

# Marketing Audit



*A path for creating leads to generate more sales.*

This is an analysis of your business's online marketing efforts in comparison to competitors.

## **VISIBILITY & WEBSITE ATTRACTION** – How are you and your competitors different or the same?



- What keyword phrases generate appearances in search listings?
- Who has the advantage and why?
- What unique features and call to action devices are used to convert visitors into customers?

## **WEBSITE OPTIMIZATION** – How are you and your competitors different or the same?



- Who makes it easier for search engines to understand my site and index it correctly?
- Who is readable on all devices?
- Who is better connected via links to other authoritative websites?

## **BUSINESS LISTINGS** – Who has the best reach in local directories?



- How accurate are the listings?
- Are there duplicate listings, inconsistencies, or no listings in key directories?

## **BRAND IMAGE** – What is the image being presented?



- Are position statements similar or different?
- How is each business enhancing or detracting from its brand value?

## **SOCIAL MEDIA PARTICIPATION** – Who has the biggest social media audience?



- What type of content stimulates the most audience participation?
- Who is being reviewed? Where are reviews posted?

## **SEARCH ADVERTISING** – Who is using search advertising?



- Which platforms are being used?
- What is the focus of the advertising?
- How much is being spent on PPC (Pay Per Click) search engine advertising?
- How long have the campaigns been running?

From the analysis, recommendations are made for inclusion in an internet marketing plan.



513-891-0921 [gregmiller@intelireach.com](mailto:gregmiller@intelireach.com)