



The Expert's Guide to a Growth Marketing Audit

A STEP-BY-STEP GUIDE

By The Growth Experts at **DAY33**



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Growth Marketing Audits are like finding rocket fuel for growing your business.

If you want to optimize your marketing, you need to start by establishing your baseline. And you do that by taking a hard look at your current marketing activities. Then you know exactly where you stand, where you want to be, and how you'll get there.

At DAY 33 we refer to the baseline assessment process as a growth marketing audit. We consider auditing ground zero for every strategic marketing plan, including our own. Why? Because audits allow you to see what's working and what needs to improve. By creating an in-depth picture of your current situation, you'll be able to spot new opportunities and develop a more effective plan for reaching your goals.

Now, don't get us wrong: Conducting a comprehensive marketing audit can be confusing and even a bit overwhelming. That's why we created this e-book. Each section will include clear steps and the logic behind each audit.

First-time audits are always a little intimidating, but we're here to help. By the time you've completed this eBook, you'll find the insights are well worth the deep dive because a marketing audit empowers you to create powerful, insight-driven strategies.

CHAPTER 1

Analytics Audit & Tracking Inspection

Growth audits are comprised of a series of smaller audits broken down under different departmental functions. We'll start with the analytics audit. Analytics are vital to understanding performance. You don't know what you don't know, and analytics programs provide valuable insights into how prospects and consumers engage with your brand. In this section, we'll cover everything you need to know in order to conduct a thorough analytics audit, including how to check your event tracking setup and website performance/visitor engagement.

TRACKING

A key component of any analytics audit is to make sure that you're tracking how users engage with your brand online.

Check installed marketing tag and tools

Begin your analytics audit by checking your installed marketing tags and tools. Marketing tags (otherwise known as pixels) are pieces of computer code that gather data about how people behave on your website. These metrics might include time on site or pages visited. The tags relay that information to your analytics platforms, which then aggregate and analyze the data.

There are several great tracking tools out there, the most well-known of which is [Google Analytics](#). We like [SumoMe](#) for growing your email list and [Hotjar](#) for capturing exactly where users scroll and click. [Hubspot](#) is useful for customer relationship management (CRM), and [VWO](#) is fantastic because it allows you to conduct A/B testing without needing to code or develop any programs yourself.

Then, of course, there's [Facebook Pixel](#), which provides consumer insights and enables ad retargeting. You'll likely use a combination of these to ensure you're getting as in-depth a picture of consumer engagement as possible.

Now, here's how to ensure the appropriate tags and tools are installed:

STEP 1

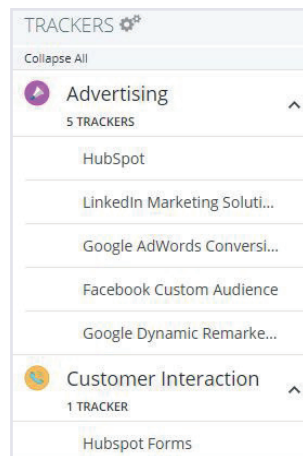
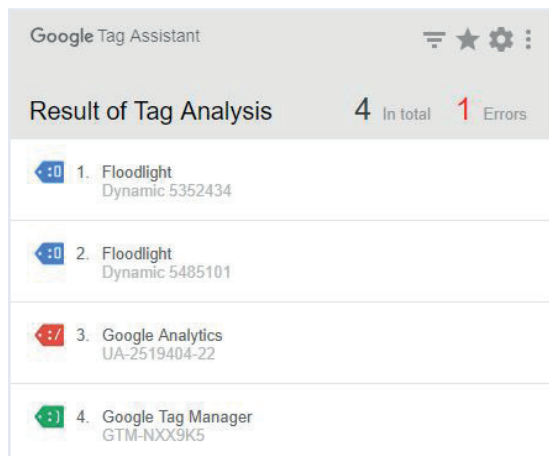
Get these two Chrome extensions:

Google Tag Assistant - to check if Google tools are installed properly and Ghostery - to see what other tracking, analytics and advertising tools are implemented on the site.

STEP 2

Review the tracking tags loaded through Google Tag Assistant or Ghostery.

Once you've installed Google Tag Assistant or Ghostery, you should begin seeing which tracking tags are loading and what they're capturing. And here's a bonus: you can use these same tools to figure out which programs your competitors use and make sure you're capturing the same (or better) data.



Once the proper tracking tags are in place, you'll be able to gather visitor data and funnel it into the appropriate tools, whether those are specific to analytics, marketing, sales, or testing.

Check current tracking via Tag Assistant

A conversion event refers to any digital, customer-initiated interaction. Events include adding to cart, buying a product, or signing up for a newsletter. Sharing a page on social media, filling out a form, commenting on a post, and even page views count as events.

These events are the meat of your marketing data. You want to know which pages and channels convert so you can double down on what's working.

Here's how to ensure your conversion events are tagged and tracked:

STEP 1

Enable the Tag Assistant and hit "record."

Tick the "follow recording links across tabs" option. Then refresh the page.

STEP 2

Review which profile IDs are loading.

You can check this again later to verify that you've been given access to the right account.

STEP 3

Walk through the customer journey.

Now that you're recording via Tag Assistant, you'll want to walk through the steps of a site visitor that turns into a customer.

STEP 4

Review log.

Now that the journey is recorded, review the log and make sure all key tags are firing for the relevant stages in the customer journey.

Check a conversion event in Facebook Pixel Helper

STEP 1

Open the Facebook Pixel Helper.

STEP 2

Look for your recent action.

With the email example, we fired a Lead event by submitting an email address. If we had fired something more complex or custom, we'd see the attributes here as well.

STEP 3

Repeat the process for every conversion type on the site.

Cross check event tracking in Google Analytics

It's important that conversion events are visible in your analytics account so that your data can be integrated into your broader insight-gathering capacities. You'll also want to make sure your events are firing more often than they should, as this will pollute your data.

STEP 1

Open Google Analytics and select Real Time on the left nav bar

STEP 2

Click the Events tab.

STEP 3

When the Events tab opens, you'll see a real time view of the last 30 seconds.

You'll also see details for Event Category, Event Action, and Active Users.

STEP 4

Test your event triggers by walking through the customer journey and you should see each event fire in real time.

