Digital Media Audit: Fairmount Pizza and Grill

4/17/2017

Prepared by: BG Media Innovation

Social

| Site	URL	Profile Name	Followers
Facebook	https://www.facebook.com/Fairmount-pizza-and-grill-219081704774633/	Fairmount Pizza and Grill	138
Instagram	N/A	N/A	N/A
Twitter	N/A	N/A	N/A

Facebook

Observations:

Pros:

- Good accumulation of reviews
- Contact information present
- Website link present
- Visitors posting about you despite having an active page

Areas for Potential Improvement:

- Posts
- Profile picture/cover photo
- Engagement of followers
- Interaction with other local business pages and pages within niche
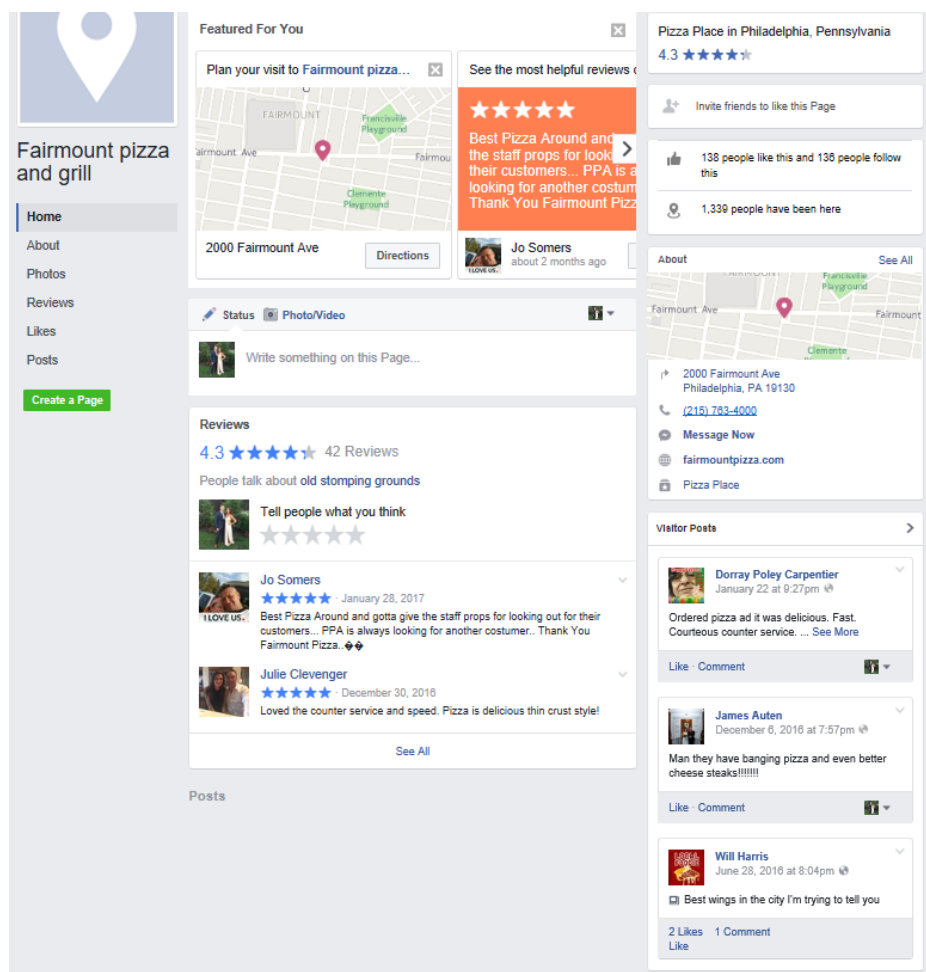
Recommendations:

- Add profile picture and cover photo
- Add pictures of food to entice potential hungry customers
- Like other pages and interact with them
- Use hashtags in posts (geotagging for restaurants – location/trends for more local exposure)
- Use Facebook contests
- Promote organic follower growth by incentivizing customers to post about the restaurant while they're there. (You have a great foundation already – people are posting about you on your page and you have 138 followers without even having any pictures or posts) People obviously love your Restaurant, you could capitalize on the 138 people you already have to build brand awareness and begin to grow your following to generate more loyal customers.
- Engage with all customer reviews and comments

Instagram

N/A – Instagram would be a great platform to launch for your restaurant. It could be used to specifically engage with more people that already love the types of food you serve. On top of that, it would be a fantastic showcase for your food. Pictures speak a thousand words, especially pictures of good food to a hungry person.

