



# Digital Audit



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Website UX/UI Audit

## Search engine optimization (SEO)

Set up and optimize how your site appears in search engines. [Learn more](#)

Search results preview ?

Home | NaSah's Nurture Nature  
<http://www.nasahsnurturenature.com>

SEO page title ?

66

Home

SEO page description

130

The description people see in search results. Use phrases with keywords and keep it concise.

## Need Meta Titles & Descriptions

- Meta titles and descriptions are important because they let Google know what your webpage will be about. If Google can read and comprehend the content of your meta description, they will have an easier chance of ranking your page to answer search queries.

### Page settings

General SEO **Social**

📁

Drag files here or click to upload

**Social page title** ? 66

Home

Same as SEO page title

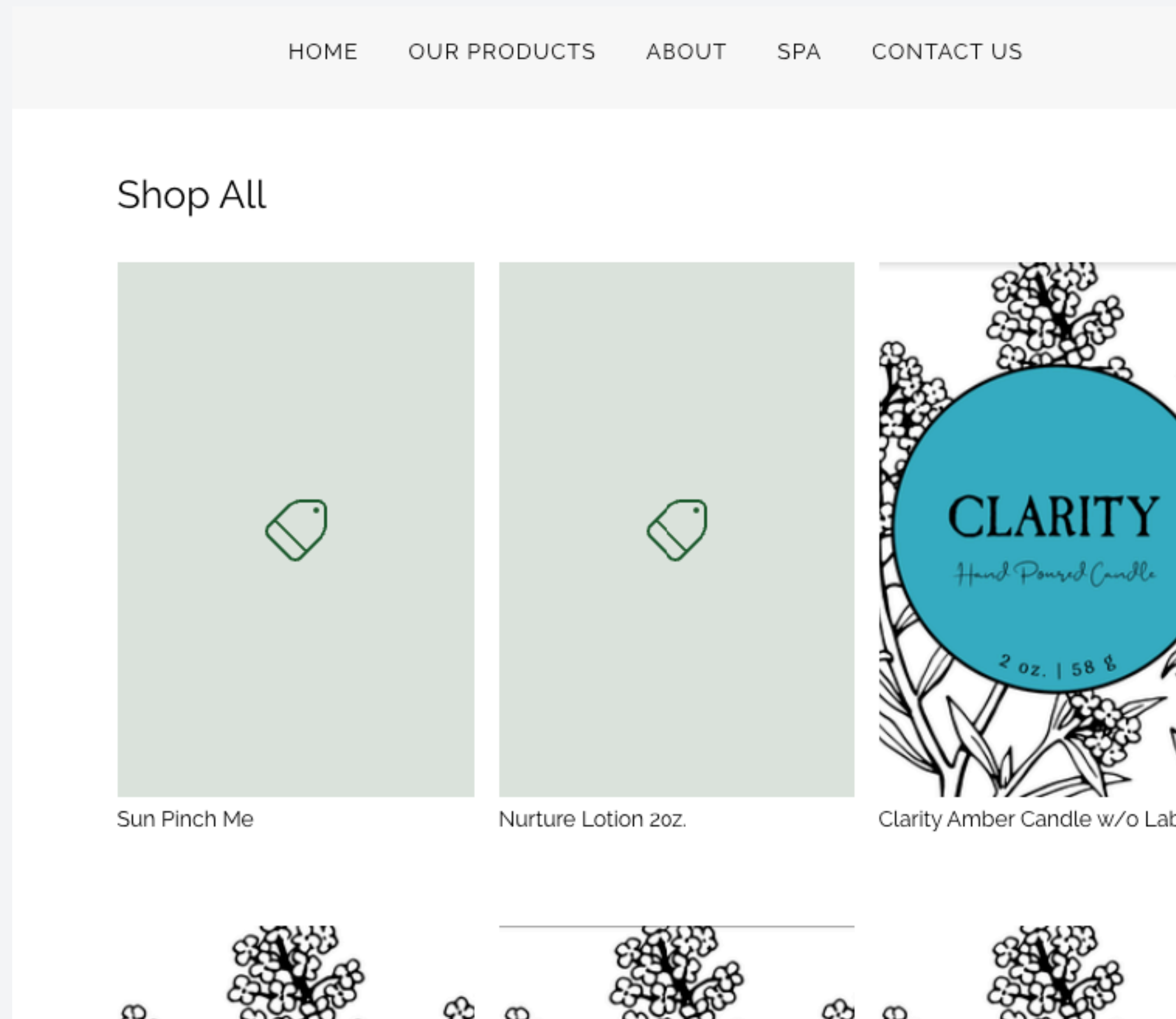
---

**Social page description** 130

Enter a description to show when this page is shared on social media

## Social

- You also have the ability to show custom images on social when the page is shared. Setting these can ensure your shared link looks optimal.



