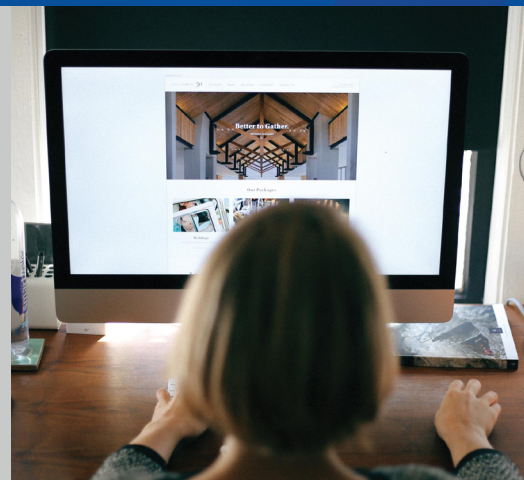


Search Engine Optimization/ Website Analysis

Having a website and social media is important for business. But having these digital assets isn't enough – making sure they work optimally is a top-line priority. That's why we provide **Search Engine Optimization (SEO)/Website Analyses** for business owners so that they can see how their digital properties are performing versus their competition and learn what improvements can be made for peak online performance.



What we check:

- ✓ **Website Design** - the structural, content, and display attributes that make up your website.
 - **Responsive Design** - is your site designed so that content is accurately and clearly displayed for visitors no matter if they are using a desktop, laptop, tablet, or mobile device?
 - **Branding Assets** - are content elements, like a favicon, social media icons, and a strong call to action, utilized on your page? This helps search engines verify the credibility and intent of your website content.
 - **Accessibility** - a check on the framework, content, and design to make sure your site is user friendly for everybody, including older users, people with disabilities, and those with other accessibility needs.
 - **Browser Compatibility** - different web browsers render the elements of your website differently. This check identifies issues that may not be evident on some browsers but are present for others.
- ✓ **Search Engine Optimization (SEO)** - a check on various factors that impact how a search engine (like *Google*, *Yahoo!*, or *Bing*) ranks your page, including but not limited to the use, length, structure, and relevance of certain site content.
 - **SEO score** - a 1-100 score that factors in everything involved in an SEO analysis to provide an easily understood comparative metric.
- ✓ **Social Media Optimization** - a review of linked social media properties associated with your business. These sites can lend credibility if the information contained is accurate and relevant.
More about Social Media Optimization Audits on back...
- ✓ **Site speed and security** - visitors prefer to not access websites with long page loads times, whether from excessive data requirements, clunky scripting issues, or possible nefarious activity. This check is meant to identify those aspects that are impacting load speed and ensure your site uses protocols that keep your visitors' online activities safe and secure.

Why is an SEO analysis important for business?

For many businesses, their online presences are the #1 way that people find out about what they offer, where they can be found, and how to buy. Much of that traffic comes through search engines that read millions of websites to provide the most relevant results for the potential customer's search query.

Search engine algorithms have been developed to look beyond just words on the page and consider several other factors to determine how relevant, safe, and useful the pages it returns in search results are for its users. SEO is the process of analyzing those factors and updating your site's content to optimize its search ranking performance.



The Pitt SBDC is designated as a Center of Excellence in Digital Services by the PA SBDC.

Interested in an SEO Analysis or Social Media Audit from Pitt SBDC? Contact us at **412-648-1542** or **sbdc@innovation.pitt.edu**.

2023 OUTPUT

305
SEO
Reports

185
Social Media
Audits

Social Media Audits

For your business, social media is a way to connect and create relationships with others, whether they are your customers, suppliers, or community organizations. How you use the various available platforms ultimately will dictate the level of engagement you inspire, but there are some foundational elements that a **Social Media Audit** will uncover to help you best position your profiles to drive business and optimally utilize social media as the low-cost marketing tool that it is.



In the Social Media Audit we review the presence of:

- **Profile Basics** – including a strong business bio (what you do, what you offer, where you are located, etc.), contact information, and a clear Call-To-Action (what you want the visitor to do)
 - **Branding consistency across platforms** – through the use of:
 - Account handles
 - Profile photos and cover/header photos
 - **Post content** – reviewing posts for variety and use of video
 - **Posting history** – how often you post so that you are staying engaged with your followers and providing the most timely information
 - **Engagement with comments** – ensuring you are responding to customers questions and providing relevant customer service
 - **Hashtag use (where appropriate)** – leveraging the use of #hashtagged topics and conversations to connect with ideas and content areas relevant to your business, products, and services
 - **Good utilization of platform features** – some platforms allow users to shop directly on the site, book appointments, etc.
- + Content Recommendations** – taking into account factors like your audience, industry, and the social media platforms you use, consultants will provide topic and approach recommendations to help you better connect with your followers and expand your network.

Why should you use Social Media for your business?

For many businesses, social media platforms offer direct access to potential customers. Social Media reaches users where they are and allows businesses to control what messages customers see. It is a generally low-cost, easily accessible marketing tool for businesses of all shapes and sizes, especially new ventures.

Social Media can be used for:

- Brand awareness
- Brand personality
- Thought leadership
- Increased web traffic
- Reputation management
- Analytics and insights
- Competitor analysis
- Targeted advertisements

University of Pittsburgh Small Business Development Center

📍 3520 Forbes Avenue
Pittsburgh, PA 15261

📞 412-648-1542

🖱️ entrepreneur.pitt.edu/sbdc

@PittSBDC



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University of Pittsburgh

Helping businesses start, grow, and prosper.



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