

Growth Marketing Audit



Brand -

A

The brand is clearly defined with a strong identity, using the metaphor of the jellyfish to convey efficiency and growth. The messaging is consistent across the site, emphasizing their three-step process: Brand, Build, Grow. Storytelling is effectively utilized to connect with potential clients, showcasing their expertise and passion.

Quick Wins:

- Enhance storytelling by including more client success stories.
- Create a brand video that visually represents the brand identity.



Content -

A-

Content is relevant and high-quality, addressing the needs of potential clients effectively. SEO practices are apparent, with keywords related to branding, web development, and growth strategies. However, there could be more emphasis on blog content to improve organic search visibility.

Quick Wins:

- Increase blog frequency to enhance SEO.
- Incorporate more multimedia content like infographics and videos.



Website -

B+

The website is user-friendly with clear navigation and a logical structure. It is visually appealing and responsive across devices. However, there may be room for improvement in loading speed and accessibility features to ensure a wider reach.

Quick Wins:

- Optimize images and scripts to improve loading speed.
- Implement accessibility features like alt text for images.



Marketing -

A

The marketing strategy effectively incorporates social proof through testimonials

and case studies. Calls-to-action are clear and strategically placed, encouraging user engagement. The focus on lead generation through various channels is evident.

Quick Wins:

- Add more social proof elements like client logos or industry awards.
- Experiment with A/B testing on CTAs to optimize conversion rates.