If any fire more often than they should - revisit the implementation or enlist a developer to help.

How custom events can solve common event-tracking problems

As you review your event tracking systems, you may discover that some conversion events aren't immediately available as goals in the Google Analytics platform. When you encounter these, create custom events to track specific activities like document downloads, starting a video, playing an audio track, or interacting with a particular widget.

As an example, let's say we have a free demo call-to-action (CTA) button on the DAY 33 homepage. When visitors click the button, a new lead window opens. But when we checked Google Tag Manager, we noticed clicking the button doesn't trigger a recording of that event. Because clicking the button fires an interstitial element, it doesn't actually open a new page, and Google wasn't recognizing it.

We can get around that barrier by creating a custom event that Google Tag Manager that would recognize and capture. If you need to create custom events, we highly recommend getting your developer to add the code to your website.

WEBSITE PERFORMANCE

In this section, we'll show you how to audit the current performance of your website to help you identify acquisition and conversion opportunities.

Find where your traffic is coming from

Once your events are being tagged correctly, turn your attention to traffic location to discern whether you're driving traffic from the markets you seek to serve. If there's a discrepancy, you need to know about it as soon as possible to figure out where you're misfiring in your messaging.

To check your traffic location:

STEP 1

In Google Analytics go to Audience Tab, then click on Geo, and Location.

Country	Acquisition		Behavior				Conversions eCommerce		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Transactions	Revenue	Ecommerce Conversion Rate
	206,428 <small>% of Total: 100.00% (206,428)</small>	199,434 <small>% of Total: 100.09% (199,256)</small>	285,621 <small>% of Total: 100.00% (285,621)</small>	45.28% <small>Avg for View: 45.28% (0.00%)</small>	4.21 <small>Avg for View: 4.21 (0.00%)</small>	00:02:25 <small>Avg for View: 00:02:25 (0.00%)</small>	8,818 <small>% of Total: 100.00% (8,818)</small>	\$1,640,401.67 <small>% of Total: 100.00% (\$1,640,401.67)</small>	3.09% <small>Avg for View: 3.09% (0.00%)</small>
1. United States	84,608 (40.46%)	78,280 (39.25%)	132,658 (46.45%)	32.08%	5.42	00:02:59	7,804 (88.50%)	\$1,586,362.69 (96.71%)	5.88%
2. India	16,696 (7.98%)	16,436 (8.24%)	19,469 (6.82%)	55.44%	2.92	00:01:36	112 (1.27%)	\$338.00 (0.02%)	0.58%
3. United Kingdom	8,397 (4.02%)	8,123 (4.07%)	10,261 (3.59%)	60.62%	2.79	00:01:28	103 (1.17%)	\$3,903.84 (0.24%)	1.00%
4. Canada	5,889 (2.82%)	5,630 (2.82%)	8,003 (2.80%)	38.29%	4.93	00:02:55	181 (2.05%)	\$17,273.09 (1.05%)	2.26%
5. Japan	5,467 (2.61%)	5,340 (2.68%)	6,747 (2.36%)	58.16%	3.26	00:02:01	45 (0.51%)	\$2,036.95 (0.12%)	0.67%
6. Germany	5,305 (2.54%)	5,160 (2.59%)	6,354 (2.22%)	60.47%	2.95	00:01:39	26 (0.29%)	\$410.92 (0.03%)	0.41%
7. Brazil	4,559 (2.18%)	4,449 (2.23%)	5,514 (1.93%)	58.67%	3.01	00:01:49	42 (0.48%)	\$1,103.95 (0.07%)	0.76%
8. France	4,365 (2.09%)	4,256 (2.13%)	5,536 (1.94%)	60.31%	3.14	00:02:00	30 (0.34%)	\$0.00 (0.00%)	0.54%
9. Taiwan	4,013 (1.92%)	3,893 (1.95%)	6,166 (2.16%)	45.15%	4.74	00:03:25	22 (0.25%)	\$2,736.09 (0.17%)	0.36%
10. Spain	3,676 (1.76%)	3,542 (1.78%)	5,012 (1.75%)	58.14%	3.06	00:02:39	26 (0.29%)	\$199.00 (0.01%)	0.52%

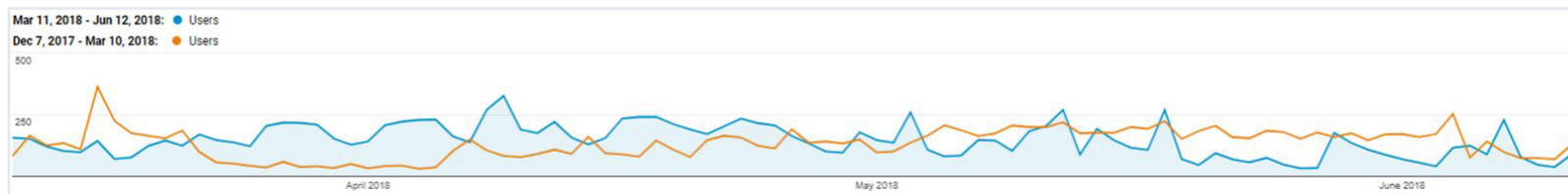
STEP 2

Next, look for underperforming locations that get much traffic (maybe they're getting too much ad budget) and overperforming locations that get little traffic (you should either start advertising there or if you already are, then move more ad budget there).

Look for traffic trends

Move on and check how the traffic to your site has changed over time and compare it to a previous period

