

4Ocean Brief Marketing Review

TECHNICAL SITE AUDIT

Using browseo.net – (how Google crawlers read your website for organic search)

Found multiple On-page optimization errors on homepage

- found 5 H1s on homepage, not keyword optimized
- Basic keyword strategy needs to be implemented
- Alt-tags not keyword optimized
- Google Page Speed Insight Score: “Average”
- Need to Link Out to industry-related sites with high DA
- Internal link structure needs major improvement
- Live ChatBot to automate Q & A

WEB PAGE IDEAS

- Overall site needs more in-depth page information
- Extensive Case Studies of before and after clean-ups

SEO BLOG IMPROVEMENTS

Content Marketing Strategy – keyword focused blog topics for SEO

- Content Marketing focused “they ask you answer” type blogs
- Expand topics for SEO and E-comm sales focused
- Research long-tail keywords using “answer the public”
- Each blog post needs at least 1500 words on each, way too short currently
- Overall just needs a better organic SEO strategy then currently implemented

FACEBOOK

Can't comment on Ad strategy, but focus on look and feel without data

- Ad copy needs improvement by better “eye-focused copy”
- Need to use “pillip” to braek up with bullet points and sections.
- Ad copy should be easy and quick to read, now just blocks of text or short.
- Would like to review data for ad suggestions improvements to boost sakes

YOUTUBE

- Next to IG, personally think YouTube will ultimately become bigger than IG
- Would put serious time into growing account organically or through paid.
- Other content ideas
 - More personal touch with clean up stories or people affected
 - 360 videos
 - More in-depth documentary type video production.