

Client Name
 Client Address
 Client phone
 Client website



WEB DESIGNER
 CLIENT OR DESIGNATE
 EMAIL MARKETING

WEBSITE REVIEW
October 2016

AREA	NOTES	COMMENTS
General	No Google Analytics? Alternative Dashboard for viewing visitor behavior and frequency?	WEB
	Website itself is not mobile responsive, but there is a mobile site which loads independent of the website.	WEB
	Javascript site (no judgement - just an observation)	fyi
meta description	Auto restoration Waltham, Auto repairs Waltham, Auto shop Waltham - Auto Repairs in Waltham, Newton, Belmont, Weston, Boston, Needham. Good keywords - good location listings	fyi
meta keywords	Acura, Alfa Romeo, Aston Martin, Audi, Austin Healey, BMW, Ferrari, Fiat, Honda, Infiniti, Jaguar, Land Rover, Lexus, Maserati, Mazda, Mercedes Benz, MG, Mini, Mitsubishi, Kia, Lotus, Nissan, Peugeot, Porsche, Saab, Subaru, Toyota, Triumph, Volkswagen, Volvo. Auto Restoration Waltham, Auto Repairs Waltham, Auto shop Waltham - Repairs in Waltham, Newton, Belmont, Weston, Boston, Needham	fyi
Home	Clear Calls to Action Easy to navigate	
	Sign up for the newsletter - no autoresponder set up with the pdf? - offer coupons?	Constant Contact
Services	Small thumbnail images over main image?	WEB
	Love the views inside and out - help develop 'know - like'	
	Links open in new tabs. That's great.	
	Consider a link or two to your testimonials page - either as a link in the text or as call to action button.	web
	sidebar - consider live link on "Call us..."	web
	sidebar: ASE Certified could be a live link.	web
	Consider links to Convenient and Confidence pages	web
Who We Are	Love that we see people's faces Love the 2nd paragraph	
Our Facility	Love it. Love the slideshow. Consider adding a link to Google Maps. (not necessary since you have the directions page and the contact us page)	

WEBSITE REVIEW - Continued OCTOBER 2016

AREA	NOTES	COMMENTS
Testimonials	Consider linking some of the text to other pages on your website i.e. services, special projects, etc	WEB
Spelling/grammar	Delorean's - no apostrophe needed	WEB
	pricing are - change to is	WEB
	Consider screenshot images of testimonials (emails, Yelp, etc - adds credibility)	
Restoration/Special Projects	Love this page. Love the slideshow.	
	Consider a link or two to your testimonials page - either as a link in the text or as call to action button.	WEB
	add testimonial language to this page and link to testimonials	WEB
Contact Us	Is fine - Wondering about a form here. (*)	
Convenience	Great page for information	
	NEEDS A CALL TO ACTION - read our testimonials or contact us.	WEB
	Consider bullets for "several options to assist you:"	
	Consider a link to ASE Certified	
Confidence	NEEDS A CALL TO ACTION	WEB
Ideas for blogs and SM posts	Testimonials	
	The 'What We Do' Sidebar on the Services page	
	Car images - especially the special projects	
	Convenience options for customers	
	What is ASE Certified repair	
	Each of the services listed could have it's own "Did you know?" or "What you should know"	

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SEARCH RESULTS
October 2016



SEARCH TERM	SITE	NOTES	pg.
Business Name, Location		The 1st 7 listings in this search result were, indeed, Your company. 1: home page 2: testimonials page (this is probably due to the high density of keywords and content on that page) 3: Yelp - see notes above	1
	Google My Business	(To view use these search terms and view the listing on the right side of the page with the map)	1
		Claim this listing - fill with your own photos.	1
		Monitor reviews here (so far, they're great!)	1
	Car Talk	WOW! you have old, but wonderful reviews on this site - Your address and phone are accurate - I wonder if you claim the listing if they'll let you add your website.	1
		It looks like you need to claim the listing	1
		You can certainly use some of the text from these reviews in your postings.	1
	Facebook	see notes in Digital Platforms section	1
	Cerified Consumer Reviews	Nice text - links to "Car Talk" recommendations, your website, your facility page, and your 'contact us' page	1
		A very nice review April 16 "Alfa Romeo...."	1
		is this a paid listing? do you have access to the content?	1
	MapQuest	accurate info	1
auto repair waltham ma	Google and Bing -> p.2 on Yahoo	3 others came up on the Google maps first: Long Life, Frank's, Creonte.	
		search of 'more places' on the Google maps listing has client listed at #14	
		next 3 listings are Yelp "10 Best, etc (Client is #22 - no image) and Long Life	
		Client website is 3rd on the organic, non-map listings	

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Valued Client (Auto Repair)
 Digital Assesment

4 of 5

Digital Platforms October 2016



PLATFORM	NOTES	
CONSTANT CONTACT	Sign up form on your website - no autoresponder?	CTCT
	no link for sharing	
	Want to consider a form on the website's contact page?	
	Lead generator? The website offers 25-point pdf checklist - but I didn't see it in CTCT autoresponder. Did not receive an email with it.	
	Promotions? Discounts, coupons, giveaways.	
Yelp	It looks like the platform is claimed	
	Add your photos.	
	Sign up for notifications for new reviews	
	Monitor the traffic through the listing (Activity -left sidebar)	
	Respond to thank folks for reviewing you - perhaps working your lead generator in here i.e. thanks for Sign up for our monthly coupons.	
	Of course - respond immediately to negative reviews with a kind response and an appeasement.	
	You can also send private messages to reviewers.	
	No reason to pay yet - but it could turn out to be a place to publish upcoming promotions and coupons if you wanted to. (approx. \$50/month)	
Facebook	Not currently updated.	
	The About page is complete except the Times need to be changed to 5PM	
	Let's discuss possible benefits for building up this platform to capture new clients (Coupons, testimonials, Useful resource, Paid ads)	
	NEW REVIEW Monday 10/17!	
	Respond to reviews - set up notifications	
	Create albums	
Google My Business	(use these search terms and view the listing on the right side of the page with the map)	
	Claim this listing - fill with your own photos.	
	Monitor reviews here (so far, they're great!)	
Google Plus	Ties in with Google My Business - Claim, Brand, Fill in with information and photos	

Digital Platforms - Continued October 2106

PLATFORM	NOTES
Merchant Circle	There's a listing here - Needs to be claimed, branded and info updated.
Manta	There's a listing here - Needs to be claimed, branded and info updated.
Yahoo	Accurate content. Merchant verified. Links to website. (nice)
Alignable	Local based networking and promotions for small busines owners
Patch	Claim an account - can post useful resource articles for readers
Merchant Circle	Local based - allows images, coupons, etc
Superpages	Accurate info - links to website - you could claim this and add photo.
Repair Pal	Accurate contact info - no website link. Can pay for premium listing.
AutoMD	#44 (page 3) listing Shows the correct contact info but the link to the website is broken
AutoRepair Local	no listing for this client
Other possible listing sites -	https://www.brightlocal.com/2014/10/09/top-citation-sites/#mechanics niche listings....I have not tested these