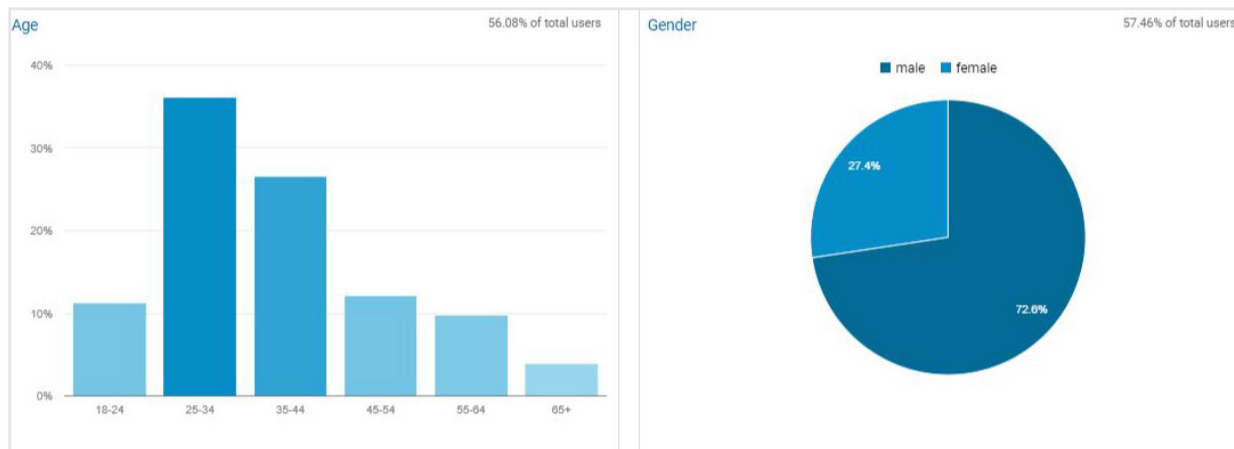
To check your traffic location:



Pay attention to any recurring trends, and how different factors such as events and seasonality affects traffic to your site.

Gather user demographics

Use this report to learn about the share of age and gender groups that visit your site. This can help you tailor your messaging and creatives, as well as help you develop audiences you'd like to target in your ad campaigns.



Check your goals setup in Google Analytics

At this point, you've checked your tags, verified conversion event capture, and are drawing good data on your traffic. Now it's time to check your goal recording settings:

STEP 1

Go to Admin tab and then Goals.

Here you can see all goals that have been set up.

STEP 2

Select a goal to check if it's set up properly.

The screenshot shows the 'Goal details' section of a Google Analytics goal setup. The goal is named 'Purchase Completed' and is a 'Destination' type. The destination is set to a regular expression: `/ordercompleted\,html`. The 'Value' is set to 'OFF', and the 'Funnel' is set to 'ON'. Below these settings is a table with 4 steps:

Step	Name	Screen/Page	Required?
1	Cart	/basket\,html	<input checked="" type="checkbox"/>
2	Billing and Shipping	/yourinfo\,html	<input type="checkbox"/>
3	Payment	/payment\,html	<input type="checkbox"/>
4	Review	/revieworder\,html	<input type="checkbox"/>

Make sure all steps URLs of your goals are spelled out correctly (when using the funnel option).

Check performance of traffic by device type

To stay competitive in the digital age, you need a mobile-friendly site that drives increasing volumes of mobile traffic. Here's how to gather that all-important data:

STEP 1

Under the Audience tab in Google Analytics, scroll down to the Mobile option.

STEP 2

Select Overview.

Device Category	Users	Sessions	Revenue	Transactions	Avg. Order Value	Ecommerce Conversion Rate	Per Session Value
	278,781 <small>% of Total: 100.00% (278,781)</small>	381,031 <small>% of Total: 100.00% (381,031)</small>	\$2,007,894.43 <small>% of Total: 100.00% (\$2,007,894.43)</small>	10,691 <small>% of Total: 100.00% (10,691)</small>	\$187.81 <small>Avg for View: \$187.81 (0.00%)</small>	2.81% <small>Avg for View: 2.81% (0.00%)</small>	\$5.27 <small>Avg for View: \$5.27 (0.00%)</small>
1. desktop	182,862 (65.76%)	264,845 (69.51%)	\$1,991,004.30 (99.16%)	10,002 (93.56%)	\$199.06	3.78%	\$7.52
2. mobile	85,145 (30.62%)	103,860 (27.26%)	\$14,515.38 (0.72%)	609 (5.70%)	\$23.83	0.59%	\$0.14
3. tablet	10,069 (3.62%)	12,326 (3.23%)	\$2,374.75 (0.12%)	80 (0.75%)	\$29.68	0.65%	\$0.19

Check new vs. returning traffic

Are you building a loyal following? You can check by looking at your new vs. returning traffic. Here's how:

STEP 1

From the Audience tab in Google Analytics, scroll down to Behavior.

STEP 2

Under Behavior, click New vs. Returning.

User Type	Acquisition			Behavior			Conversions <small>eCommerce</small>		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Transactions	Revenue	Ecommerce Conversion Rate
	206,428 <small>% of Total: 100.00% (206,428)</small>	199,434 <small>% of Total: 100.09% (199,256)</small>	285,621 <small>% of Total: 100.00% (285,621)</small>	45.28% <small>Avg for View: 45.28% (0.00%)</small>	4.21 <small>Avg for View: 4.21 (0.00%)</small>	00:02:25 <small>Avg for View: 00:02:25 (0.00%)</small>	8,818 <small>% of Total: 100.00% (8,818)</small>	\$1,640,401.67 <small>% of Total: 100.00% (\$1,640,401.67)</small>	3.09% <small>Avg for View: 3.09% (0.00%)</small>
1. New Visitor	197,854 (83.13%)	199,434 (100.00%)	199,434 (69.82%)	48.77%	3.80	00:02:00	3,508 (39.78%)	\$404,490.14 (24.66%)	1.76%
2. Returning Visitor	40,149 (16.87%)	0 (0.00%)	86,187 (30.18%)	37.21%	5.15	00:03:21	5,310 (60.22%)	\$1,235,911.53 (75.34%)	6.16%

Pro Tip

In general, mobile traffic performs worse than desktop and tablet traffic but be wary if these differences are suspiciously large. For instance, if 99.16% of revenue comes from desktops, despite mobile driving over 30% of traffic, your campaign budget needs to be adjusted accordingly and mobile experience looked into.



Ben Maloney
Head Strategist

Returning users usually engage more with your site and convert at a higher rate. This is because they already know your company and trust you more.

Find your most popular pages

It's always helpful to know which pages generate the most engagement. To find out:

STEP 1

Go to the Google Analytics Behavior tab.

STEP 2

Scroll down and click Site Content, then click All Pages.

