

Digital Media Audit

4/11/17

Prepared by: BG Media Innovation

Social

Site	URL	Profile Name	Followers
Facebook	https://www.facebook.com/pg/DouglasJewelers/photos/?ref=page_internal	Douglas Jewelers	81
Instagram	N/A	N/A	N/A
Twitter	N/A	N/A	N/A

Facebook

Observations:

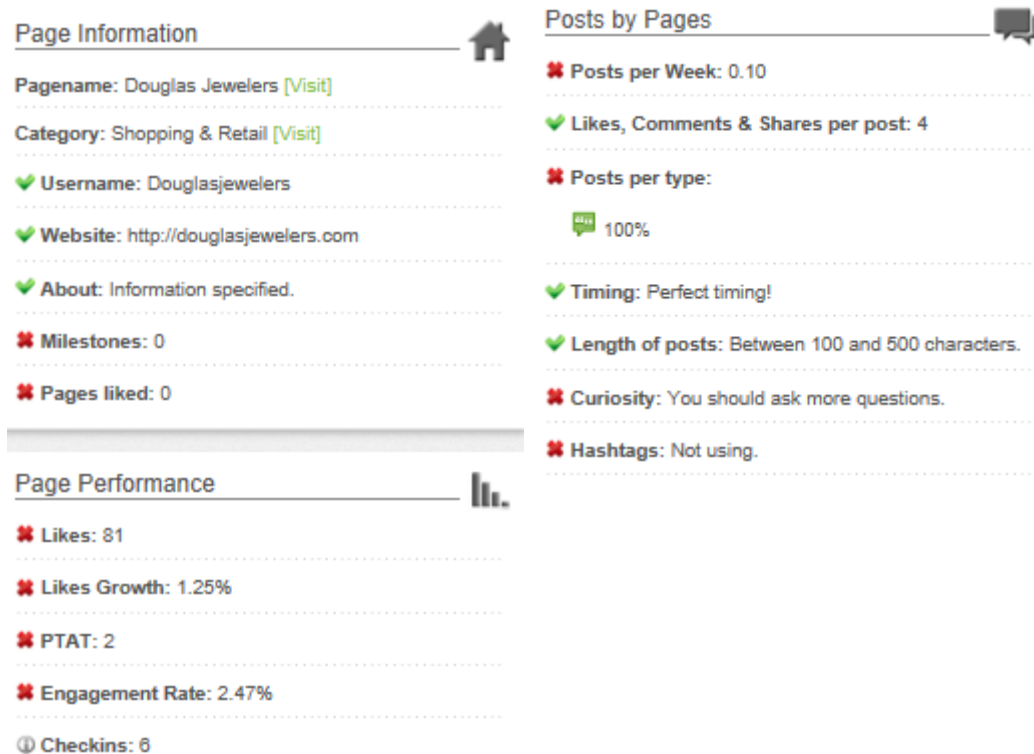


Pros:

- Good quality pictures
- Good description and location of business
- Contact information present and easy to find
- Good accumulation of reviews
- Great business foundation and potential for growth

Potential Areas of Improvement:

- Posting frequency
- Amount of likes and post engagement
- Lack of interaction with other local business pages
- Hashtag use
- Words per post
- Customer posts on page



Recommendations:

- Ask more questions of your followers
- Like other pages and interact with them
- Post more frequently (at least once per day)
- Use more hashtags in posts (location/trends for more exposure)
- Use Facebook ads and contest to grow your fan base and cultivate potential customers
- Promote organic follower growth by incentivizing customers to post about the store
- Engage with all customer reviews and comments

