MEDIA & DIGITAL AUDITING

AUDIT NAME	DESCRIPTION	SAVINGS	BENEFIT
Mobile Site Audit	A review on mobile compliance for search engines and users of your website. We analyse issues such as page load speed and image rendering and make clear recommendations on how to fix any issues	30% increase in conversions	Making sure your site is mobile compliant and optimised will tailor to the increasing number of customers using mobile devices
Media Audit Health check	Covering Media Agency Contracts, Media Briefs, Media Strategy documents, Media Plans, Post buy Reviews and Media Landscapes	20% media spend savings	Will uncover if your current agency is being transparent with you on where your budget goes. This will help you negotiate better Media buying deals
Programmatic Review	A look at campaign set up, transparency of payments to and from agency and market review	30% increase in conversions	Will uncover if your current agency is being transparent with you on where your budget goes
Organic Search Review	This is a review on SEO Agency Contracts, SEO Briefs, SEO Strategy documents, SEO Plans & KPIs, and competitive landscapes, further we will perform a technical analysis of your website	25% increase in Unique Visitors	A better performing website will increase in search ranking on Google and associated extra traffic and ultimately sales
Paid Search Review (PPC)	This is a review on PPC Agency Contracts, PPC Briefs, PPC Strategy documents, PPC Technical set up & KPIs, and competitive landscapes	10% increase in conversions	Optimised PPC means better listings on Google and increased targeted traffic
Social Programme Review	Overview of social media landscape and activity in your vertical. Highlighting of main trends, successful and unsuccessful strategies as well as content recommendations	Up to 58% increase in follower growth	Successful social media accounts grow brand awareness and build a community that will promote and defend your brand
Attribution Review	A sweep on analytics systems set up, measured KPIs, ROI models and recommendations	20% ROI saving	This helps digital/marketing directors more accurate control of budget allocation against cost per lead or cost per acquisition
UX Review	A look at site usability from landing pages to required action pages. Covering things like bounce rate, poor imagery and flow usability	20% reduction in bounce rate	You have already won the traffic, once on your site we make sure they don't immediately leave or drop out before completing a KPI
Data & GDPR Audit	An independent review of what data is held by your business, the rights you have under GDPR to use that data and how you could use that data to deliver better commercial returns	Savings from potential GDPR non-compliant penalties	Recommendation and step-by-step process to ensure future data collection and marketing activity is GDPR compliant. Strategy to refresh current marketing opt-in status by channel. Create clear segmentation of your customer database from enquirers through to most valued customers and including views of lapsed or dormant customers.