

Level 1 Digital Audit Results

Site Performance Analytics:

- Analytics
- SEO Performance
- Social Results
- Next Steps

Site Performance Audit

- **Page speed (performance, structure, blocking time, etc..) serves two purposes:**
Ranking factor for Google and user experience. If a website loads too slowly you can lose visitors as well as have your Google rank affected. Page speed is measured by the size of your images, pictures, video and other website code on your website.



Latest Performance Report for:

Share

Report generated: Sun, Jul 16, 2023 12:14 PM -0700

Test Server Location: Vancouver, Canada

Using: Chrome (Desktop) 103.0.5060.134, Lighthouse 9.6.4

Web Vitals [?](#)

	Performance ?	Structure ?	Largest Contentful Paint ?	Total Blocking Time ?	Cumulative Layout Shift ?
	94%	83%	1.2s	99ms	0.07

Site Performance Audit

- The high payload is associated with the huge video file

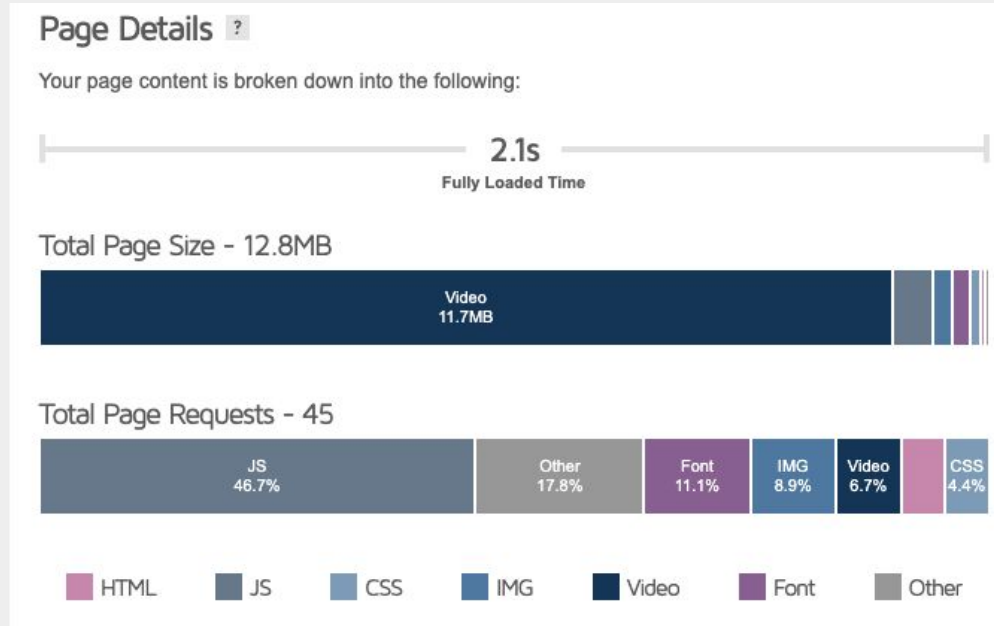
Top Issues

All FCP LCP TBT CLS These audits are identified as the top issues impacting **your performance**.

IMPACT	AUDIT	
High	Avoid enormous network payloads LCP	Total size was 12.8MB
Med-Low	Use a Content Delivery Network (CDN)	18 resources found
Low	Serve static assets with an efficient cache policy	Potential savings of 61.1KB
Low	Eliminate render-blocking resources FCP LCP	Potential savings of 83ms
Low	Reduce unused CSS FCP LCP	Potential savings of 98KB

Site Performance Audit

- Video on the site is the largest item and best to have this load through YouTube versus hosting on own web server.



Site Performance Recommendations

- Look for alternative to host video. Recommended to use YouTube and embed on your site. With your current setup, it uses a lot of web resources and can produce a very slow website which could turn visitors away
- Reduce picture sizes whenever possible
- Check with hosting provider about forcing SSL across all pages and site content

Analytics

Google Analytics/Search Console Overview

- Universal Analytics was not setup properly in the past. Due to this there is no history of data. **No further action required** since Google shut this down on 7/1/2023
- Google Analytics 4 (GA4) is properly setup and tracking data
- **Action Required:** Setup Google Search Console and link to GA4