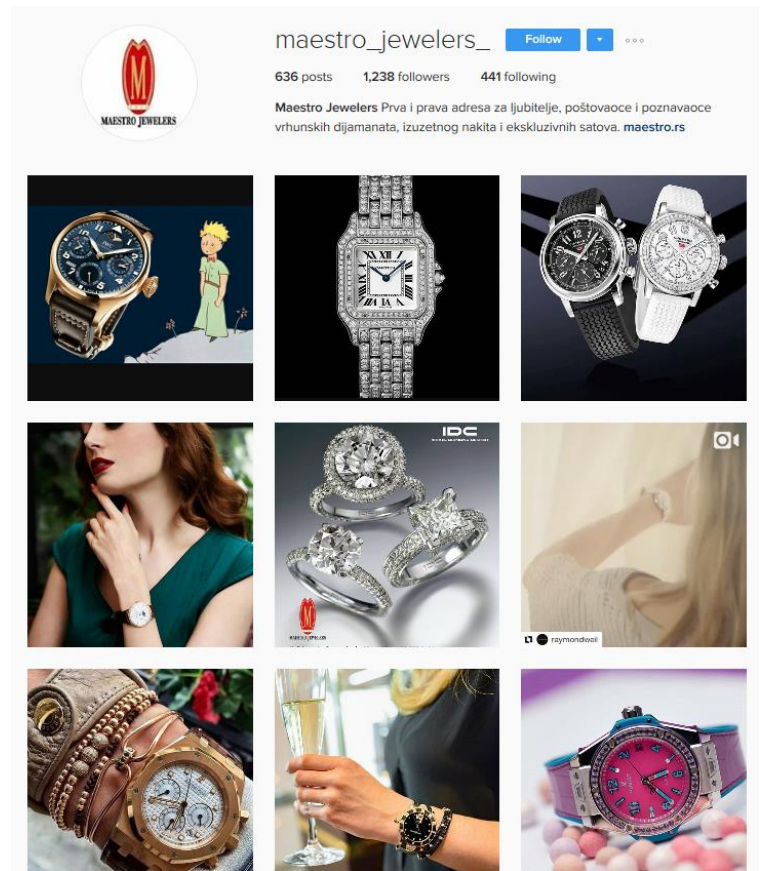
Instagram

N/A – Instagram would be a great platform to launch for your store. It could be used to specifically engage with more people that are looking for jewelry and what you sell. On top of that it would be a fantastic showcase for your products. Pictures speak a thousand words, especially jewelry!

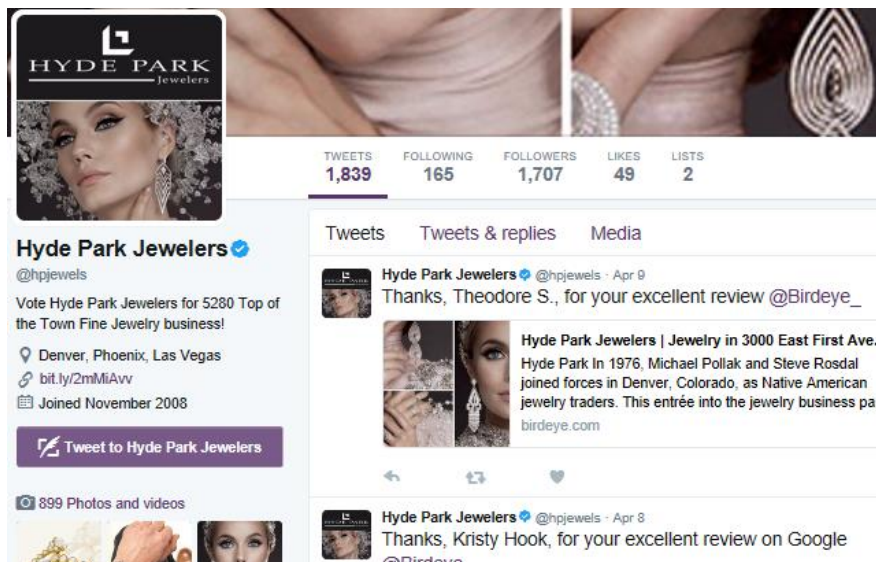
Twitter

N/A – Twitter would also be a great platform to launch. It could be used to relay images and content to potential customers that are specifically looking for the products you're selling. More importantly, twitter is the ultimate PR medium. You could network with local bloggers and journalists to get your brand more exposure and in front of new eyes.

*** Example of another Jeweler using Instagram to grow their followers and keep their potential customers engaged *** >>>>



*** Similar example on twitter ***



Web Presence

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

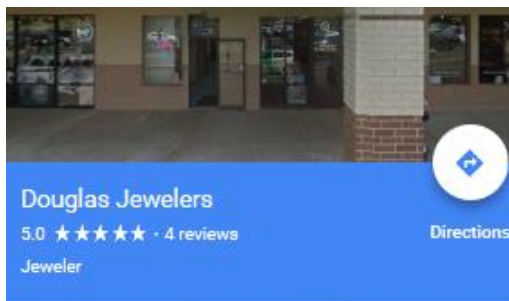
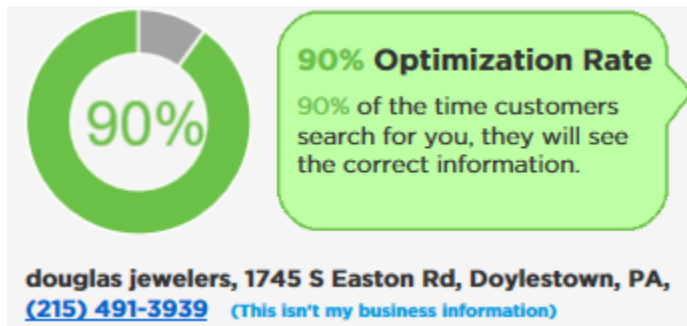
Pros:

- Good website design – very engaging
- Contact information easy to locate
- Easily to navigate and browse

