



Freeland Photography Website + Social Audit

Overview

Treo Marketing will conduct a thorough review of Freeland Photography's current website and website in development to identify opportunities for reorganizing and optimizing content to shift the primary sales message to focus on the commercial photography segment. Treo Marketing will also audit Freeland Photography's social media channels (including Facebook, Instagram, LinkedIn, Twitter, Pinterest and YouTube) for recommendations for updating each and a plan for establishing and building out platforms to target primary markets.

Objectives

The primary objective of this content audit is to evaluate the content on both the current website and the website in development to shift message to commercial photography.

The secondary objective is to conduct an audit on all social media channels to create a strategy for building out the new message and growing awareness in that market.

The tertiary objective is to ensure the new sales message and content strategy are aligned with the growth marketing goals to accurately measure and define success.

Marketing Assets

Current marketing assets that were audited include:

- Website (<http://freelandphotography.com/>)
- Website in development (<http://freelanddev.wpstagecoach.com/>)
- Facebook (<https://www.facebook.com/freelandphotography>)
- LinkedIn (<https://www.linkedin.com/company/507104/>)
- Instagram (<https://www.instagram.com/freelandphoto/>)
- Twitter (<https://twitter.com/FreelandPhoto>)
- Pinterest (<https://www.pinterest.com/freelandphoto/>)

Website Growth Opportunities

**These suggestions reflect copy + strategy changes to the general website and do not include marketing content recommendations.*

- 1.) Link Google Analytics
 - a.) The Wordpress Google Analytics plugin is not activated. This is an easy way to keep a day-to-day monitor on your website traffic.

- b.) Can also show you which pages are performing well and what's not getting enough traffic so you can make the necessary changes.
- 2.) Commercial Photography Keyword Development
 - a.) If Freeland Photography's business/sales goal is to increase the brand messaging around commercial photography, significant work should be put into a keyword strategy and plan.
 - b.) These commercial photography keywords will be used in the copy throughout the website, on all social media channels, in email marketing, and more.
 - c.) These keywords can also help inform and build out blog posts, social media content, email content, and more. This will help build up a good, organic SEO footprint
- 3.) SEO Strategy
 - a.) Create a local, on-page SEO strategy and implement the Yoast plugin on the Wordpress site
 - b.) Current SEO on homepage isn't utilizing best practices
 - c.) Website pages don't have keywords or SEO activated
 - d.) Use the keywords from #2 to help inform and create an SEO strategy to help drive traffic
- 4.) Add a simple "book/schedule now" button
 - a.) Add this button in the top right corner by the other contact info & make the button a color that stands out
 - b.) This will make it very easy/simpler for people to book appointments
 - c.) Can also use it as a way to gather data/leads
- 5.) Newsletter or Subscribe Button
 - a.) Consider adding a subscribe button as a way to gather leads and spread your brand message. Even if they don't sign up for a class, they might leave their email. Then, you can market directly to them.
 - b.) You can email out your promotions, classes and new blog articles to increase website traffic too.
- 6.) Consider blogging
 - a.) Lots of "noise in this marketplace" so to help stand out amongst the competition, consider blogging 1-2 times per month. This will spread awareness about your brand + boost your SEO + have you more things to market with.
 - b.) Content marketing has a great ROI

Facebook Statistics

- 4,209 total likes
- 129 average monthly page views
 - Page views = number of people who viewed your Facebook page
- 4,332 average monthly post reach
 - Post reach = number of people who had your Facebook post appear in their Facebook feed
- 2,628 average monthly post engagement

- Post engagement = number of people who liked, commented, shared or clicked on your Facebook post
- 80% message response rate
 - Message response rate = your response rate to direct Facebook messages

Facebook Page Growth Opportunities

**These suggestions reflect copy + strategy changes to the general Facebook page and do not include marketing content recommendations.*

1. Update profile photo to just the icon
 - a. The font is a bit cut off
 - b. Use the icon like the one on the LinkedIn page
2. Great cover photo
 - a. Add a link to the classes in the cover photo's caption section to gather leads/signups.
3. Test the "send message" button in the right corner to other options like "Book with us" or "sign up" if you're promoting a specific class or promotion.
4. Use the keyword research to make the most of your Facebook hashtags and implement a Facebook hashtag strategy.
 - a. Hashtags on Facebook don't behave the same way they do on Instagram and Twitter, so you should only use 1-2 and they should be hyper local and specific.
5. Mix up content type to keep your audience more engaged + bump up analytics
 - a. Create video slideshow with photos
 - b. Graphics + infographics to make announcements like classes, new appointments, seasonal announcements, etc.
 - c. Outside articles / blogs
 - d. Post tips and "behind the scenes" info
6. Shift message to more commercial posting + info
 - a. Update the about info
 - b. Add more commercial photography Facebook posts

