

# Growth Marketing Audit



## Brand -

**A**

The brand is clearly defined with a strong narrative around the jellyfish metaphor, emphasizing efficiency and growth. Consistent messaging and a well-articulated value proposition resonate throughout the text, enhancing brand clarity.

### Quick Wins:

- Enhance storytelling by incorporating more client success stories.
- Create a visual brand guide to maintain consistency across all platforms.



## Content -

**A-**

The content is relevant and well-structured, focusing on key services and processes. It effectively communicates the agency's expertise. However, some areas could benefit from improved SEO practices, such as keyword optimization.

### Quick Wins:

- Incorporate targeted keywords throughout the content.
- Add more internal links to improve navigation and SEO.



## Website -

**B+**

The website is user-friendly and well-organized, with a clear layout and easy navigation. However, the speed and mobile optimization could be improved to enhance user experience.

### Quick Wins:

- Optimize images and scripts to improve loading speed.
- Conduct a mobile usability test to identify and fix any issues.



## Marketing -

**A-**

The marketing strategy is robust, with clear calls-to-action and strong social proof through testimonials. However, there could be more emphasis on lead generation tactics and follow-up strategies.

### Quick Wins:

- Implement a lead magnet to capture more email sign-ups.
- Enhance follow-up sequences for leads generated through the website.