amazed by the insights available to you.



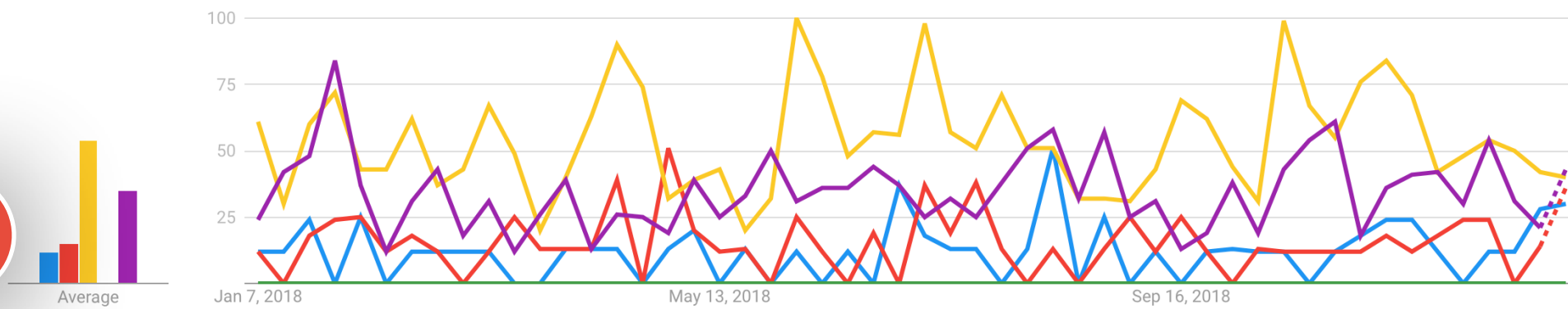
eye laser surgery Search term SMILE lasik Search term glaucoma Search term vision correction Search term eye surgery Search term

1

2

Germany Past 12 months All categories Web Search

Interest over time ?



3

Compared breakdown by subregion

Subregion Download Compare Share

1

choose key words and phrases to compare:

Play with what seems obvious and not obvious here. The phrase order matters, and the results might surprise you.

2

look at target areas and locations:

Geo location matters. Test cities and countries that might impact your business.

3

analyze & study results:

This is the fun part! The high point establishes the base line. All other activity is in proportion and ratio to this high point, so you can have context and value.



observations & recommendations

This will be used for our one-on-one sessions together. We'll record the session for your records.

effectiveness:

How clear is your overall marketing? My first impression:

personality & tone:

Your personality and tone are:

content categories & channels:

The content categories & channels that seem to be working for you:

I would add:

inspirations:

I am impressed by:

I recommend:







... stay the course ...



GPSmember.com
gps@gretarose.com