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	1,202,160 <small>% of Total: 100.00% (1,202,160)</small>	855,896 <small>% of Total: 100.00% (855,896)</small>	00:00:45 <small>Avg for View: 00:00:45 (0.00%)</small>	285,550 <small>% of Total: 100.00% (285,550)</small>	45.28% <small>Avg for View: 45.28% (0.00%)</small>	23.75% <small>Avg for View: 23.75% (0.00%)</small>	\$17.40 <small>% of Total: 111.99% (\$15.54)</small>
1. /home	237,551 (19.76%)	173,888 (20.32%)	00:00:51	135,518 (47.46%)	40.24%	33.06%	\$5.60 (32.16%)
2. /google+redesign/shop+by+brand/youtube	81,593 (6.79%)	69,427 (8.11%)	00:00:58	62,981 (22.06%)	60.29%	55.61%	\$0.67 (3.84%)
3. /basket.html	66,062 (5.50%)	28,898 (3.38%)	00:01:11	3,451 (1.21%)	37.50%	14.74%	\$56.56(325.09%)
4. /google+redesign/apparel/mens	61,335 (5.10%)	43,400 (5.07%)	00:00:50	4,955 (1.74%)	47.86%	20.86%	\$4.76 (27.35%)
5. /signin.html	58,253 (4.85%)	42,744 (4.99%)	00:00:30	12,643 (4.43%)	22.03%	14.09%	\$32.82(188.66%)
6. /google+redesign/accessories	53,913 (4.48%)	40,753 (4.76%)	00:00:46	4,764 (1.67%)	60.73%	18.58%	\$6.64 (38.16%)
7. /store.html	46,016 (3.83%)	37,051 (4.33%)	00:00:29	5,823 (2.04%)	50.85%	13.26%	\$32.64(187.58%)
8. /google+redesign/bags	41,889 (3.48%)	32,031 (3.74%)	00:00:29	3,799 (1.33%)	36.05%	13.63%	\$4.60 (26.46%)
9. /google+redesign/office	38,883 (3.23%)	30,068 (3.51%)	00:00:42	1,565 (0.55%)	45.23%	18.57%	\$7.72 (44.35%)
10. /google+redesign/nest/nest-usa	37,717 (3.14%)	23,726 (2.77%)	00:00:58	6,002 (2.10%)	27.24%	22.78%	\$52.44(301.40%)

The data you see will provide an idea of where to focus your efforts in terms of user experience and conversion testing. For instance, if one piece of content or a specific page drives more conversions than others, you'll know to leverage that resource more often to bring visitors into your funnel.

If your 2000+ words article has an average time on page of 30 seconds, it's a sign that something's not right. Maybe the beginning is boring or it's just not what visitors expected after reading the title? Or the text is structured in a way that discourages people from continuing to read it?

Which pages people land on the most

If you're driving paid traffic to your site, you should aim to send it to custom landing pages to deliver the most relevant content. This report will show you which landing pages perform best and which need your attention.

STEP 1

Go to the Google Analytics Behavior tab.

STEP 2

Click Site Content, then Landing Pages.

Landing Page ?	Acquisition			Behavior			Conversions eCommerce		
	Sessions ?	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Transactions ?	Revenue ?	Ecommerce Conversion Rate ?
	285,621 <small>% of Total: 100.00% (285,621)</small>	69.82% <small>Avg for View: 69.76% (0.09%)</small>	199,434 <small>% of Total: 100.09% (199,253)</small>	45.28% <small>Avg for View: 45.28% (0.00%)</small>	4.21 <small>Avg for View: 4.21 (0.00%)</small>	00:02:25 <small>Avg for View: 00:02:25 (0.00%)</small>	8,818 <small>% of Total: 100.00% (8,818)</small>	\$1,640,401.67 <small>% of Total: 100.00% (\$1,640,401.67)</small>	3.09% <small>Avg for View: 3.09% (0.00%)</small>
1. /home	135,518 (47.45%)	69.26%	93,862 (47.06%)	40.32%	4.70	00:02:48	3,989 (45.24%)	\$837,315.11 (51.04%)	2.94%
2. /google+redesign/shop+by+brand/youtu be	62,981 (22.05%)	90.63%	57,079 (28.62%)	60.47%	2.46	00:01:00	52 (0.59%)	\$9,555.41 (0.58%)	0.08%
3. /signin.html	12,643 (4.43%)	38.81%	4,907 (2.46%)	22.00%	6.11	00:03:36	2,026 (22.98%)	\$172,740.10 (10.53%)	16.02%
4. /google+redesign/apparel/mens/mens+ tshirts	9,424 (3.30%)	87.69%	8,264 (4.14%)	39.47%	4.73	00:02:36	65 (0.74%)	\$3,367.90 (0.21%)	0.69%
5. /google+redesign/nest/nest-usa	6,002 (2.10%)	27.37%	1,643 (0.82%)	28.21%	5.75	00:03:39	689 (7.81%)	\$210,908.39 (12.86%)	11.48%
6. /store.html	5,823 (2.04%)	57.00%	3,319 (1.66%)	51.66%	4.32	00:02:20	490 (5.56%)	\$43,220.33 (2.63%)	8.41%
7. /google+redesign/apparel/mens	4,955 (1.73%)	42.93%	2,127 (1.07%)	47.53%	4.29	00:02:55	78 (0.88%)	\$16,610.57 (1.01%)	1.57%
8. /google+redesign/accessories	4,764 (1.67%)	55.54%	2,646 (1.33%)	60.89%	3.11	00:01:50	51 (0.58%)	\$12,297.25 (0.75%)	1.07%
9. /google+redesign/apparel	4,162 (1.46%)	70.57%	2,937 (1.47%)	31.67%	5.37	00:03:07	58 (0.66%)	\$7,794.62 (0.48%)	1.39%
10. /google+redesign/bags	3,799 (1.33%)	65.91%	2,504 (1.26%)	36.27%	4.90	00:02:46	28 (0.32%)	\$3,447.04 (0.21%)	0.74%

In the example above, the second page converts over 38x worse than site average. It's a clear sign that this is not a good point of entering the site if we aim for conversions. We should either send traffic to other pages or optimize this one so that more people will convert after landing on it.

Investigate performance by channel

Next, see which channels are driving the most traffic to your website and how they are performing. You'll not only analyze your top traffic sources, but also see how each channel performs compared to one another. Here's how to view performance by channel:

STEP 1

Open Google Analytics and click on the Acquisition tab.

STEP 2

Select All Traffic, then Source/Medium.