## Imagery Consistency

- Several items have missing or inconsistent product images.

## Testimonials

"I'm pretty picky, so the fact that I get all my go-to clothing here says a lot."

Lucia, 28, New Mexico

"Finally—style staples I can and want to wear, wherever I go."

Luke, 24, San Francisco

Stay in the Loop

## Testimonials

- Looks like these could be placeholder testimonials.

## Book in Advance

Already know you have a long layover? Contact us today to make an appointment so we can guarantee your NaSAH spa experience.

Contact Us



### Contact us

We are here to help you along your wellness journey. Reach out to us and let us know if you have a question about our products and service, or to let us know know about your next visit.

Full name \*

Email \*

Phone number \*

Date \*  Time \* 

Message \*

## Spa Page

- Check for grammar / appears on Contact Us page and Spa page form
- Consider implementing a scheduling feature - this can help pass through travelers know that they'll have a time slot that fits their schedule and allows for connecting flights, etc.

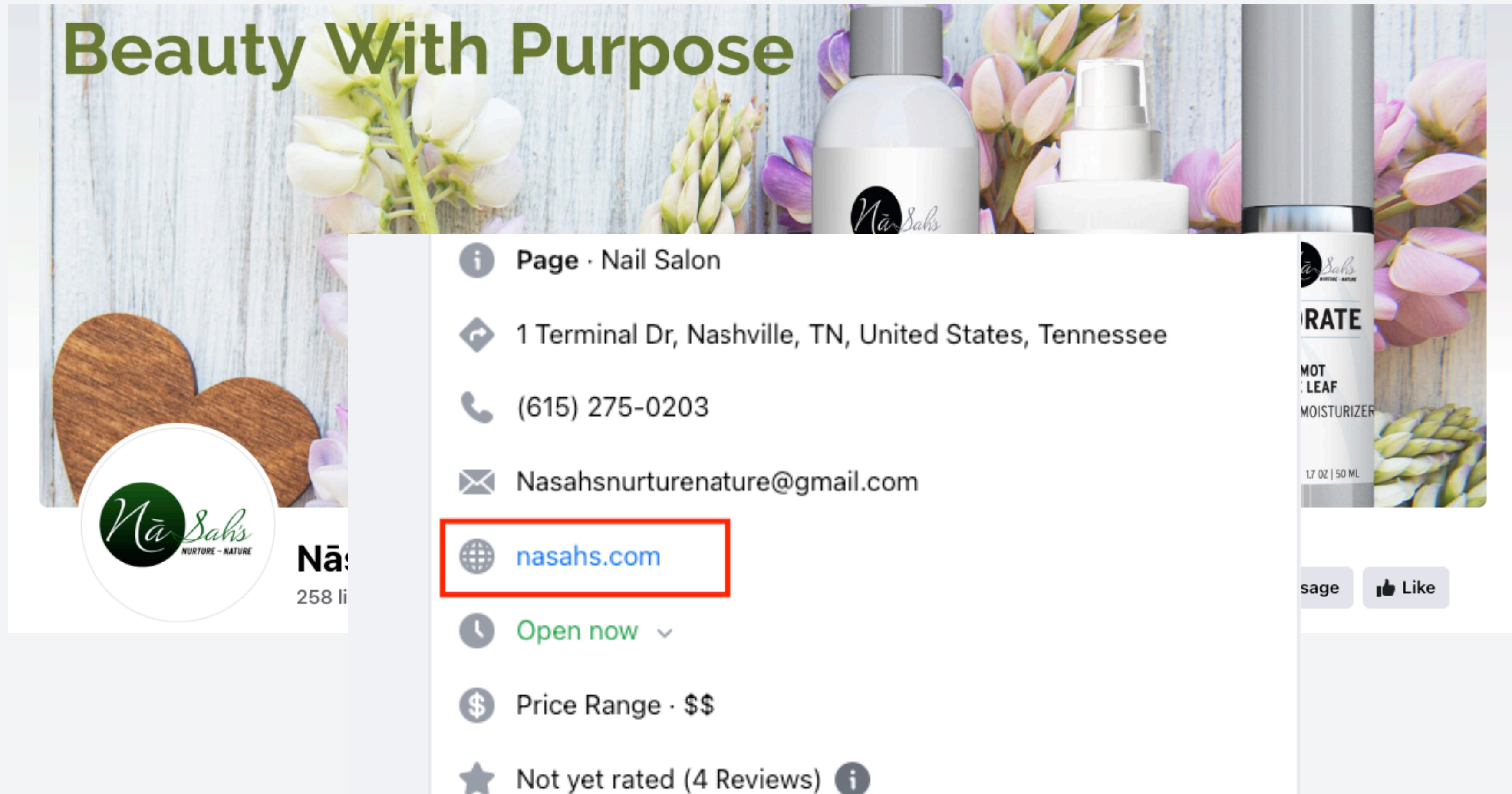


## Square Site Plan

|                                        | Build<br>\$8.00/mo<br><a href="#">Choose</a> | Grow<br>\$25.00/mo<br><a href="#">Choose</a> | Accelerate<br>\$75.00/mo<br><a href="#">Choose</a> |
|----------------------------------------|----------------------------------------------|----------------------------------------------|----------------------------------------------------|
| Contact Limit <sup>?</sup>             | Unlimited                                    | Unlimited                                    | Unlimited                                          |
| Email Campaigns <sup>?</sup>           | 5/mo                                         | 20/mo                                        | Unlimited                                          |
| Recipient / Email <sup>?</sup>         | 500                                          | 2,500                                        | Unlimited                                          |
| Email Quota <sup>?</sup>               | 2,500                                        | 50,000                                       | 250,000                                            |
| Automated Emails <sup>?</sup>          | 0                                            | 5                                            | Unlimited                                          |
| <b>Features</b>                        |                                              |                                              |                                                    |
| Lead Capture Form <sup>?</sup>         | ✓                                            | ✓                                            | ✓                                                  |
| Schedule Emails <sup>?</sup>           |                                              | ✓                                            | ✓                                                  |
| Smart Groups <sup>?</sup>              |                                              | ✓                                            | ✓                                                  |
| Overage Credits Available <sup>?</sup> |                                              |                                              | ✓                                                  |

- Consider bumping up your plan to the level above in order to take advantage of automated emails and email scheduling.