Traffic Acquisition YTD July 15th

Session default channel group ▾ +	Users	↓ Sessions	Engaged sessions	Average engagement time per session
	5,273 100% of total	8,289 100% of total	3,506 100% of total	0m 37s Avg 0%
1 Direct	3,652	6,214	2,779	0m 39s
2 Organic Search	840	1,144	698	0m 56s
3 Referral	758	811	54	0m 03s
4 Unassigned	22	24	0	1m 49s
5 Organic Social	19	22	12	0m 31s

Definitions:

- Direct: User types website in directly or bookmarks
- Organic Search: Google, Bing Etc
- Referral: External sites
- Unassigned: People signed into Google, Google doesn't share their data
- Organic Social: Facebook, Instagram etc

Engaged sessions per user	Events per session	Engagement rate	Event count All events ▾
0.66 Avg 0%	4.96 Avg 0%	42.3% Avg 0%	41,085 100% of total
0.76	4.94	44.72%	30,691
0.83	6.57	61.01%	7,521
0.07	3.25	6.66%	2,637
0.00	4.54	0%	109
0.63	5.77	54.55%	127

Google Analytics Pages YTD - July 15th

Page title and screen class ▾	+	↓ Views	Users	Views per user	Average engagement time
		15,767 100% of total	5,273 100% of total	2.99 Avg 0%	0m 59s Avg 0%
1		6,344	2,595	2.44	0m 15s
2		2,414	2,020	1.20	0m 25s
3		1,018	863	1.18	0m 38s
4		1,003	819	1.22	0m 53s
5		703	638	1.10	0m 29s
6		662	576	1.15	0m 28s
7		542	515	1.05	0m 39s
8		524	509	1.03	0m 36s
9		484	466	1.04	0m 44s
10		480	384	1.25	0m 15s

Demographic Results - YTD - July 15th

City ▾	+	↓ Users	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time
		5,273 100% of total	5,202 100% of total	3,506 100% of total	42.3% Avg 0%	0.66 Avg 0%	0m 59s Avg 0%
1	Elkhart	827	787	648	19.31%	0.78	0m 13s
2	(not set)	552	430	183	31.88%	0.33	0m 23s
3	Ashburn	447	444	45	9.89%	0.10	0m 06s
4	New York	177	68	41	22.28%	0.23	0m 48s
5	Chicago	114	75	74	50.68%	0.65	0m 42s
6	San Antonio	104	80	16	15.38%	0.15	0m 16s
7	Columbus	94	75	17	17.89%	0.18	0m 17s
8	London	80	76	13	16.05%	0.16	0m 06s
9	Houston	67	32	25	36.76%	0.37	1m 06s
10	Los Angeles	59	24	16	25.4%	0.27	1m 10s

Google Analytics/Search Console Recommendations

- Setup Google Search Console and link to GA4
- Use the data provided to consider generating content/ads for that specific audience
- Use page data to determine what content is or is not working on your website to help tailor who you are serving

SEO Performance

SEO Audit Results

37 pages of content

- Recommended to review each page and condense content. Some pages appear to be duplicated
- For pages being retained, page titles and meta descriptions need to be written. As a whole pages are not optimized
- Page content needs to be re-written for SEO purposes and restructured as applicable
- Some pages are showing as redirects but when visiting 404's are being generated.

SEO Recommendations

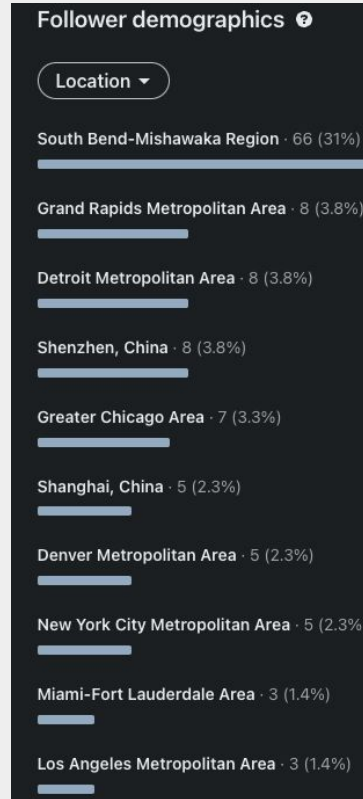
- Get rid of unneeded content
- Fix errors of 404's within website
- Check with hosting provider about forcing SSL for ENTIRE site. Some browsers were flagging me as the site wasn't rendering as secure
- Optimize entire site for Search Engine Optimization