Source / Medium	Acquisition			Behavior			Conversions eCommerce		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue
	116,790 % of Total: 100.00% (116,790)	112,658 % of Total: 100.12% (112,658)	155,940 % of Total: 100.00% (155,940)	35.47% Avg for View: 35.37% (0.00%)	2.53 Avg for View: 2.53 (0.00%)	00:02:20 Avg for View: 00:02:20 (0.00%)	0.32% Avg for View: 0.32% (0.00%)	502 % of Total: 100.00% (502)	\$1,698,797.65 % of Total: 100.00% (1,698,797.65)
1. google / organic	64,489 (52.44%)	59,341 (52.67%)	84,843 (54.41%)	32.79%	2.52	00:02:28	0.38%	319 (63.55%)	\$1,084,816.40 (63.86%)
2. google / cpc	20,970 (17.95%)	18,178 (16.14%)	27,543 (17.66%)	37.65%	2.84	00:02:10	0.24%	65 (12.95%)	\$257,911.55 (15.18%)
3. (direct) / (none)	15,852 (12.89%)	15,739 (13.97%)	18,015 (11.55%)	48.44%	2.17	00:01:53	0.27%	49 (9.76%)	\$137,905.85 (8.12%)
4. facebook.com / referral	2,412 (1.96%)	2,332 (2.07%)	2,570 (1.65%)	16.89%	2.01	00:02:12	0.08%	2 (0.40%)	\$3,160.00 (0.19%)
5. bing / cpc	2,208 (1.80%)	1,976 (1.73%)	2,818 (1.81%)	20.69%	3.36	00:03:24	0.60%	17 (3.39%)	\$40,423.75 (2.38%)
6. yandex / organic	1,715 (1.39%)	1,331 (1.18%)	2,199 (1.41%)	50.02%	2.37	00:01:54	0.36%	8 (1.59%)	\$28,110.60 (1.65%)
7. linstagram.com / referral	1,449 (1.18%)	1,421 (1.26%)	1,494 (0.96%)	22.49%	2.80	00:01:39	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. bing / organic	1,398 (1.14%)	1,207 (1.07%)	1,677 (1.08%)	26.18%	3.16	00:03:11	0.60%	10 (1.99%)	\$19,735.75 (1.16%)
9. community.runnersworld.com / referral	1,357 (1.10%)	1,302 (1.16%)	1,524 (0.98%)	17.26%	1.64	00:01:21	0.07%	1 (0.20%)	\$1,515.00 (0.09%)
10. expedia / cpc	1,266 (1.03%)	1,241 (1.10%)	1,305 (0.84%)	81.15%	1.40	00:00:40	0.08%	1 (0.20%)	\$2,290.00 (0.13%)

From this report we learn that almost 80% of our revenue comes from Google search traffic (organic and paid). Best converting channel is Bing but brings little volume of traffic so it is a good idea to get the most out of it's ad platform.

Performance by channel tracking is essential to your marketing audit: You need to know whether there are huge differences in traffic and conversion by channel. Without that information, you end up overinvesting in underperforming strategies and miss opportunities on higher-converting campaigns.

Use sensible UTM naming conventions

If you don't take the time to establish a clear, ubiquitous naming system, you'll find it difficult to track data and gather meaningful insights.

Start with a simple naming convention, but as your marketing efforts become more complex, you'll likely need to move to an ID model. Our system at **DAY 33** uses "T" for tests, "A" for audience, and "C" for any creative materials we use in our AdWords tests. Therefore, a given test might be named T-1-a1-c1. This makes it easy for relevant team members to collaborate and follow what's going on.

Source/Medium	Campaign
1. google / cpc	T-154-a56-c171
2. google / cpc	T-154-a56-c180
3. google / cpc	T-154-a56-c181
4. google / cpc	T-154-a56-c163
5. google / cpc	T-154-a56-c165
6. google / cpc	T-154-a56-c164
7. google / cpc	T-154-a56-c162
8. google / cpc	T-154-a56-c172

Make sure UTM parameters are pushed into your CRM

UTM tags help you track leads so you can nurture them throughout the funnel. Oftentimes, marketers are clueless as to what happens to leads once they sign up. Meanwhile, the sales team sees an influx of prospects without any information about where they came from. UTM tags can provide both with important context.

To complete this step, check if your landing page builder supports hidden fields. If so, you'll want to create hidden fields for `utm_source`, `utm_medium`, and `utm_campaign`.

***NOTE:** *For pushing UTMs into your email service provider (i.e MailChimp) you'll want to create a few new list fields and use a simple jQuery script [shown here](#).*

Check page load speed

Loading time is a key factor deciding if people will abandon your page prematurely. Each second of delay in page response strongly affects website conversion rates and your SEO rankings.

To check how fast (or slow) pages load we use **GTmetrix**, which gives us information about page load, page size and the amount of requests that are being pulled from your website.

Pro Tip

[See here](#) for more granular guidance based on the platform you're using.

Getting started with your analytics audit

Now it's time for you to give it a try. Here's a quick recap of the tools you'll need and what you'll need to check during your analytics audit.

Tools You'll Need:

- Google Analytics
- Google Tag Manager

Analytics Audit Checklist:

- Check installed marketing tags/tools
- Track conversion events
- Check a conversion event in Google Tag Assistant
- Check a conversion event in Facebook Pixel Helper
- How custom events can solve common event problems
- Find where your traffic is coming from
- Look for traffic trends
- Gather user demographics
- Check your goals setup in Google Analytics
- Check performance of traffic by device type
- Check new vs. returning traffic
- Find your most popular pages
- Which pages people land on the most
- Investigate performance by channel
- Use sensible UTM naming conventions
- Make sure UTM parameters are pushed into your CRM
- Check page load speed

CHAPTER 2

Competitor Analysis

You can use analytics tools to analyze your business' website, but what about your competitors? We recommend using **SimilarWeb** and **SpyFu** to get insights on your competitors traffic volume, engagement, sources, as well as keywords they rank for.

Now, the benefit of a competitor analysis is to give you an understanding of where your success metrics lie in relation to those who would steal your customers. Additionally, they provide interesting insights into channels you might not have considered, backlinks worth acquiring, and keywords worth ranking or paying for.

Compare your website traffic against your competitors

STEP 1

Log into [SimilarWeb](#) (a free account should be fine).