Potential Areas for Improvement

- Social media tabs blend
- Website speed

Review Sites and Search Engines



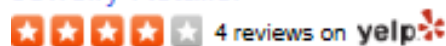
📍 Barn Plaza, 1745 S Easton Rd, Doylestown, PA 18901
Located in: Barn Plaza
🌐 douglasjewelers.com
📞 (215) 491-3939
🕒 Open now: 10AM–6PM ▾
✅ Claim this business
✎ Suggest an edit
🚩 Add a label

<<<<<<< *** Business not claimed on google ***

*** Business not claimed on Yahoo ***

Douglas Jewelers

Jewelry Retailer



Is this your business? [Verify your listing](#)

1745 S Easton Rd, Doylestown, PA 18901

Cross Streets: Between Duane Rd and Almshouse Rd/Easton

[\(215\) 491-3939](tel:(215)491-3939)

douglasjewelers.com

Today : 10:00 AM - 6:00 PM Open now till 6:00 PM

[See all hours](#)

*** Business not claimed on Bing ***

Douglas Jewelers

Address: 1745 S Easton Rd, Doylestown, PA 18901

Phone: [\(215\) 491-3939](tel:(215)491-3939)

Website: douglasjewelers.com

Nearby

- | | |
|----------------|----------------|
| Gas Stations | Restaurants |
| Grocery Stores | Coffee Shops |
| Parks | Nearby Transit |
| Search | |



Reviews

Yelp (4)



Recent · [Favorable](#) · [Critical](#)

May 17, 2014 07:07 PM

This store repaired my wife's wedding ring by replacing the prongs. They also did a good job with iridium plating the ring and an anniversary set. Both ... [Full review](#)

Mar 11, 2015 09:23 AM

These people charge twice as much as anywhere else to set a stone or change a watch battery. And, they ask you to leave the watch with them for up ... [Full review](#)

Nov 09, 2014 09:23 AM

I received a beautiful gold charm for my birthday from Douglas. It is perfect for my charm bracelet. I know the customer service was excellent ... [Full review](#)

[See all 4 Yelp reviews](#)

Kay® Jewelers

Ad - Kay.com

Shop America's #1 Jewelry Store! Buy Now & Get the Kay® Guarantee.

Zales® Online Jewelry

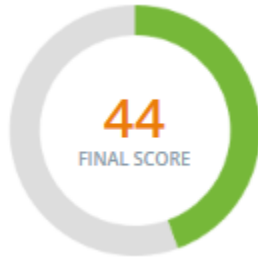
Ad - Zales.com

Beautiful Jewelry At Great Prices. \$149+ Orders Ship Free From Zales!

Data from: [Yelp](#)

[Suggest an edit](#) · [Is this your business?](#)

SEO Report Card









Insight:

When searching in relative close proximity to the store your online presence is apparent. However, this could be improved in a few ways to optimize your SEO rank to more people (even within the county). Ranking certain keywords and claiming your business on the major search engines would be a great starting point.

Rank Analysis

Actual	
Does your website rank in the top 10 for "douglas" in Google?	100+ 
Does your website rank in the top 10 for "douglas" in Bing?	100+ 
Does your website rank in the top 100 for "douglas" in Google?	100+ 
Does your website rank in the top 100 for "douglas" in Bing?	100+ 



Link Building

Actual	
Does your website have links from more than 10 unique websites?	10 
Does your website have links from more than 100 unique websites?	10 
Does your website have more than 25 backlinks?	13 
Does your website have more than 250 backlinks?	13 
Does your website's robots.txt allow search engines to index the homepage?	No 
Does your website's meta tags allow search engines to index the homepage?	No 

*** The majority of people that search for you type "douglas jewelers" into search engines ***

ORGANIC SEARCH POSITIONS 1 - 9 (9)



Filter by keyword  Advanced filters 

<input type="checkbox"/>	Keyword	Pos. 	Volume 	KD
<input type="checkbox"/>	douglas jewelers	6 (8)	390	53
<input type="checkbox"/>	douglas jewelry	6 (9)	40	45
<input type="checkbox"/>	warrington jewelers	58 (68)	40	74
<input type="checkbox"/>	lansdale jewelers	54 (79)	90	74

*** Website could be better optimized for speed ***

PageSpeed Insights

<http://www.douglasjewelers.com/>



 Mobile  Desktop

41 / 100 Suggestions Summary


 Should Fix:

PageSpeed Insights

<http://www.douglasjewelers.com/>

 Mobile  Desktop

46 / 100 Suggestions Summary

 Should Fix:

Web Recommendations:

- Claim business on ALL major listings (especially Google)
- Optimize website speed (both mobile and desktop – don't lost customers to a simple speed fix)
- Alter some buttons on website (they take you to a new window which can slow down your site)
- Replace website social icons with original colored ones that stand out (hard to find)
- Start ranking keywords on search engines so you gain more organic customers (ex. Doylestown jewelry = people in or near Doylestown that are searching for jewelry will be more likely to see your page)

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

Thanks,

Bryan Guerra

C: 215-779-7467

Email: bryan@bgmediainnovation.com

<https://www.bgmediainnovation.com/>