- Post visit automated emails could ask for reviews, highlight promos or sales, and serve to solidify the relationship with the customer

## Social



- FB has an incorrect URL listed as the company website
- Since FB reviews filter out to multiple sources (i.e. Google), it's a good idea to try and illicit at least a few possible reviews on FB if possible



## Site Traffic

### Top Active Pages this Month

| Page Name ↑                | ↑ Views | vs Previous |
|----------------------------|---------|-------------|
| /                          | 657     | +91.25%     |
| /spa                       | 227     | +100.89%    |
| /s/shop                    | 96      | +82.76%     |
| /about                     | 69      | +77.53%     |
| /contact-us                | 27      | +100%       |
| /s/search                  | 26      | +236.36%    |
| /shop/wellness-self-care/3 | 23      | +135.29%    |
| /shop/beauty-/2            | 22      | +68.75%     |
| /s/cart                    | 17      | +188.89%    |
| /shop/handbags/11          | 16      | 0%          |

- Traffic to main primary site pages has increased over the past 30 days
- Square's analytics are limited, so we can't see which pages are converting users, which pages have the highest bounce rate, etc.

## Referring Sites

### Referring Sites this Month

| Referrer ↑                              | ↑ Views | vs Previous |
|-----------------------------------------|---------|-------------|
| www.google.com                          | 182     | +96.3%      |
| l.instagram.com                         | 10      | +166.67%    |
| www.facebook.com                        | 10      | +125%       |
| l.facebook.com                          | 8       | 0%          |
| squareup.com                            | 8       | 0%          |
| lm.facebook.com                         | 4       | 0%          |
| duckduckgo.com                          | 4       | +100%       |
| www.google.co.uk                        | 4       | 0%          |
| com.google.android.googlequicksearchbox | 2       | +100%       |
| www.instagram.com                       | 2       | 0%          |

- Google is the primary driver of website visitors coming to the site. Since most of these users will be in close physical proximity to the storefront, optimizing the Google Business profile and any other digital properties that might appear on page 1 of Google's search results is crucial

## Tracking tools

Add tracking tools and analytics to your website's code for better insights & targeted marketing.

### Google Analytics

G-66FQRB478Q

### Google Verification

```
<meta name="google-site-verification" content="RzYTSD3rY_dKRQzfYKAN3_AYiXrfGi_e7lc1dRdc-8Y" />
```

## Tracking & Analytics

- Created and installed a new Google Analytics property for detailed site traffic analysis and measurement
- Installed Google Site verification tag to utilize Google's Search Console and its site health and traffic data tools



## Summary of Site Review Recommendations:

- Add Meta Titles & Descriptions to all pages
- Create consistency with imagery used on products
- Add real testimonials to block on home page
- Clean up text on Contact form
- Implement email automation sequence of 5-7 emails for post-visit interaction and product promos
- Assess traffic data from Google Analytics and Google Search Console after 30 days
- Review Page Speed insights [here](#) - Compress images where possible; upgrading hosting plan might help with site speed