STEP 2

Enter a URL into the search bar in the top nav.

STEP 3

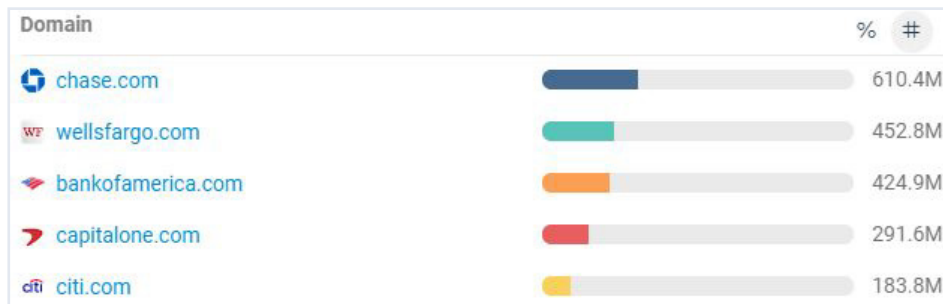
Click the blue 'Compare' CTA and add your competitor URLs

STEP 4

Then, navigate to Website Analysis > Website Overview > Website Audience > Total Visits.

Here you'll find comparative breakdowns by traffic volume, devices, etc.

Does anything stand out?



Compare your engagement against your competitors

STEP 1

Log into [SimilarWeb](#) (a free account should be fine).

STEP 2

Enter a URL into the search bar in the top nav.

STEP 3

Click the blue 'Compare' CTA and add your competitor URLs

STEP 4

Then, navigate to Website Analysis > Website Overview > Website Audience > Engagement

Compare competitors website engagement metrics with your website engagement.

Domain	Monthly Visits	Unique Visitors	Visits / Unique Visitors	Avg. Visit Duration	Pages/Visit	Bounce Rate
chase.com	🏆 203.4M	🏆 48.79M	4.17	🏆 00:05:54	🏆 9.81	🏆 16.01%
wellsfargo.com	150.9M	29.27M	🏆 5.16	00:05:06	9.63	18.49%
bankofamerica.com	141.6M	37.34M	3.79	00:05:47	7.43	18.88%
capitalone.com	97.22M	33.31M	2.92	00:05:18	7.31	18.53%
citi.com	61.29M	22.31M	2.75	00:05:06	7.92	22.72%

Pro Tip

If you see from this report that some of your competitors are exceptionally good in some metric, you can then analyze their websites to learn what they are doing well to get to such a high number and later replicate it on your website.



Rob LaFontaine
CEO

Compare your traffic channels against your competitors

STEP 1

Log into [SimilarWeb](#) (a free account should be fine).

STEP 2

Enter a URL into the search bar in the top nav.

STEP 3

Click the blue 'Compare' CTA and add your competitor URLs

STEP 4

Then, navigate to Website Analysis > Website Overview > Marketing Mix > Channels Overview

Check which channels your competitors use to generate traffic to their websites.



If you see that some of your competitors generate significant shares of traffic from channels that you're not using, it's a clear sign that you should test them too. The more well-known a brand is, the higher share of traffic will come to their site directly.

Compare social traffic against your competitors

STEP 1

Log into [SimilarWeb](#) (a free account should be fine).

STEP 2

Enter a URL into the search bar in the top nav.

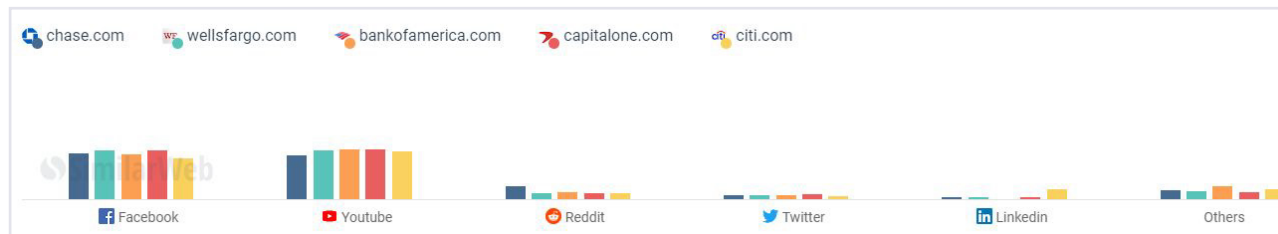
STEP 3

Click the blue 'Compare' CTA and add your competitor URLs

STEP 4

Then, navigate to Website Analysis > Website Overview > Social > Social Traffic

Which social platforms are most utilized by your competitors?



If you omitted e.g. Reddit because you thought that your target audience doesn't hang out there but one of your competitors is consistently getting a large share of their traffic from this channel, it means that you should test it too.

Compare display traffic against your competitors

STEP 1

Log into [SimilarWeb](#) (a free account should be fine).

STEP 2

Enter a URL into the search bar in the top nav.

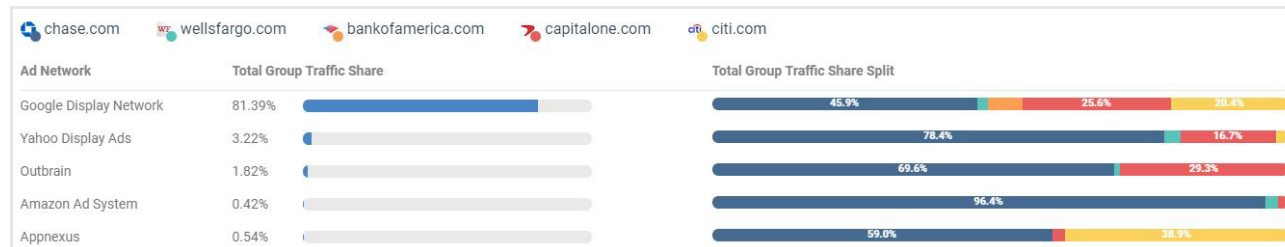
STEP 3

Click the blue 'Compare' CTA and add your competitor URLs

STEP 4

Then, navigate to Website Analysis > Website Overview > Display Advertising > Display Network

Which display networks are most used by your competition?



If you're advertising only using Google Display Network but notice that other companies are getting significant traffic from other networks, then you may want to try them too to capture that audience.