LinkedIn Statistics

**Analytics are low because the page is still being built out and no posts have been made.*

- 52 total likes
- 11 average monthly page views
 - Page views = number of people who viewed your Facebook page

LinkedIn Page Growth Opportunities

**These suggestions reflect copy + strategy changes to the LinkedIn page and do not include marketing content recommendations.*

- 1.) Add a cover photo
- 2.) Build out the about section, leveraging industry keywords
- 3.) Implement a posting strategy and content calendar
 - a.) Use the Facebook post types as a guide for LinkedIn. Okay to post more articles and “professional” content
- 4.) Create and set goals to measure posting success

Instagram Statistics

**Analytics are low because the page isn't being used regularly. Last post was 3 weeks ago.*

- 1,178 followers
- 1,205 posts

Instagram Page Growth Opportunities

**These suggestions reflect copy + strategy changes to the Instagram page and do not include marketing content recommendations.*

- 1.) Add a bio + website link
 - a.) Leverage industry keywords
- 2.) Update story highlights
 - a.) Highlight classes, commercial photography, wedding, etc.
- 3.) Create and implement a routine posting strategy + content calendar
 - a.) Instagram is a platform built for photographers, so it's a good one to invest in!
 - b.) Leverage the keywords to make the most out of your organic posting
- 4.) Create and set goals to measure posting success

Twitter Statistics

**Analytics are low because the page isn't being used regularly. Last Tweet was in June.*

- 411 followers

Twitter Page Growth Opportunities

**These suggestions reflect copy + strategy changes to the Instagram page and do not include marketing content recommendations.*

- 1.) This platform isn't being routinely used
 - a.) Determine if this is a platform worth keeping
- 2.) Create and implement a routine posting strategy + content calendar
- 3.) Create and set goals to measure posting success

Pinterest Statistics

**Analytics are low because the page is still being built out and no posts have been made.*

- 767 followers

Pinterest Page Growth Opportunities

**These suggestions reflect copy + strategy changes to the Pinterest page and do not include marketing content recommendations.*

1. This is overall a great account!
 - a. Good engagement and “pins” on a lot of your board, especially the wedding one
2. Leveraging keywords and tagging could widen organic reach
 - a. Implementing more commercial photography keywords, for example
 - b. Commercial board could be fleshed out a bit more too
3. Add a board dedicated to the classes you offer to showcase and highlight your services
 - a. Do student spotlights, etc.

YouTube Statistics

**Analytics are low because the page is still being built out + last post was from 7 years ago.*

- 2 subscribers

YouTube Page Growth Opportunities

**These suggestions reflect copy + strategy changes to the personal YouTube page and do not include marketing content recommendations.*

- 1.) This platform isn't being routinely used
 - a.) Determine if this is a platform worth keeping
- 2.) Create and implement a routine posting strategy + content calendar
- 3.) Build out the about section, leveraging industry keywords
- 4.) Create and set goals to measure posting success

Next Steps // Organic Content Growth Opportunities

**These content suggestions are for both Facebook, LinkedIn, and Instagram and include only organic (not paid) content strategies for growth.*

- 1.) Begin executing the suggested changes in both the Facebook, Instagram, Pinterest, LinkedIn Page Growth Opportunities
 - a.) Determine if Twitter + YouTube accounts warrant strategies
- 2.) Create a running list of industry-specific keywords that will be reflected in the website + social media copy
 - a.) These keywords will also be used in the copy for the social media posts, including hashtags for Instagram
 - b.) Hashtags will be very important for widening our audience on Instagram
 - c.) Update SEO on website + leverage keywords for social posts
- 3.) Get approval on a Social Media Strategy
- 4.) Once strategy is approved, create a content calendar leveraging the industry-related keywords and topics.
- 5.) Set KPIs for Facebook, Insta, Pinterest, LinkedIn to measure growth month-to-month
 - a.) Determine if we want to set them for Twitter + YouTube
 - b.) Include graphics + blog topics