Competitor Review



MINUTE SUITES THE TRAVELER'S RETREAT

OUR COMPANY LOCATIONS PRICING ROOMS RESERVATIONS CON

## Reservations – Atlanta Concourse B

Book an Appointment My Account

Select Appointment type

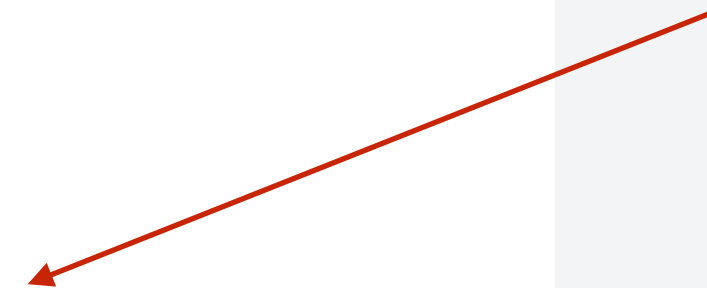
All suites

December 2022

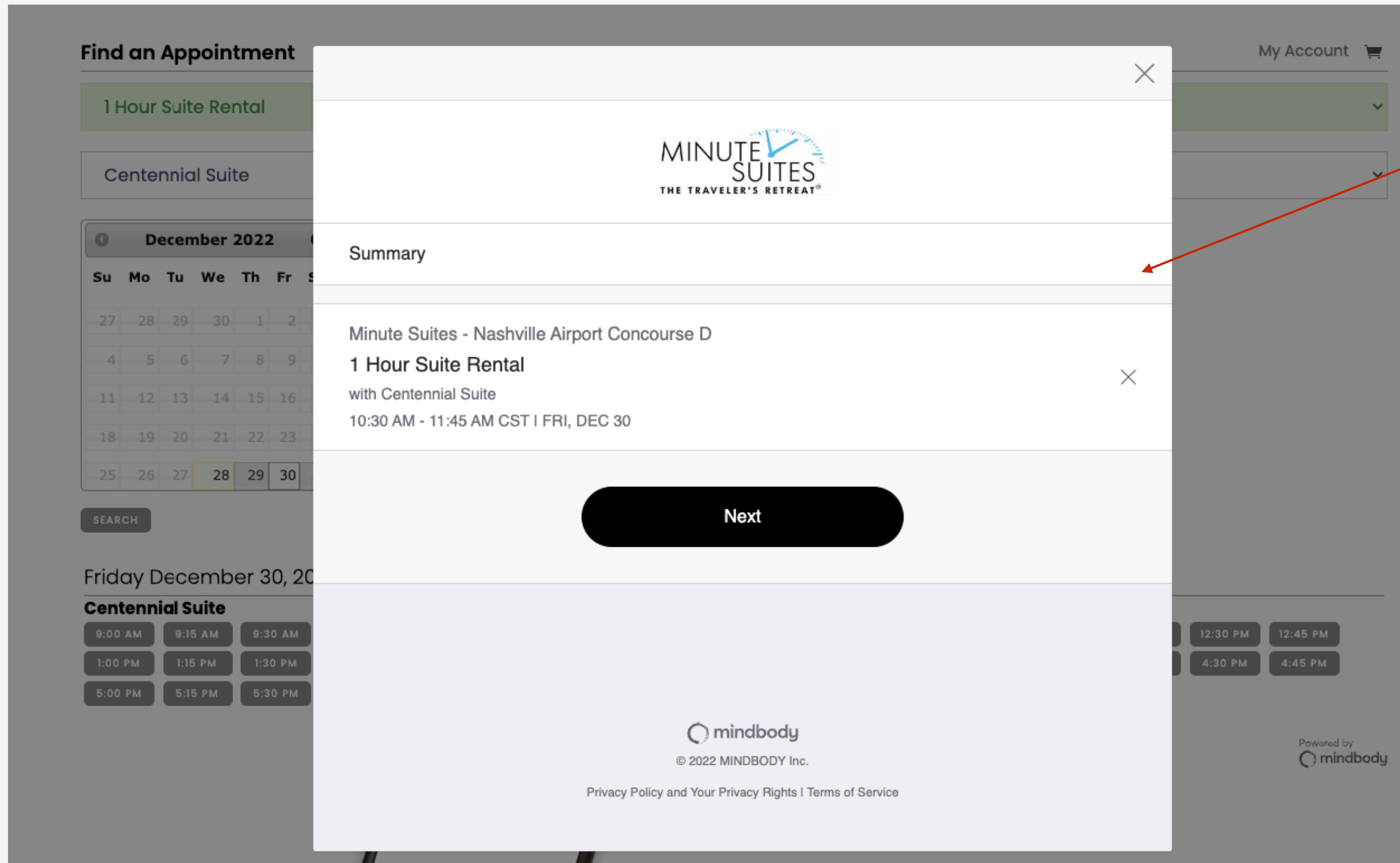
| Su | Mo | Tu | We | Th | Fr | Sa |
|----|----|----|----|----|----|----|
| 27 | 28 | 29 | 30 | 1  | 2  | 3  |
| 4  | 5  | 6  | 7  | 8  | 9  | 10 |
| 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 | 29 | 30 | 31 |

