

Secret Site Visitor Report

Business Name:	Example Australia and New Zealand (previously known as Old Example)	
Contact Name:	Jane Citizen – jane@example.com.au	
Easy To Find:	★★★★★	Easy to find – first place on Google search.
Web Site Presentation:	★★★★	Clean, modern, consistent presentation across entire site.
Social Media Channels:	★★★★	Using Twitter and LinkedIn. No other social media channels.
Social Media Usage:	★★★	Frequency on LinkedIn and Twitter should increase. Facebook should be added to social media activity (see report).
Currency of content:	★★★	Latest News page and LinkedIn have lengthy quiet periods.
Consistency:	★★★★	Some confusion over example.com.au vs oldexample.com.au and Australia & New Zealand vs Australia and New Zealand.

Finding the web site was easy – by entering the company name into Google, Example’s main website is listed at the top of the first page of Google’s search results. Visiting the web site itself, the content looks current and well-presented, clearly laid out with a contemporary font. Links to Twitter and LinkedIn are provided at the bottom of each page under the footer menu. Colour scheme on the web site works with logo. Latest news has only four posts – dated January, December (x2) and September - yet drop down menu suggests that there are older posts available. These older posts can be viewed by selecting the appropriate month or category from the sidebar on the Latest News page. A Latest News page should probably contain more than four posts from the past four months. The spread of news items implies that there was almost three months last year where there was no “Latest News”. Good to see team members’ photos displayed on the About Us page – this personalises the organisation and also gives some insight into the individuals with whom customers will interact.

On Twitter and LinkedIn, Example Australia & New Zealand has 152 and 132 followers respectively. There is a great opportunity to engage with a wider community using both platforms. It appears that some staff (e.g. @BH_Example) are tweeting independently of the company account – there needs to be a clear policy on who tweets what. Product managers should be encouraged to tweet on a regular basis with the company-wide Twitter account retweeting the more important messages. Many companies insist that their employees make a statement in their Twitter bio that their views are their own. Looking at the tweets from @BH_Example, this doesn’t look to be necessary in this case as all tweets relate to company business. This is something that should be addressed in a social media policy – what are the content boundaries for this sort of account? Does the account need a disclaimer that the opinions are those of the writer and not the company?

Two former staff members still have themselves listed as currently working at Example on LinkedIn. Two current staff members still have themselves listed as employees of Old Example – they should change their profiles to the new business name.

It appears that there is no obvious Facebook page for the organisation although international affiliates do have a Facebook page.

Three Great Ideas:	1	The high number of oldexample.com.au pages is a concern. Ask your web developer to clean out these pages if they are not being used any more.
	2	Ensure a minimum frequency for latest news items – maybe a minimum of once per fortnight? This creates the impetus for customers and potential customers to visit the site regularly.
	3	Provide an incentive for people to follow the organisation on LinkedIn and Twitter – maybe a small prize (movie tickets?) once per month for new followers. Set a target of, say, 500 followers on each by the end of July.

Report Prepared By:	Neil Butler – Untypical Smallbiz
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