

Social Media Review - Alignlife

Review by Jacob Tapia

Facebook Review – Alignlife Clinic / Lafayette, IN

The screenshot shows the Facebook profile for "AlignLife of Lafayette Elston". The cover photo displays the text "Great Health Awaits You" and lists services: "CHIROPRACTIC • DETOXIFICATION", "NUTRITION ENHANCEMENT", and "WEIGHT MANAGEMENT • HORMONE BALANCE". The profile picture is a portrait of a woman. The left-hand navigation menu includes "Home", "About", "Events", "Photos", "Reviews", "Locations", "Videos", "Likes", and "Posts". The main content area shows a status update from the page, dated 21 hours ago, with the text: "Life changes can be difficult. Do not be afraid to take a break as long as you are committed in the long run." The right-hand sidebar provides location information: "Chiropractor · Lafayette, Indiana", a 4.9 star rating, and a "CLOSES IN 40 MINUTES" alert. It also shows "690 people like this" and "36 people have been here". The business hours are listed as "Closes in 40 minutes · 9:00AM - 11:00AM, 2:00PM - 6:00PM - \$\$".

Header

The header was bright and gave the impression of health. The icons were a little confusing and I would recommend putting the text underneath each corresponding icon.

Timeline Content

The content is clearly being produced with the customer in mind. The articles, videos, and pictures give information that is beneficial to the consumer. The photos that are of the staff give the impression of a fun and hospitable place to come and receive treatment. Consider adding links to the posts to send the customer to the appropriate pages. This could be a video, sales page, or action link.

Shop Now Button

This seems to be a quick link sending people to a store. You should consider making this a link to video or informational page so that people can have another step in the funnel to your products. The shop now button should be examined for click traffic and tested against a video or other link to gauge effectiveness.

Profile Photo

It was a little unclear who the lady is in the picture. Consider using the profile picture to promote your logo.

Page Branding

There were no indicators as to a brand development strategy on this page. No logo or photos of the business bring some ambiguity as to what the page represents. Consider adding your logo to the profile and header photos and adding to each promotional piece.

Videos

The featured video was a testimonial video but contained no graphics or logos joining it to your location. Consider using the featured video to tell more about your store or services. Each video should have your logo or intro promoting your brand at the beginning.

Playlists

There was only one playlist available to the viewer and it was entitled, "Pregnancy". Consider adding more playlists for different viewers to click and watch.