Map your keyword universe

Use [SpyFu](#) to check the exact organic keywords that your competitors rank on and you don't, so that you will be able to create content relevant to these keywords. You can create a free account using [this link](#).

STEP 1

Open SpyFu and enter the name or web domain of your main competitor.

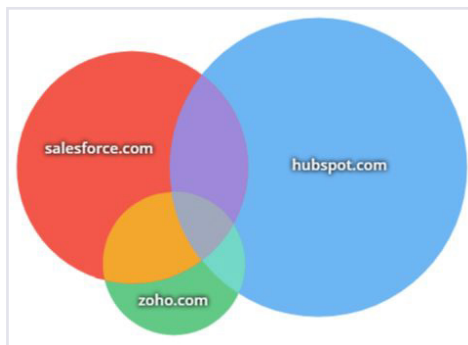
STEP 2

Click the SEO Research tab and open the Kombat (Shared Organic Keywords) section.

STEP 3

Enter the name of two of your top competitors and click Fight.

From here, you'll be able to view your keyword universe (i.e. all the keywords your website and competitors rank for), as well as weaknesses (i.e. keywords your competitors rank for, but not you), and exclusive keywords (i.e. keywords you rank for, but your competitors don't).



Weakness			
Keywords both competitors rank for, but not hubspot.com			
<input type="checkbox"/> Keyword	Search Volume (US) ▾	CPC (Broad)	Difficulty
<input type="checkbox"/> process payments	4.4k	\$1.61	61
<input type="checkbox"/> files anywhere	3.6k	\$1.08	61
<input type="checkbox"/> address format uk	1.6k	\$2.67	59
<input type="checkbox"/> event reminder	480	\$0.42	50
<input type="checkbox"/> how to create products	480	\$3.83	59

Compare your keywords to competitors over time

Next, see how the number of keywords you and your competitors rank for have been changing over time.

STEP 1

Open SpyFu and enter the name or web domain of your main competitor.

STEP 2

Go to the Keyword Research tab and open the SEO overview.

STEP 3

Scroll down to the Top Organic Competitors section to see how many keywords you and your competitors rank for overtime.



Getting started with your competitor analysis

Now it's time for you to give it a try. Here's a quick recap of the tools you'll need and what you'll need to check during your competitor analysis.

Tools You'll Need:

- SimilarWeb
- SpyFu

Competitor Analysis Checklist:

- Compare your website traffic against your competitors
- Compare your engagement against your competitors
- Compare your traffic channels against your competitors
- Compare social traffic against your competitors
- Compare display traffic against your competitors
- Map your keyword universe
- Compare your keywords to competitors over time

CHAPTER 3

Search Engine Optimization (SEO) Audit

There are no hard and fast rules for SEO audits because every company is different. Your SEO priorities are unique to your goals, so we're not going to tell you exactly what to focus on. However, we are going to walk you through the SEO audit process, which you can apply to your organization's needs. Let's get started.

An SEO audit covers three major areas:

Accessibility: Can Google crawl your site and parse what it's about?

Relevancy: Do you have content relevant to your search terms?

Authority: Are influential and respected sources linking to you?

ACCESSIBILITY

To rank well on Google, the search engine must be able to read your website and determine what it's about. If your code and content are written in a way that prevents Google from finding the information it needs, your search rank will decline. UX often affects your rank, too, though we'll touch on that a bit later.

Here's how to check the accessibility of your site.

Check for site errors in Google Search Console

If you want to rank organically on Google, make sure it can crawl your site without running into errors. Fortunately, Google does a great job of telling you what's wrong — and how to fix it — in the free Google Search Console (formerly Webmaster Tools). Here's how to use this tool:

STEP 1

Open Google Search Console.

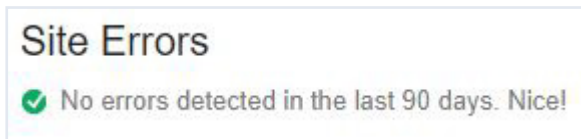
STEP 2

Look for the Crawl Errors section under Current Status.

STEP 3

Review Error list.

Under Site Errors, you'll see prompts for DNS, Server connectivity, and Robots.txt.fetch. A checkmark in a green circle indicates that your site is free of that particular error.



Check for URL errors

If Google warns you about crawl errors such as 44 Server Errors and 88 Not Found issues, here's what to do:

STEP 1

From the Google Search Console dashboard, click into [Crawl Errors](#).

STEP 2

Review the list of server errors.

This is a list of pages Google tried to crawl unsuccessfully. This can happen if pages were previously indexed on an old version of your site. It can also occur if users enter URLs that mistakenly resolve instead of hitting a 404 error.

STEP 3

Mark issues as resolved in Google Search Console.

STEP 4

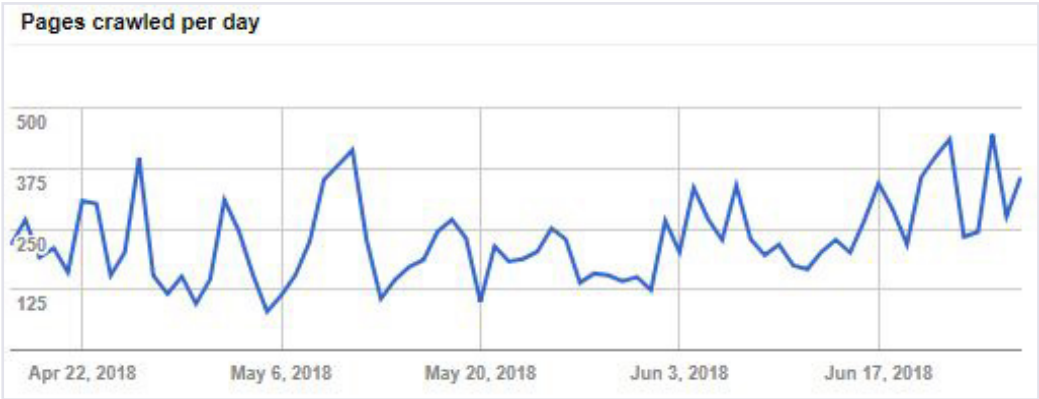
Move on to the "Not Found" tab.

