# How to Conduct a Basic Audit of Your Business’s Online Presence

Are you wondering why your business is not ranking highly on Search Engine Result Pages? You could also be frustrated by the dismal traffic and leads your business is generating from search engines? That’s a shortfall associated with an unstrategic online profile.

An online presence audit can reveal areas that need improvement for an effective marketing strategy. The audit is also central to refining, analyzing, and making changes to align your operations with business goals and objectives.

**Fact**: Most consumers use search engines to find brands, which stamps the need for a robust online presence.

Here’s how to conduct an audit of your online presence.

## 1. Website Audit

The role of a website audit is to determine if a website is optimized for search engines by evaluating the content strategy and critical aspects like user-friendliness. In addition, a scheduled audit reveals issues touching on web development, SEO, navigation, and the ability to attract search traffic.

Here are a few questions that are central to a website audit.

### Content

* Does your site have a blog?
* Have you identified the target audience?
* Does your content display trust, authority, and expertise?

### SEO

* How many inbound links are there on your site?
* Is your site mobile-friendly?
* Have you incorporated keywords in your content?
* Is your website secure?

The answers to the above questions can reveal a strong online presence or whether one needs to improve. Remember, a site without a blog ranks poorly compared to a business that regularly produces content. Equally, mobile-friendly sites stand a better chance to attract internet traffic who primarily access the internet using mobile devices.

## 2. Social Media Presence

According to Statista, an internet user spends an average of [145 minutes daily on social media](https://www.statista.com/statistics/433871/daily-social-media-usage-worldwide/#:~:text=As%20of%202019%20and%202020,minutes%20in%20the%20previous%20year.), making social media audit vital. The role of the audit is to establish the level of efforts put on social media and its corresponding effectiveness.

Here are a few preliminary questions that’ll define the audit.

Are you active on crucial social media platforms? What is the level of engagement? What content makes users responsive? Are your profiles well described and complete?

Here’s how to conduct a social media audit:

* **Establish Your Social Presence**: Conduct a simple Google search on the web to find out whether your accounts are visible. Equally, search on individual platforms, e.g., Twitter, to discover if they exist. Record all the findings, note the activity levels, and ownership of each account. Then, in case you find an imposter or fan account owners to avoid a situation where they can hurt your brand.
* **Check for Completeness**: Look at each account individually for completeness and consistency with your brand. The essential items include bio text, cover images, handles, pinned posts, verification, and links. In addition, ensure the information therein is captured correctly and accurately represents your brand.
* **Evaluate Current Performance**: Which posts do users prefer? Use channel analytics to determine whether users prefer videos, infographics, or informative posts. Again, it’s crucial to understand the channels generating more traffic, engagement, and sales than others.
* **Find Out Your Key Audience**: As you establish the status of each account, understanding your audience is vital. Look at the analytics and general information to find out audience demographics like age, location, interests, etc.

## 3. Google My Business Audit

Google My Business (GMB) is an essential listing that improves local visibility/SEO. Therefore, it’s critical to establish your presence is on the site. Moreover, the GMB audit sets in motion any improvements the brand needs to enhance its online profile.

Here are the main questions to help you tackle the audit:

* **Are the business details complete?** The role of a GMB listing is to provide essential details to customers. As such, ensure the listings have captured correctly the name, address, contacts, website description, and category. Under category, instead of simply stating a law firm, insert the specialization, e.g., corporate law.
* **Do you have reviews?** Customers trust reviews and 5-star ratings; the higher your ratings, the better the click-through rate and sales. So, are you constantly asking customers to review your business? Reviews are a crucial ranking factor that also enhances your online reputation.
* **Does your GMB have posts?** Besides providing basic information, GMB allows businesses to update offers, products images, or your team. Therefore, check whether the listing has this gap and make the necessary adjustments to enhance your profile.
* **Do you have multiple listings?** Ensure there aren’t duplicate profiles to avoid confusing potential clients.

## 4. Online Reputation

Today’s customer is now relying on brand reputation to determine whether it’s worthwhile doing business with you. To that end, what people are saying in the press, social media, memes, or videos can influence the success of your business.

The answer to the below questions can provide an objective basis to enhance your online reputation.

* How do people perceive your brand on sites like Yelp, Google, Yellow pages, and other third-party review sites?
* What would you want the audience to associate your business with?
* What actions would you like your customers to take online?
* Does a simple search result in a rich snippet?

At this stage, you’ll need to scan your presence on major sites like Google, Bing, or Yelp to get an overview of the brand’s reputation. Lastly, use the report to highlight issues that require urgent action or positive aspects that you can build on.

## 5. Competitive Landscape

Competing firms are a major reason why you’re not ranking for specific keywords or appearing in the first pages of search results. Therefore, it’s imperative to go deeper into their sites and find their unique strategies.

First, create a list of 3-5 competitors and assess their SEO, keyword ranking, or social media presence and find out what is contributing to their success. Then, use competitive analysis tools to find URLs with the highest-ranking score, traffic, social shares, and speed. In addition, find the unique keywords that competitors are ranking for.

So, what are your competitors doing differently? Is it an excellent content marketing strategy, social media sharing, or a combination? Finally, remember to create actionable insights that you can apply to enhance your online presence.

## Key Takeaway

The massive shift to online transactions has accelerated the need for businesses to create compelling online profiles. An audit covering crucial aspects like social presence, GMB, online reputation, and the competitive landscape is key to creating a formidable online presence.

In addition, an audit is not an end but should provide ideas, strategies, and inspiration to rank better, enhance your brand, and power growth.