SEARCH

- Minute Suites offers instant booking options for their multiple locations







The screenshot displays the Minute Suites booking interface. A modal window is open, showing the following details:

- Summary**
- Minute Suites - Nashville Airport Concourse D
- 1 Hour Suite Rental**
- with Centennial Suite
- 10:30 AM - 11:45 AM CST | FRI, DEC 30

A large black button labeled "Next" is positioned below the appointment details. The background shows a calendar for December 2022 and a list of available time slots for the Centennial Suite.

- Upon testing this feature, I was booked in a room in just a few seconds, negating the need for me to find the location first and physically book an appointment



## CATEGORIES

Beauty Products

Headphones

Men's Grooming

Mobile Power

Sleep

Travel Comfort



### Burt's Bees Milk & Honey Body Lotion

\$34.44

Nourish your skin from head to toe with this non-greasy, fast-absorbing body lotion for skin that needs some serious attention. A creamy, sweet blend of Milk, Honey, Vitamin E,



### Burt's Bees Brightening Facial Cleanser

\$17.32

Refresh your skin with Burt's Bees Brightening Daily Facial Cleanser and wash away dirt, oil and make-up. Infused with Daisy Extract, this natural skin brightening agent is clinically shown to help improve the appearance of surface dullness and reveal a more even-looking skin tone when used for 8 weeks with the full line of Burt's Bees Brightening products. This facial cleanser is formulated with a multifruit complex to help diminish the appearance of dark spots and discoloration. Use this 98.6% natural cleanser as part of your daily regimen for a brighter and more

- Inconsistency in product images causes a pretty big disruption to the page layout on the product search pages



## Find a room for you at the right price.

|                                        |          |
|----------------------------------------|----------|
| One hour (minimum)                     | \$48.00  |
| 15-minute increments (first two hours) | \$12     |
| <hr/>                                  |          |
| Two hours                              | \$96.00  |
| 15-minute increments (after two hours) | \$9.50   |
| <hr/>                                  |          |
| Extended 8-hour stay (after 9PM)       | \$175.00 |
| 30-minute shower*                      | \$30.00  |
| Shower with suite rental purchase*     | \$20.00  |

- Super transparent pricing ensures customers know exactly what they're paying before they book the service

## NEWS

### Minute Suites Opens in George Bush Intercontinental Airport

-FOR IMMEDIATE RELEASE- Media Contact: Danielle Hollembaek, VP of Marketing  
d.hollembaek@minutesuites.com, 563.508.0838  
MINUTE SUITES...



## NEWS

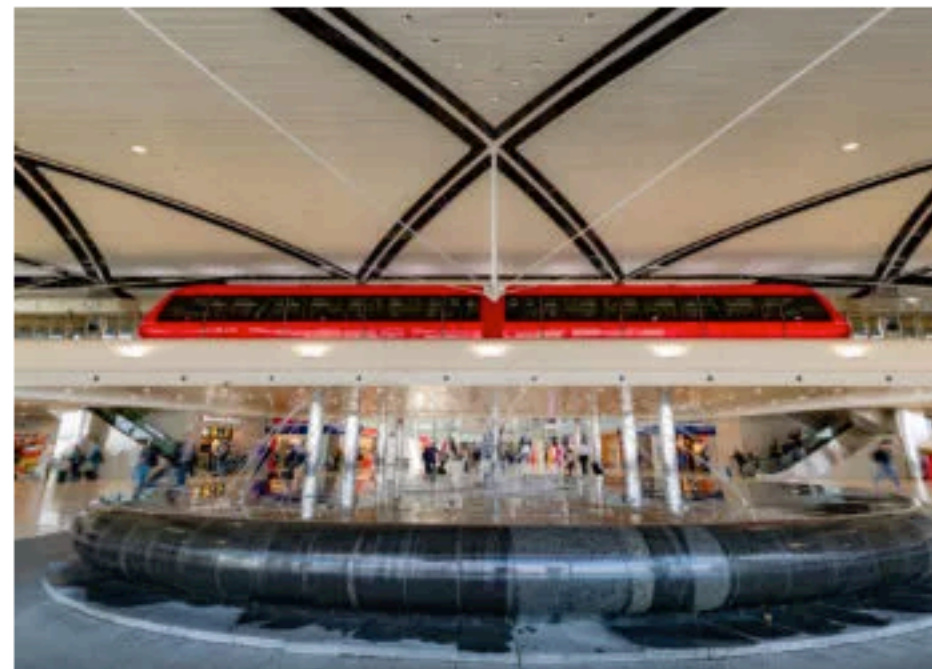
### Coming This Spring: 3 New Minute Suites Locations

As you ramp up for spring break travel, be on the lookout for some...

