

Digital Marketing Video Audit Assessment and Script

Use this form to create a video audit for any organization or individual that you would like to pitch. Once you have this form filled out, you can use it as a script for your video audit. The video audit should come in around five minutes or so, and can be recorded and shared via YouTube as a privately published video.

COMPANY NAME: _____ COMPLETED BY: _____

DATE COMPLETED: _____

Step 1: Intro

"Hello, my name is _____ <your name>. I run a digital design and marketing company based out of _____ <your location>. We work with _____ <niche> clients and are interested in working with you because _____.

I typically like to take a different approach than cold-calling or emailing to offer services. Instead, I've created a short video to give you some ideas for improvements that you can make to your site and online marketing, whether we work together in the future or not. I'm even going to show you a few improvements that you'll be able to implement today if you choose.

I noticed that you are running Google Ads (or some other form of paid advertising, if applicable), which means that you're paying money to get people to visit your website and to turn those people into leads or customers."

Step 2: Website

1. Open with compliments (“Some things I like about your site...”)

a. Site as a whole

b. Creators/designers of the site

2. Discuss strengths and weaknesses (aim for 60% strengths, 40% weaknesses)

a. Content and layout

POSITIVE

NEGATIVE

b. Mobile optimization (“The site is not mobile optimized. Which is a big thing these days. If people look for a site on their cell phone and it doesn’t display properly, they might just leave and go somewhere else.”)

POSITIVE

Mobile optimization(cont.)

NEGATIVE

c. Social features/integration

POSITIVE

NEGATIVE

d. Calls to action

POSITIVE

NEGATIVE

e. High quality images

POSITIVE

High quality images (cont.)

NEGATIVE

f. News articles

POSITIVE

NEGATIVE

g. Welcome message/statement of benefit:

POSITIVE

NEGATIVE

h. Ease/clarity of getting in touch

POSITIVE

Ease/clarity of getting in touch (cont.)

NEGATIVE

- i. Resource pages/explanation of services (suggesting dedicated services pages is often a good place to start)

POSITIVE

NEGATIVE

- 3. Summary review of what's good ("But again, I like...")

Step 3: Google Search Results

1. Intro the keywords you are using

a. Focus keyword for the company (keywords should ideally be based on a term that they are paying for)

b. Secondary keyword for the company

2. Again, look at strengths and weaknesses of search results

a. Review paid search results

POSITIVE

NEGATIVE

b. Google local results

POSITIVE

Google local results (cont.)

NEGATIVE

c. Organic results

POSITIVE

NEGATIVE

3. Summarize search results

a. If I were looking for this service, who would I choose and why? Consider reviews, etc.

b. Why would I choose or not choose this company?

Step 4: MOZ Local Analysis

"This is called MOZ Local. It looks at your business listings across the internet. Google+, FourSquare, Facebook, SuperPages, InfoGroup, LocalEaz, Yellow Pages, Factual. They are all important because they effect how you show up in the Google 7 Pack."

Go over MOZ results...

1. Complete tab. What is complete? What isn't? What could be improved?

2. Incomplete tab. What opportunities are available for what services? Photos? Categories? Etc.

3. Inconsistent tab. What is missing or incomplete? Naming? Phone number? Etc.

4. Duplicates tab. Are there any? What could be done?

Step 5: Google+ Page

1. Reviews

POSITIVE

NEGATIVE

2. Profile photo, cover photo, "About Us" info, multiple keywords

POSITIVE

NEGATIVE

3. Photos

POSITIVE

NEGATIVE

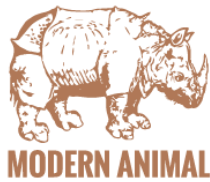
Step 6: Results

I hope this video has been helpful. I try to keep it around five minutes, but we've gone a little over here. The last thing I wanted to show you is some results.

If you type in _____ <business type> _____ <location>, this is my client at _____ <position in local results> and _____ <position in organic results>. When a company has more than 5 reviews, Google will display the star rating. This helps them stand out in the local results. Even if you don't rank number one you will stand out and reviews are extremely important for customers. (Drill in and show more detail—compare client reviews to competitors.)

This is also something I could help you with if you're interested. _____ <company name> has seen a big increase in people coming to them for _____ <service> in the _____ <location> area because of this. I'd be happy to talk to you free of charge and give you some more advice on ways you can increase your business, and possibly working together. Specifically, I think we could talk about _____ <service> and _____ <service>.

You can reach out to me at _____ <your number> or email me at _____ <your email address>. Either way, I hope this video was helpful and that you learned something today. Thank you.



This form was created by Modern Animal Strategy & Design Studio for use with John Sheas' awesome SEO consulting system as laid out in his blog post, "7 Steps To Starting & Growing an SEO Consulting Business".

Check out Modern Animal at www.modernanimal.co

Read John's original blog post at www.noshameincome.com/7-steps-to-starting-growing-an-seo-consulting-business

Enjoy!