

Growth Marketing Audit



Brand -

A

The brand 'Big Red Jelly' is clear, consistent, and effectively utilizes storytelling by linking its name to the efficient jellyfish. The messaging emphasizes their focus on branding, web development, and growth, creating a strong identity that resonates with their target audience.



Content -

A-

The content is relevant and high-quality, addressing the needs of potential clients with detailed service descriptions and case studies. However, there could be more emphasis on SEO optimization techniques for improved visibility.

Quick Wins:

- Incorporate more targeted keywords throughout the content.
- Add internal links to related blog posts for better SEO.



Website -

B+

The website is generally user-friendly and well-structured, with clear navigation and a responsive design. However, there could be improvements in loading speed and accessibility features to enhance user experience.

Quick Wins:

- Optimize images and scripts to improve loading speed.
- Implement more accessibility features, such as alt text for images.



Marketing -

A

The marketing strategy includes strong lead generation tactics, such as clear calls-to-action and client testimonials that serve as social proof. The 'Request a Quote' and 'Let's Talk' buttons are prominently displayed, encouraging engagement.

Quick Wins:

- Enhance social media presence with regular updates and engagement.

- Create targeted email campaigns to nurture leads.