## NEWS

### MINUTE SUITES OPENS AT JOHN F. KENNEDY INTERNATIONAL AIRPORT'S TERMINAL 4

QUEENS, August 31, 2022 — Minute Suites, the award-winning airport brand that provides private suites...



## WORK

### Construction Starts on Minute Suites DTW

Minute Suites Is Coming To Detroit Metropolitan Airport We are thrilled to announce our start of...

## UNCATEGORIZED

### MINUTE SUITES OPENS ITS SECOND LOCATION IN HARTSFIELD-JACKSON ATLANTA INTERNATIONAL AIRPORT

-FOR IMMEDIATE RELEASE- Media Contact: Danielle Hollembaek, VP of Marketing  
d.hollembaek@minutesuites.com, 563.508.0838  
MINUTE...

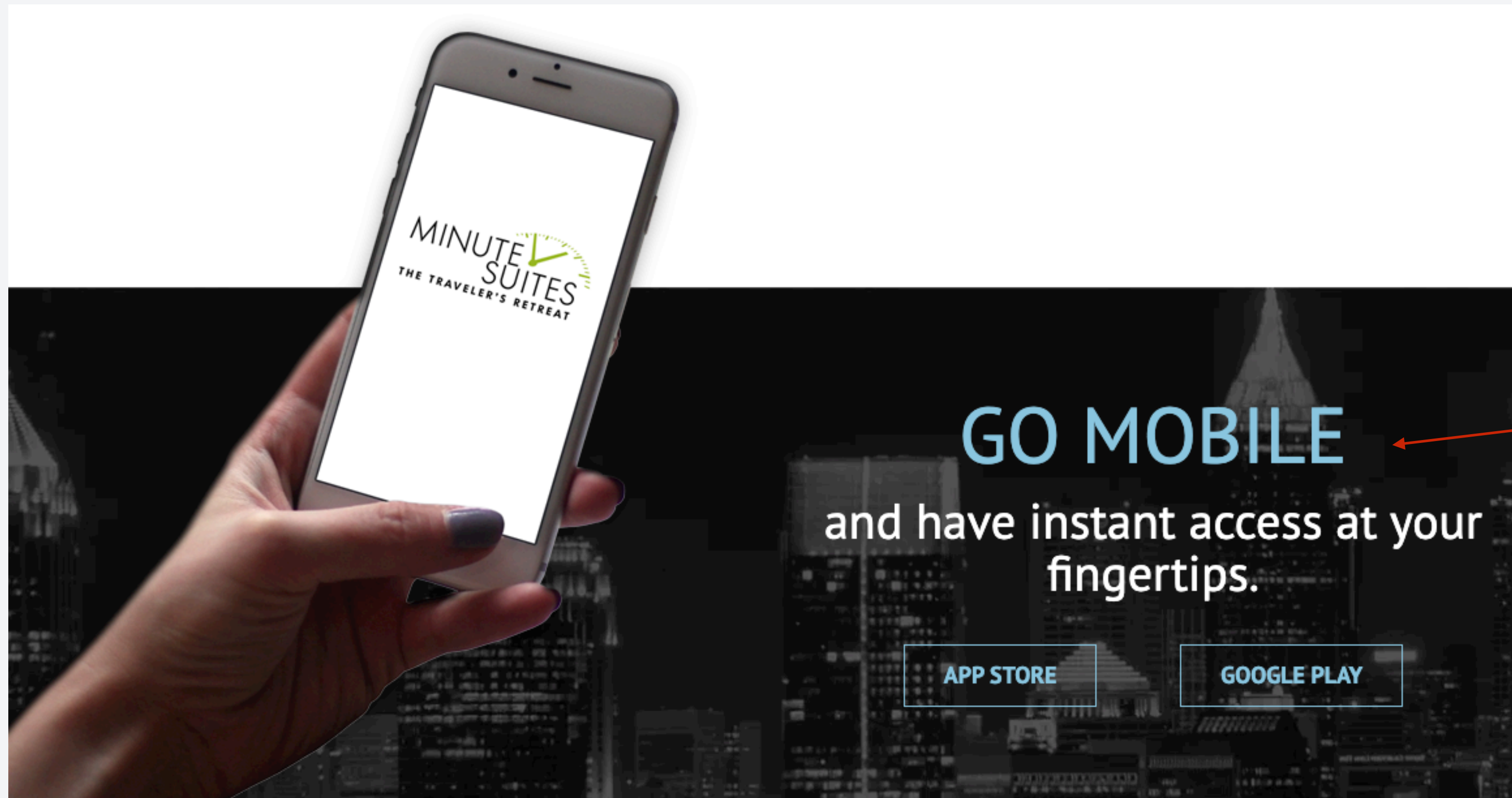


## NEWS

### MINUTE SUITES TO OPEN NEW LOCATION IN NASHVILLE

NASHVILLE, Oct. 27, 2020 — Minute Suites is thrilled to announce a location opening...