Social Results

Social Media Audit Results

LinkedIn: YTD - July 14th

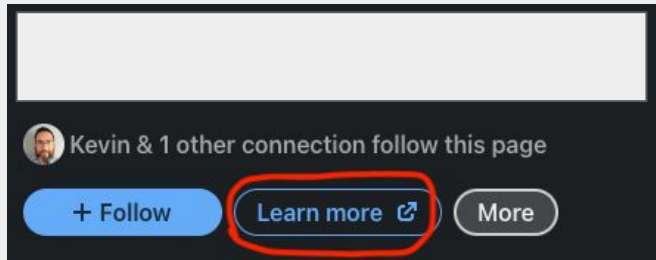
- 213 Total followers.
Increase of 14 followers in 2023
- Avg. **75 page views/mo** with ~40% of those being unique visitors.
- Gained 560 new followers
- 1.8k reactions, 59 comments and 141 reposts across all content shared on LinkedIn



Social Media Audit Results

LinkedIn: YTD - July 14th







- 355 profile page views
- 169 Unique visitors
- 14 custom button clicks



Social Media Audit Results

LinkedIn: YTD - July 14th

- Competition Follower Count

Follower metrics ⓘ		Ranked by new followers	
Page		Total followers	New followers
1	 Advantage Label & Packaging, Inc.	540	124
2	 Grand Rapids Label	1,451	68
3	 Platinum Press	550	46
4	 Accu-Label	174	41
5	 Artex Label & Graphics Inc	212	16
7	 Standard Label Co., Inc	36	4



Social Media Audit Results



Overview:

- 312 Followers
- 298 Page Likes
- No current social postings
- A couple of recommendations speak of Forex and Crypto

Social Media Audit Results



Page overview Create a post Last 28 days

Discovery

- Post reach 93
- Post engagement 28
- New Page likes 1
- New Page Followers 1

Interactions

- Reactions 11
- Comments 0
- Shares 0
- Photo views 1
- Link clicks 0

Other

- Hide all posts 0
- Unfollows 0

Age and Gender

Men 41.80%
Women 58.20%

A bar chart showing the percentage of men (purple) and women (teal) across different age groups. The x-axis represents age groups: 18-24, 25-34, 35-44, 45-54, 55-64, and 65+. The y-axis represents percentage from 0% to 20%.

Age Group	Men (%)	Women (%)
18-24	~1%	~3%
25-34	~10%	~12%
35-44	~8%	~11%
45-54	~12%	~18%
55-64	~7%	~9%
65+	~5%	~6%

Location Cities Countries

Elkhart, IN	47
Jacksonville, FL	20
South Bend, IN	11
Grand Rapids, MI	8
Jacksonville Beach, FL	7
Mishawaka, IN	7
Asbury Lake, FL	5
Dunlap, IN	5
Indianapolis, IN	5
Middlebury, IN	5

Social Media Recommendations

LinkedIn:

- Setup a consistent posting schedule
- Interact with others posts
- Rewrite about intro to reflect more of present day
- Share about your projects and how it can help enhance a brand
- Take advantage of knowing your audience and create content to serve them directly

Facebook:

- A couple of page recommendations spoke of Forex/Crypto, I would suggest to delete these as this can draw spam to your page
- Setup a consistent posting schedule
- Interact with others post
- Share photos of your projects
- Run Facebook ads to help grow page likes/followers and additional promotions as applicable



Next Steps

1-3 MONTHS:

- Setup and link Search Console to GA4
- Review every page on site to optimize for SEO. Focus on your end user, restructure content/project work and modernize it for present day
- Get rid of any unnecessary content/pages sitewide
- Develop a social media plan and publish consistently

1-6 MONTHS:

- Review analytics and social data and develop a paid ad campaign using Google ads or social ads as applicable

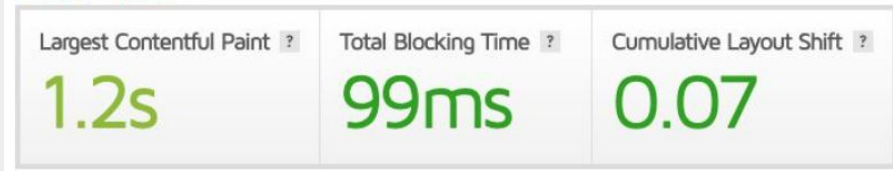
1-12 MONTHS:

- Develop email marketing campaign
- Analyze gaps in business on where you can expand into

Latest Performance Report for:



Web Vitals ?



For questions on how we can help you improve and implement this audit into a data-driven solution please [contact us](#).

Thank You!