

# Digital Media Audit: Bridgeport Family Pharmacy

4/7/2017

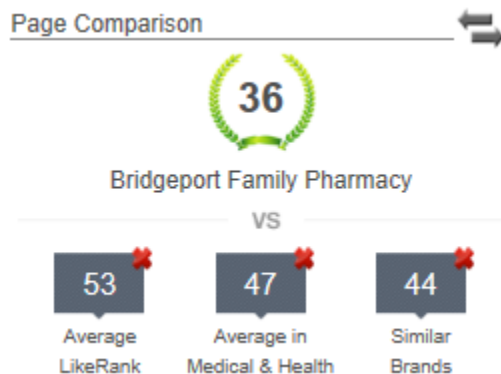
Prepared by: BG Media Innovation

## Social:

Site	URL	Profile Name	Followers
Facebook	<a href="https://www.facebook.com/BFPrx/">https://www.facebook.com/BFPrx/</a>	Bridgeport Family Pharmacy	226
Instagram	N/A	N/A	N/A
Twitter	N/A	N/A	N/A

## Facebook:

Observations:



Pros:

- Good content & good frequency of posts
- Good description & location of business
- Good reviews
- Website linked

Areas for potential improvement:

- Amount of likes & engagement with posts
- Lack of interaction with other local business pages or pages in niche
- Use of hashtags (geotagging for certain topics to increase local brand awareness)
- Posts don't entice engagement from followers
- Lack of customer posts on page

### Posts by Pages



✔ Posts per Day: 1.00

✖ Posts per type:

📄 95.8% 💬 4.2%

✖ Timing: Way off.

✖ Length of posts: Less than 100 characters.

✖ Curiosity: You should ask more questions.

✖ Hashtags: Not using.

Comments:

Know more about what posts your followers like, check your

[Page's top posts.](#)

### Page Performance



✖ Likes: 226

✖ Likes Growth: 0%

✖ PTAT: 5

✖ Engagement Rate: 2.21%

🔔 Checkins: 7

### Recommendations:

- Ask more questions to your followers
- Like other local pages & similar niche pages & engage with them
- Use more hashtags in posts (location/trends for more local exposure)
- Use Facebook contests
- Promote organic follower growth by incentivizing customers to post about the Pharmacy (ex. coupons or percent off for that they post day)
- Engage with all customer reviews and comments
- Collect email leads in exchange for content (ex. blog posts, coupons, or small giveaways)

### Instagram:

N/A – Instagram would be a great platform to launch for your pharmacy. It could be used to specifically target & engage with more people that are already like what you sell. On top of that, it would be a fantastic showcase for your store, products, & future sales. Pictures speak a thousand words & Instagram could be a free image ad platform.

### Twitter:

N/A – Twitter would also be a great platform to launch for your pharmacy. It could be used to test ads in certain demographics before marketing them on Facebook & Instagram. It could also be used to relay images & specific content to potential customers that are specifically looking for the products you want to promote. More importantly, twitter is the ultimate PR

medium. It would do wonders to network & engage with local bloggers, journalists, & any other kinds of PR people.

\*\*\*Example of a similar Family Pharmacy that's using twitter to build their brand and increase customer awareness\*\*\*



### Web Presence:

URL: <http://www.bridgeportfamilypharmacy.com/>

Pros:

- All necessary information present
- Contact information easy to find
- Picture identifying store front

Areas for potential improvement:

- Facebook link is a URL
- Website speed (don't lose customers to slow speed)
- No contrast among texts

### Review Sites & Search Engines:

\*\*\*Almost 7 out of every 10 people that search for you find incorrect business information\*\*\*








### 27% Optimization Rate

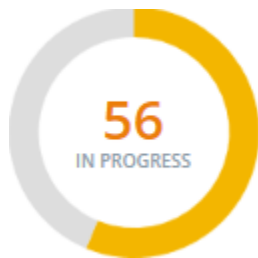
27% of the time customers search for you, they will see the correct information.