- Blog section allows for the to post new content related to openings and products. Content creation like this will give an incremental boost with search engines.



- Lots of promotion for their mobile app. This is probably a key part of their business, since a mobile app downloaded on a customer's device would allow you to send geographically based push notifications (e.g. "We see you just landed in Nashville! Have time for a quick session?")

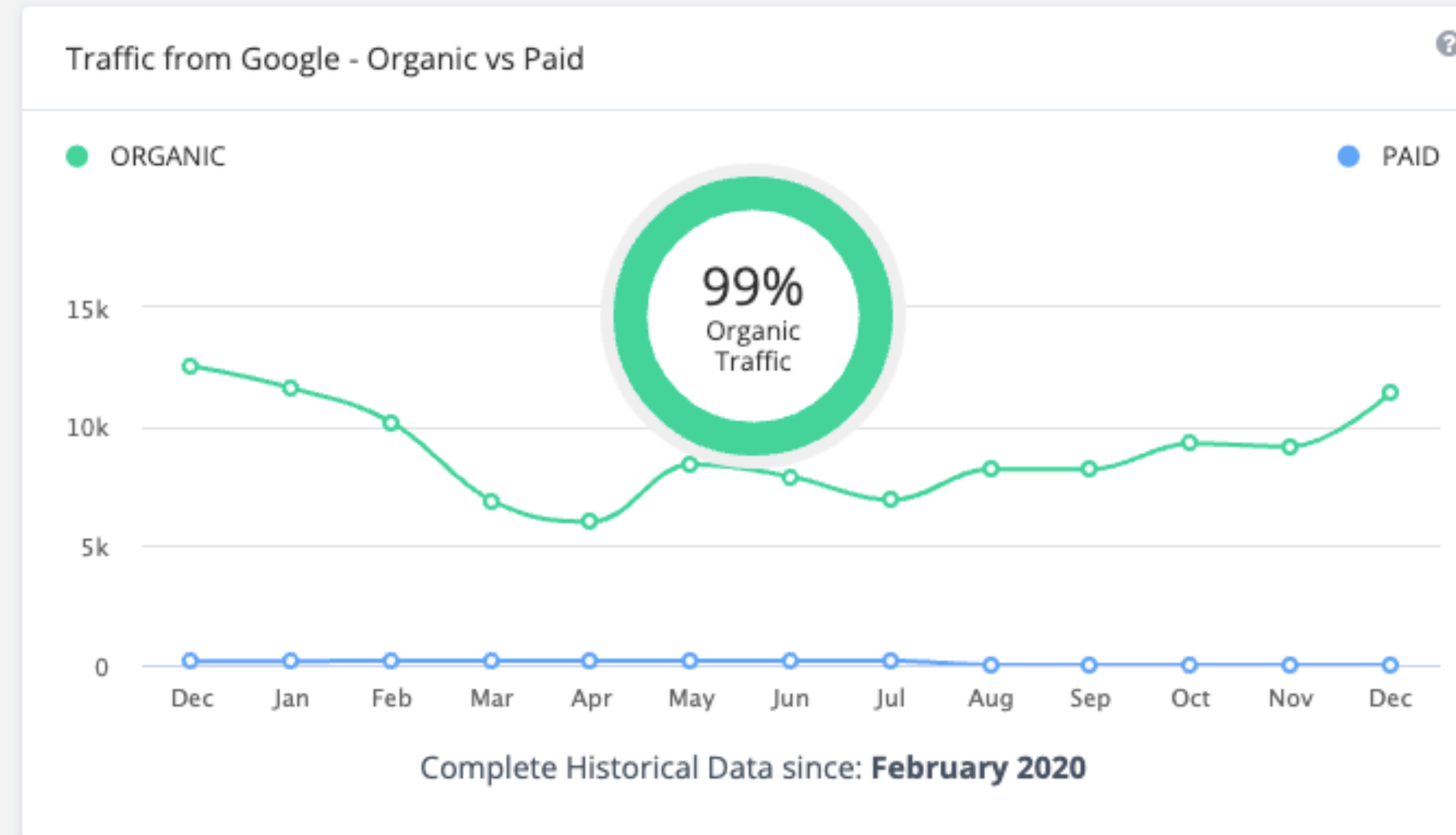
Monthly Domain Overview - [minutesuites.com](#) [EXPORT PDF](#)

### Organic Keywords (SEO)

Organic Keywords  
**9,723** ↓

Est Monthly SEO Clicks  
**11,410**

Est Monthly SEO Click Change  
**+2,246**



### Paid Search (PPC)

Paid Keywords  
**75** ↓

Est Monthly PPC Clicks  
**1**

Est Monthly Google Ads Budget  
**\$76.40**

- The vast majority of their traffic comes from organic search traffic, though it does appear that they've run PPC campaigns in the past to generate more site visitors.



