

A **five step** digital health check for SME's

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STEP 1

Evaluate your website.

Your website is often the first point of contact for potential customers, so it's crucial to have a professional, user-friendly site that provides clear information about your business and

services. Check your website's loading speed, design, mobile responsiveness, and search engine optimization (SEO) to ensure it's up to par.



STEP 2

Analyse your social media presence.

Social media is a powerful tool for building brand awareness and engaging with customers. Assess your social media profiles to ensure they're active, up-to-date, and effectively engaging with your audience. Consider investing in social media advertising to reach a wider audience and drive conversions.





STEP 3

Review your online reputation.

online. Respond promptly and professionally to negative reviews, and encourage satisfied customers to leave positive feedback.

Your online reputation can make or break your business. Monitor your brand mentions, customer reviews, and ratings on review sites and Google to ensure your business is portrayed positively

STEP 4

Check your data security.

Cybersecurity threats are a major concern for SMEs. Ensure that your business and customer data are secure by implementing data encryption, strong passwords, two-factor authentication, and regular

backups. Consider using a reputable cybersecurity provider to provide additional protection.





STEP 5

Monitor your analytics.

Finally, it's important to monitor your website and social media analytics to track your digital marketing performance.

Analyse your website traffic, social media engagement, email open rates, and other key performance indicators

(KPIs) to identify areas for improvement and refine your digital marketing strategy accordingly.

Checklist.

Step 1:

Website Evaluation

- Check website loading speed
- Evaluate website design
- Test website mobile responsiveness
- Evaluate website SEO

Step 2:

Social Media Presence Analysis

- Analyse social media profiles
- Evaluate social media activity
- Check social media advertising
- Evaluate social media engagement with audience

Step 3:

Online Reputation Review

- Monitor brand mentions
- Check customer reviews
- Monitor ratings on review sites
- Respond to negative reviews
- Encourage positive feedback

Step 4:

Data Security Check

- Implement data encryption
- Use strong passwords
- Use two-factor authentication
- Perform regular backups
- Consider cybersecurity provider

Step 5:

Analytics Monitoring

- Track website traffic
- Monitor social media engagement
- Analyse email open rates
- Track key performance indicators (KPIs)
- Identify areas for improvement

just imagine.

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