Twitter

N/A – Twitter would also be a great platform to launch for your restaurant. It could be used to relay images and specific content to potential customers that are specifically looking for the food you offer. More importantly, twitter is the ultimate PR medium. You can network and engage with local bloggers and journalists to get your brand out there even more.

There are even people already talking about your brand on twitter and Instagram even though you don't have a page. These people can be cultivated into long term customers

***Each image is someone talking about or tagging your business ***
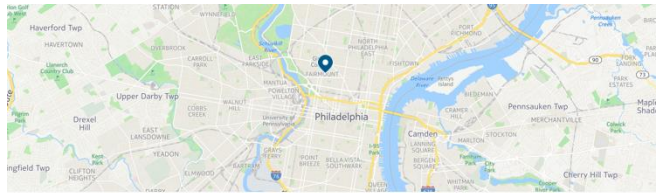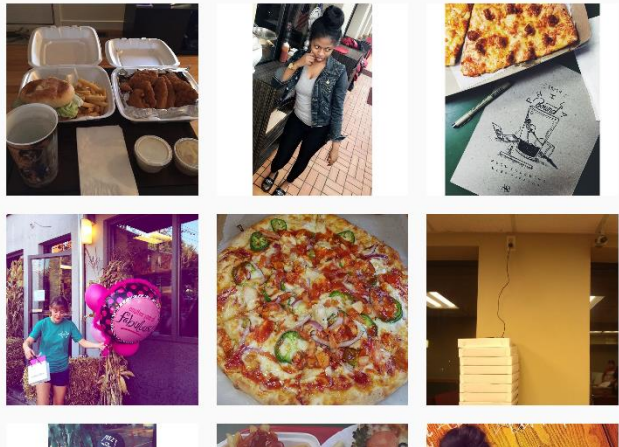
Recommendations:

- Begin tweeting and posting pictures on both twitter and Instagram (you have potential customers on both already and you can build from there) These will give you two more avenues to connect with your customers
- Reach out to local bloggers and journalists on twitter and begin to network with them. They can be another medium for you to get your brand out to local people

Web Presence

URL: http://fairmountpizza.com/

Pros:

- Contact information easy to find
- Menu present
- Order online & track it are great features

Cons:

- More than half the tab bars take you to a different page without tab choices
- No social media links
- Design
- SEO is most likely suffering due to two different names (page name is "Fairmount Pizzeria" and all other names are Fairmount Pizza and Grill – customers might get confused too)

- No photos
- No homepage tab

Review Sites and Search Engines

100% of customers that search for you find incorrect business information

0% Optimization Rate

0% of the time customers search for you, they will see the correct information.

0%

Fairmount Pizza and Grill, 54 W 4th St, Bridgeport, PA, (215) 763-1985 (This isn't my business information)

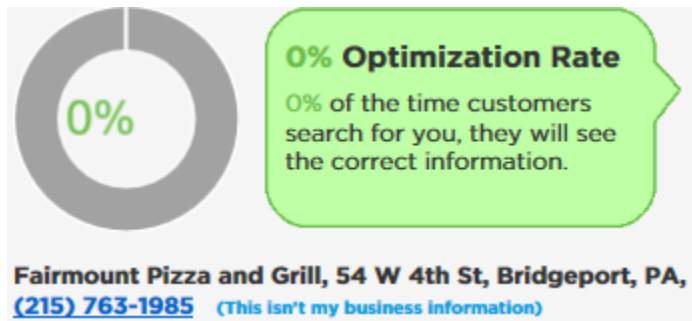***Different names, different numbers, and different address are confusing Search engines and more importantly customers***

	Business Name	Address	Phone
G Google		MISSING LISTING	
Yahoo		MISSING LISTING	
f Facebook		MISSING LISTING	
b Bing		MISSING LISTING	
Yelp		MISSING LISTING	

Fairmount Pizza ☆ Website Directions

4.0 ★★★★☆ 67 Google reviews
Pizza Restaurant

Casual spot with a large, diverse menu of pizza, burgers, sandwiches, steaks, pasta & more.
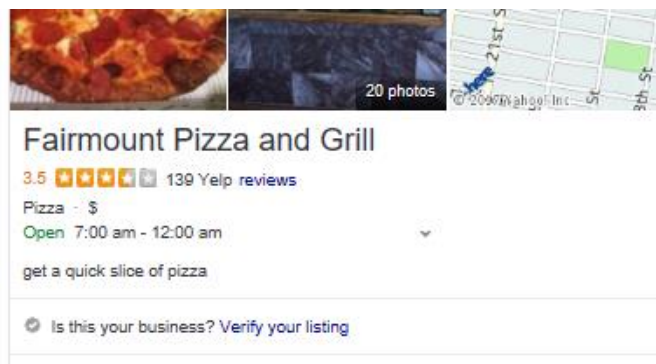Address: 2000 Fairmount Ave, Philadelphia, PA 19130
Phone: (215) 763-4000
Hours: Open today · 7AM–12AM ▾
Order: seamless.com