Digital Marketing Strategy

# Digital Marketing Strategy



## Weeks 1-3: Digital Asset Alignment

Website  
Updates

Content  
Creation

Email Sequencing &  
Automation

## Weeks 4-6 PPC Campaign Buildout

Sales Funnel / Lead Intake  
Process Creation

Campaign Setup &  
Pixel Installation

Ad Copy &  
Creation

## Weeks 7-9 Campaign Launch

LinkedIn & Google  
Campaign Launch

Lead Intake and  
Follow-up

## Weeks 10-12: Measure & Refine

Campaign Analysis and  
conversion tracking

Refine existing ad  
copy and content





Weeks 1-3: Digital Asset Alignment

# Week 1-3: Digital Asset Alignment

## Website Updates

- **Create additional landing pages to separate primary services**
  - *Having a place for users to land that directly speaks to their needs/ interests will be an important part of aligning the website and preparing it for a marketing campaign. In addition, having individual service line pages is beneficial for SEO as well, giving Google additional real estate to crawl and index.*
- **Clean up imagery and make any needed text edits**
  - *Consistency in size/type of images is important for the visual aesthetic*
- **Implement Booking functionality**
  - *Just having a form means that for time-sensitive requests, an employee needs to be managing email notifications all throughout the work day. This can put a strain on resources and cause frustration on the part of customers if no one responds quickly. Putting the onus on the customer to lock in a time and secure their service puts money in your pocket faster and can take a lot of the burden of scheduling off of employees*

# Week 1-3: Digital Asset Alignment

## Content Creation

- **Create 3-5 articles/blogs for use in campaigns and traffic generation**
  - *Generating content that can be useful to your end user can be a great way to create interest and allow users to see your site as a content resource. These articles can also be used as promoted material/campaigns on the site or on social.*
- **Create Ad content for use on Facebook and/or Google Display ads**
  - *Write 3-5 ads for Google and FB/IG that highlight the particular services you're looking to concentrate your marketing strategy around.*

# Week 1-3: Digital Asset Alignment

## Email Sequencing & Automation

- **Write 5-7 emails for follow-up on prospective leads**
  - *A drip email campaign is a very effective way to stay top-of-mind after you've gathered contact information from a prospect. There are many different strategies that can be employed with email drip campaigns, but a great methodology to use is 1) Introduction/Company Overview 2) Testimonial 3) Value Proposition 4) Offer/Promotion 5) Case Study 6) Time-Sensitive Offer/Promotion 7) Final Sell*
- **Implement email campaign manager and setup email automation sequence**
  - *Utilize an email campaign manager like MailChimp or Constant Contact and build out the email automation sequence using the emails you've created*



Weeks 4-6: PPC Campaign Buildout

# Weeks 4-6: PPC Campaign Buildout

## Sales Funnel / Lead Intake Process Creation

- *Ensure the appropriate processes and procedures are in place for lead intake and follow-up. Booking platform will have some of this built-in*

## Campaign Setup & Pixel Installation

- *Setup FB Ads Manager account and install tracking pixel on website*
- *Create a Google Ads account and install conversion pixel on site*

## Ad Copy & Creation

- *Create 3-4 text ads to be used on Google's Adwords platform. Details on Google's text ad specs can be found [here](#).*
- *Create 2-3 ads for Facebook / Instagram*



Weeks 7-9: PPC Campaign Launch

# Weeks 7-9: PPC Campaign Launch

## FB & Google Campaign Launch

- *Launch FB campaign, targeting individuals in a tight radius around the airport to start with a budget of at least \$250 per month*
- *Launch Google Text Ads targeting keywords directly related to your service lines, with a starting budget of at least \$250 per month.*

## Lead Intake and Follow-up

- *Gather email addresses from product purchases, bookings and any contact forms submitted, and start email automation sequence to new contacts.*





Weeks 10-12: Measure & Refine

# Weeks 10-12: Measure & Refine

## Campaign Analysis and conversion tracking

- *Utilize Google Analytics and Facebook's native ad center analytics in order to track the effectiveness of launched campaigns at the 60 & 90 day marks.*

## Refine existing ad copy and content

- *Build additional ads after analyzing the effectiveness of the previous ad campaign. Pause any ads that haven't gained traction or have not performed well.*
- *Review ad budget and ROI and scale budget up/down based on performance and new business that has been procured through past campaigns.*



Digital Audit