

Digital Audit: Example Eyecare

Address:

123 Main Street
Anytown
Any Region

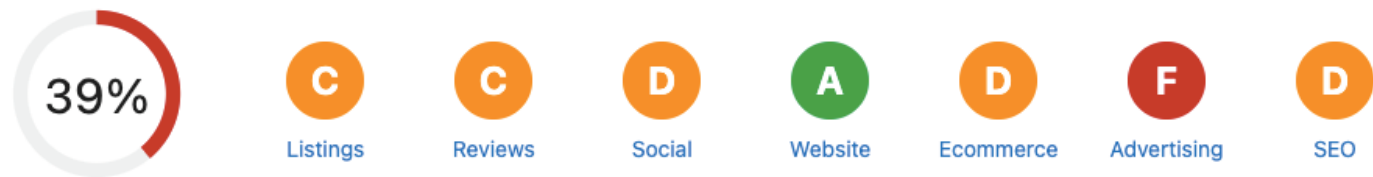
Website:

www.exampleeyecare.com

Business Category:

Optician

Overall score for Example Eyecare



Listings

Bad news: we can't find many listings for your business, which means customers can't either. What's worse is that the listings we found are mostly inaccurate. With 85% of consumers searching for a business online, you're losing revenue to your competitors. Add your business to review sites, business directories, and social sites to turn online searchers into customers.

Listing presence

Google

Your business was found

76.06% of your industry is on Google

Facebook

Your business was found

86.3% of your industry is on Facebook

X

Your business was found

10.69% of your industry is on X

Your business

6

Available listing sites

31

Listing accuracy

Your accurate listings

50%

Industry average

47.55%

Incorrect addresses: 3

Listing details

3 accurate 25 not found 3 possible errors

Listing site	Business name	Address	Website	Phone
	Listing not found			
	Example Eyecare	123 Main Street, Anytown Any Region	https://www.example...	+123 0000 123 456
	Example Eyecare	123 Main Street, Anytown Some Region	https://www.example...	
	Example Eyecare	321 Main Street, Anytown Any Region	https://www.example...	+123 0000 123 456

+ View 27 more

Reviews

You don't have enough reviews to maximize your local online presence. However, most people think you're awesome. Let's get more of that positive word out. We can help you generate new reviews!

Online reviews found on select sites			
	Your business	Industry average	Industry leaders
Reviews found	14 Google (14)	20	546
Reviews found per month	0.16	0.5	18.83
Average review score	5	4.54	5
# of review sources	1	1	4

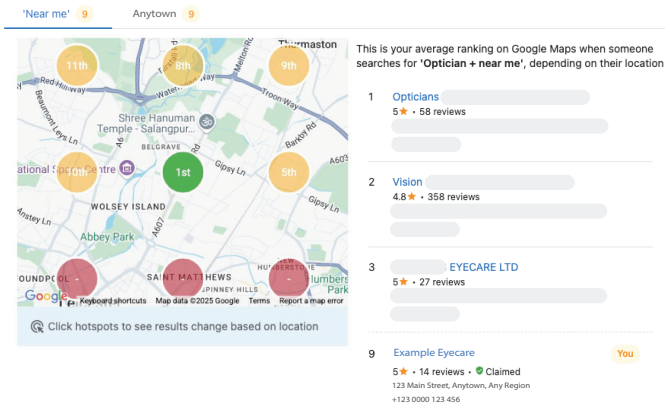
Advertising

Potential customers are within your reach, whether they're searching Google, scrolling through Facebook, or browsing other sites around the web. With digital advertising, you can put your business in the spotlight so that those people consider you before your competitors.

SEO

Potential customers are searching online for the products or services that your business offers. With SEO (Search Engine Optimization), you can boost your visibility in those search results so that people find you before your competitors.

C Local search results



D Organic search traffic performance

Your business				
Organic keywords ?	4			
Estimated search traffic ?	1			
Estimated search traffic value ?	\$1			
Organic click value ?	\$1			
Organic keyword ranking ?				
Ranked keywords ?	Competitiveness ?	Rank ?	Clicks ?	Search volume ?
ancient kauri wood	<div><div></div></div>	42	44	44
kauri wood	<div><div></div></div>	46	44	90
kauri wood grain	<div><div></div></div>	62	0	0

Social

You're rocking at least half of the social media world, but there are other users out there that are missing out on your wisdom, humor, and sage advice. You don't have to do it all yourself. As much as you like social media, we know you have a job to do. We can help you build a strong social presence by regularly posting timely and relevant content. Give us a call!

Facebook			
Information about your business's Facebook page			
	Your business	Industry average	Industry leaders
Likes	394	418	13.60K
Average posts / month	6	13.16	75
Average likes / post	7.58	2.77	30.67
Average shares / post	2.61	0.34	5.56
X			
Information about your business's X (formerly Twitter) profile			
	Your business	Industry average	Industry leaders
Followers	57	280	46.76K
Following	135	204	3.17K
Posts	72	637	15.53K
Instagram			
Information about your business's Instagram profile			
	Your business	Industry average	Industry leaders
Followers	893	1.08K	35.70K
Posts	155	303	2.73K

Website

Great website! If it ain't broke, don't fix it. However, in the case of the first page of Google, more really is better. Let us help you own more spots on that first page!

A Homepage content

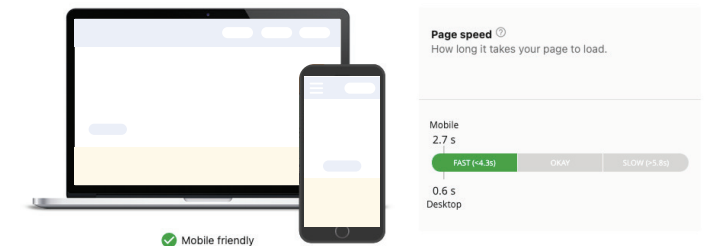
Business address	Phone number	Secure website (HTTPS)
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	Your business	Industry average
Homepage size	1716KB	2423KB
Video on homepage	✗	✓
Facebook link	✓	✓
Instagram link	✓	✓
X (formerly Twitter) link	✓	✓

B Mobile performance

A Desktop performance

Overall performance of your website



Core web vitals

Core web vitals provide key indicators that measure your website's performance and user experience. Google Search refers to these when evaluating page experience, so it's important they're monitored and acted upon.

Large content	Interactivity	Visual stability
How long it takes for the largest element within view to load.	How long it takes your site to respond after a user clicks on something.	Measures unexpected shifts in your website layout, usually due to elements loading out of sync.
Mobile: 4.7 s FAST (+2.5s) OKAY SLOW (+4s)	Mobile: 50 ms GOOD (<100ms) OKAY POOR (>300ms)	Mobile: 0.039 GOOD (+0.1) OKAY POOR (+0.25)
Desktop: 1.1 s	Desktop: 70 ms	Desktop: 0
View full mobile report		
View full desktop report		

eCommerce

More businesses than ever before are selling products and services online. Consumers see an online store as a sign of a reputable, established business.

Checklist		
	Found	Why it matters
Online storefront	Wix eCommerce	Online sales of products and services are up 110% year over year
Online payments	None found	As online transactions have increased by 140%, you'll want to make sure customers can pay you online
Lead engagement	None found	Engaging customers with relevant content can move them down the sales funnel
Online scheduler	None found	Bring in more customer bookings in less time by automating your meeting and appointment scheduling