

Your website data tells a story.

As data nerds and communicators, we'll find out what it's saying.

At Beth Interactive, our web audits are incredibly thorough. We do a deep dive into your digital presence over the past few years to figure out what story your data tells: who's visiting, where they're coming from and why.

But we don't stop there. We'll also tell you how to improve your site to meet your goals and answer your burning questions: Should I redesign my site? Should I invest more in SEO? How do I increase conversions?

Through our analysis, we'll make sense of thousands of data points to help you align your organization's online and offline strategies. Most importantly, we'll give you an actionable list of what to do next—from immediate, critical fixes to a long-term strategic plan.

“Thank you for everything on this website project! It has been a dream working with you. I can't wait until the world sees our new site!”

Brad Watkins
Assistant Vice President
NorthShore University
HealthSystem Foundation

6x

Increase in users based on audit recommendations



99

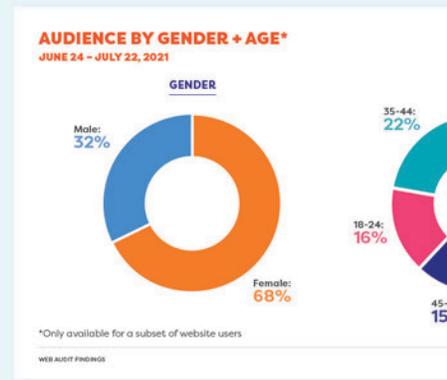
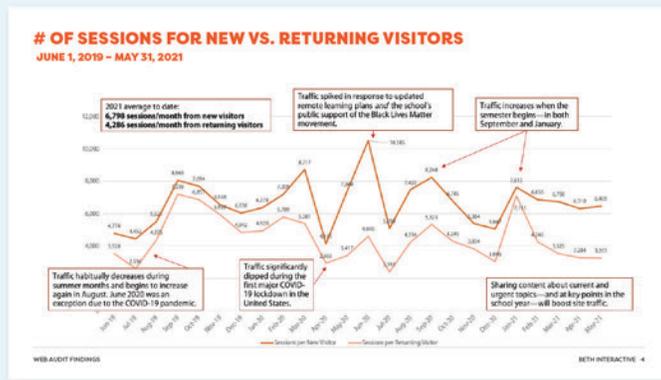
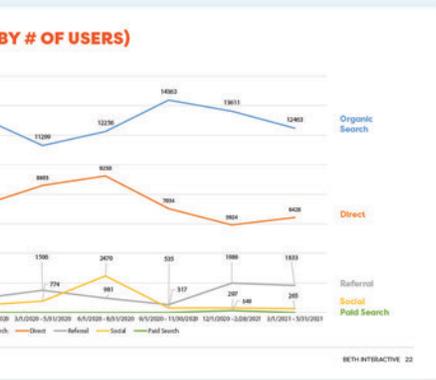
Average number of slides in our findings presentation (we're thorough!)



100%

Customized report for your unique needs and situation





DIGITAL MARKETING + SEO RECOMMENDATIONS

- Claim Google My Business, and launch news stories as Posts
- Explore Google Ads and Google Grants to drive additional traffic
- External-but-related sites may be competing for traffic; ensure they are up-to-date—and consider integrating or better differentiating them
- Students Link: Family Center
- Make sure pages reflect the page title in the URL. (e.g. /faculty-staff page says "Colleagues")
- When you rebuild the site, evaluate which of the 4,600 pages you want to keep (more content doesn't necessarily help you)

WEB AUDIT FINDINGS BETH INTERACTIVE 122

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TOP 25 CONTENT PAGES: ADMISSIONS

JUNE 1, 2020 - MAY 31, 2021

- Homepage
- Careers
- Admissions > Tuition and Financial Aid
- About > Faculty and Staff
- Calendar
- Dashboard
- Justice for Ahmaud
- Admissions
- About
- Admissions > Important Dates and Tours
- Bottraffic.live
- Academics > Upper School Academics
- About > Welcome from Head of School
- About > Board
- Reopening Resources
- About > Quakerism
- Contact Us
- Admissions > Applying to our Upper School
- News
- Academics > Lower School Academics
- Admissions > Applying to our Preschool
- Admissions > Family Center
- Admissions > Admissions FAQ
- Academics
- Student Life > Athletics

WEB AUDIT FINDINGS BETH INTERACTIVE 29

DESIGN

- Add a st...
- Rework...
- Rebuild...

- "Overv...
- Explor...
- Eyebro...
- other...

- Includ...
- opport...
- Conten...

WEB AUDIT FINDINGS

What happens after my audit?

Our audit will have a ton of recommendations, so you might want a partner to help get things done quickly. Beth Interactive can jump in to tackle whatever you need—whether it's fixing critical SEO issues, writing more powerful copy or spearheading a new website strategy.

We also offer monthly or quarterly analytics reports to evaluate the success of all the great changes we're making. Throughout it all, we'll help you champion your brand and deliver a user-friendly experience for all your audiences, both consumers and search engines.

Digital Donor Journey Audits

We also perform fundraising audits to help improve your donors' online experience—from navigating to your giving pages through completing a donation, as well as receiving an email acknowledgment and ongoing stewardship.

Our audits include:

- Competitor Analysis
- Design Recommendations
- Keyword Research
- Landing Page Optimization
- Mobile Performance
- SEO Technical Deep Dive
- Site Structure Analysis
- Site Traffic Overview
- Social Media Evaluation

You'll receive a final presentation PDF of our findings with actionable next steps!

If you're looking to improve your digital presence, or just to understand your website data better, we can help!

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