**bridgeport family pharmacy, 54 W 4th St, Bridgeport, PA**  
**(484) 370-2673** *(This isn't my business information)*

\*\*\*Business claimed on all platforms  
(Very good!)\*

	Business Name	Address	Phone
 <b>Google</b> <a href="#">view listing</a>	Bridgeport Family Pharmacy	54 W 4th St, Bridgeport, PA 19405	4843702675
 <b>Yahoo</b> <a href="#">view listing</a>	Bridgeport Family Pharmacy	54 W 4th St	4843702673
 <b>Facebook</b> <a href="#">view listing</a>	Bridgeport Family Pharmacy	54 W 4th St Ste 38, Bridgeport, PA 19405	4843702673
 <b>Bing</b> <a href="#">view listing</a>	Bridgeport Family Pharmacy	54 W 4th St Ste 38	4843702673
 <b>Yelp</b> <a href="#">view listing</a>	Bridgeport Family Pharmacy	54 W 4th St, Bridgeport, PA 19405	4843702673

## SEO Report Card:



### Insight:

Overall, your Pharmacy is in the top ten in google search results for your only keyword (Bridgeport Pharmacy). This is a great start and something to build off. Because there's not much competition at that keyword, a few simple tweaks should skyrocket you to the top. On top of that, getting ranked on Bing is vital too. Bing is still a search engine that can bring traffic & customers to your business. You can also start ranking for other keywords to continue growing, as well.

## Rank Analysis

	Actual
Does your website rank in the top 10 for "bridgeport pharmacy" in Google?	8
Does your website rank in the top 10 for "bridgeport pharmacy" in Bing?	
Does your website rank in the top 100 for "bridgeport pharmacy" in Google?	8
Does your website rank in the top 100 for "bridgeport pharmacy" in Bing?	

## Link Building

	Actual
Does your website have links from more than 10 unique websites?	0
Does your website have links from more than 100 unique websites?	0
Does your website have more than 25 backlinks?	0
Does your website have more than 250 backlinks?	0

## On-Site Analysis

	Actual
Is your main keyword, "bridgeport pharmacy", in the <TITLE> of your homepage?	No
Is your main keyword, "bridgeport pharmacy", in the <BODY> of your homepage?	No

\*\*\*100% of the people that search for your Pharmacy type "Bridgeport pharmacy" into search engines\*\*\*

### ORGANIC SEARCH POSITIONS 1 - 3 (3)

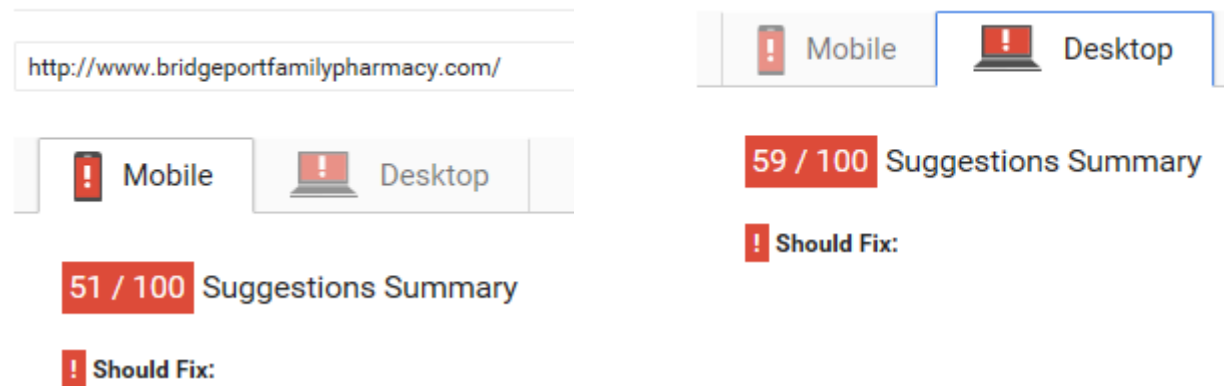
Filter by keyword [Advanced Filters](#)

<input type="checkbox"/>	Keyword	Pos.	Volume	KD	CPC (USD)	URL	Traffic %
<input type="checkbox"/>	bridgeport pharmacy	20 (20)	390	74.92	1.27	<a href="http://www.bridgeportpharmacy.com/">www.bridgeportpharmacy.com/</a>	100.00



\*\*\* Website could be better optimized for speed (especially on mobile) \*\*\*

## PageSpeed Insights



### Web Recommendations:

- Replace Facebook URL links on website to Social Icon Links
- Optimize website speed (don't lose customers to a simple speed fix)
- Alter some text on website to have slight contrast as a whole

I hope you get a lot of value for Bridgeport Family Pharmacy out of this Digital Media Audit. If there's anything you need or have questions about please don't hesitate to ask. Feel free to contact me anytime. I'd love to help.

Thanks,  
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