Suggest an edit

Reviews from the web

Zomato	Facebook	Foursquare
3.7/5	4.3/5	7.1/10
67 votes	42 votes	49 votes

<<< "Fairmount Pizza" on google (not "Fairmount Pizza and Grill" or "Fairmount Pizzeria")

<<< "Fairmount Pizza and Grill" on Yahoo, but business not yet claimed

Fairmount Pizza and Grill

3.5 ★★★★☆ 139 Yelp reviews

Pizza · $

Open 7:00 am - 12:00 am

get a quick slice of pizza

✓ Is this your business? Verify your listing

More about Fairmount Pizza & Grill

See all images

Cuisine: Pizzeria · Sandwiches

Reservations: Book a table

Open	7:00 AM - 12:00 AM ∨

Menu favorites

Chicken	18 👍
Buffalo Chicken Cheese Steak	12 👍
B B Q Pizza	7 👍
Turkey	8 👍
White I	4 👍

Reviews ★★★☆☆ Yelp (139) ∧

yelp

Recent · Favorable · Critical

★★★★☆ Mar 03, 2017 04:05 PM
I went here last night with my boyfriend and we got a pizza pie half pepperoni and half White II and it was so good! The crust was a little burnt but still good pizza. Very garlicky on the white pie w... Full review

★★★★★ Jan 14, 2017 07:20 AM
Great pizza and fries. Try the buffalo chicken cheesesteak, fantastic. All food very good. Full review

★★★★★ Nov 22, 2016 11:55 AM
Pizza was freshly made with great ingredients, I especially liked their stuffed steak pizza, which I went back for two days in a row. I had pizza fries for the first time here, and I loved those, lots... Full review

See all 139 Yelp reviews

Nearby

🍴 Restaurants · ⛽ Gas Stations · ☕ Coffee Shops · P Parking

Data from: Yelp · Foursquare · PingUp

Suggest an edit · Is this your business?

"Fairmount Pizza & Grill" on Bing, but business not claimed

>>>

SEO Report Card

*** Couldn't run a majority of SEO analytics because there is no known email associated with the business, but judging from the differences in names I would assume it could be optimized a great deal***

Almost 92% of your customers type "fairmount pizza" into search engines

live update TOP ORGANIC KEYWORDS (120) ⓘ

Keyword	Pos.	Volume	CPC (USD)	Traffic
fairmount pizza	1 (1)	2,900	0.67	
fairmount pizza menu	1 (1)	320	0.00	
fairmont pizza	1 (1)	260	0.00	
fairmount pizza and grill menu	1 (1)	90	0.00	
fairmount pizza philadelphia	1 (1)	70	0.00	

Your page speed is optimized for both desktop and mobile!

http://fairmountpizza.com/

http://fairmountpizza.com/
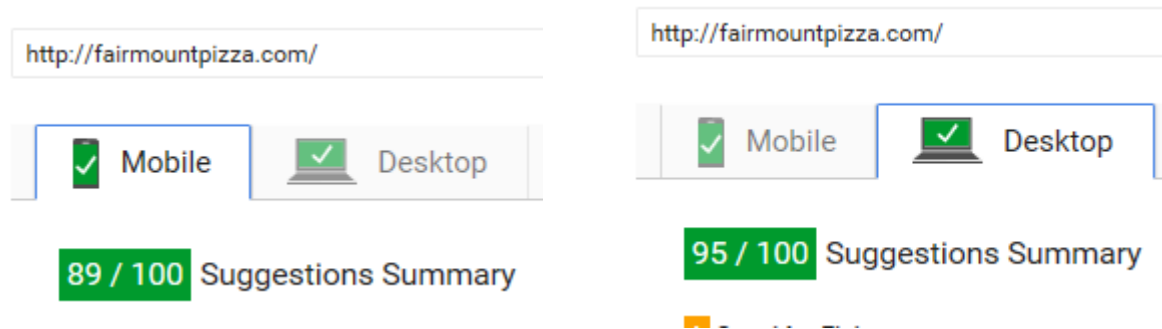
Web Recommendations:

- Claim business on ALL major listings
- Claim under same name on ALL listings
- Place social icons on website
- Provide email in contact area on all platforms
- Generate tab and general navigation functions on website with a homepage
- Name home page the same as you named the listings on Google, Yahoo, Bing, and Yelp

I hope you get a lot of value 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 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/