Priority	URL	Response Code	Detected
1	product/1234/brand/1234/	404	6/16/18
2	www	404	5/15/18
3	product/1234/brand/1234/	404	5/19/18
4	www/brand/1234/	404	6/20/18
5	product/1234/brand/1234/	404	4/28/18
6	www/brand/1234/	404	6/20/18
7	product/1234/brand/1234/	404	6/25/18
8	www/brand/1234/	404	4/21/18

These are pages that no longer exist or have been renamed. You can either write code that 301 redirects the outdated URL to a new page, or you can redirect all nonexistent URLs to your website's homepage

Check your crawl stats

Checking crawl errors is important, but so is checking crawl stats. These tell you how often Google is crawling your site and how many pages it hits. When you first launch your site and don't have many links to it, you'll notice a pretty low crawl rate. But for a site like ours, which has about 500 pages, we expect more robust stats.



Pro Tip

Your crawl stats become increasingly important as you grow, particularly when your site reaches thousands of pages. At some point, you might opt to exclude less important categories to ensure your more important pages get a larger cut of your [crawl budget](#).



Rob LaFontaine
CEO

Check your website's site map

A site map is a list of all pages on your site. It serves as a handy guide for Google to know which pages to crawl. If your site is built on a platform like WordPress, plenty of plug-ins exist to help create your site map. But if yours is a custom site, you'll need to make your own.

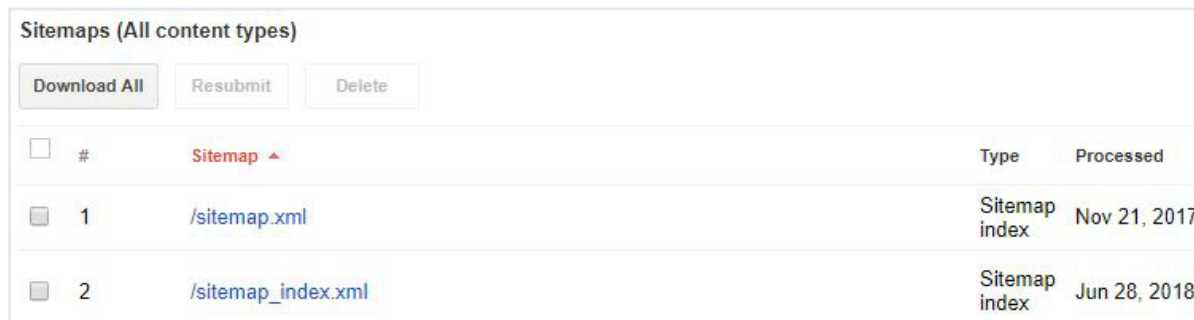
It's important to maintain an error-free site map. The following steps will help keep it up-to-date and Google-friendly:

STEP 1


Within Google Search Console, go to the Crawl tab in the menu, then select "Sitemaps."

STEP 2

Under the bar graph, identify when the site map was last submitted.



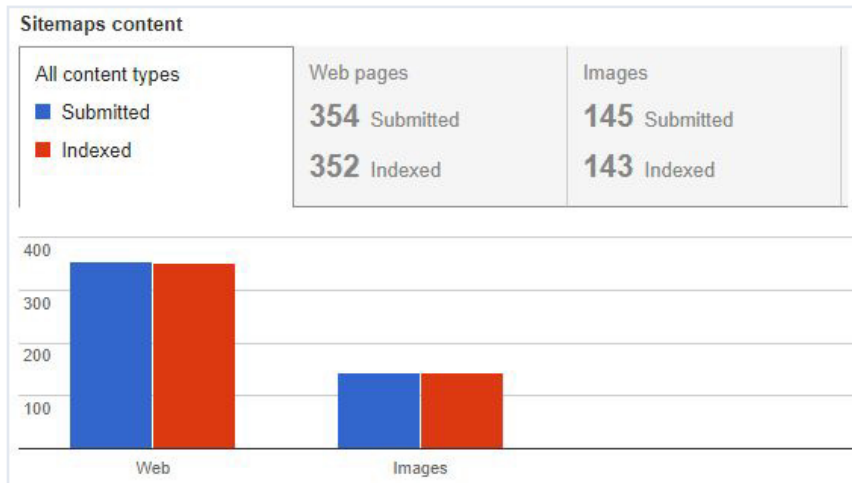
The screenshot shows the 'Sitemaps (All content types)' section in Google Search Console. It includes three buttons: 'Download All', 'Resubmit', and 'Delete'. Below these is a table with columns for '#', 'Sitemap', 'Type', and 'Processed'. The table lists two sitemaps: one at '/sitemap.xml' processed on Nov 21, 2017, and another at '/sitemap_index.xml' processed on Jun 28, 2018.

<input type="checkbox"/>	#	Sitemap 	Type	Processed
<input type="checkbox"/>	1	/sitemap.xml	Sitemap index	Nov 21, 2017
<input type="checkbox"/>	2	/sitemap_index.xml	Sitemap index	Jun 28, 2018

STEP 3

Click the Web pages tab above the bar graph.

This will highlight the amount of pages submitted in your sitemap (and how many were actually indexed). You can also see if Google found any errors here.



STEP 4

Type `site:yourwebsite.com` into Google's search.

This will return all the indexed pages Google finds on your site.

Check internal links

If you don't have a sitemap, Google navigates your site just as a user would: by clicking links in your navigation bar and body copy. Therefore, you want to be sure the navigation bar links to top pages on your site. Otherwise, you're sending the wrong signal to Google and may prevent users from finding key information. Here's how to check your internal links:

STEP 1

Open Google Search Console.

STEP 2

Under the Search Traffic tab, click Internal Links.

This will display all accessible internal links on your website.



The screenshot shows the 'Internal Links' report in Google Search Console. At the top, there is a 'Download this table' button and a pagination control showing 'Show 25 rows' and '1-25 of 258'. The table has two columns: 'Target pages' and 'Links'. The 'Links' column is sorted in descending order.

Target pages	Links
https://blog.ladder.io/	537
/growth-journey/	271
/business-idea/	241
/copywriting/	221
/asana-task-manager/	216
/gdpr/	214
/demand-generation-strategies/	213
/twitter-advertising/	211
/facebook-ad-design/	211
/business-negotiations/	210
/lead-qualification-system/	210
/growth-marketing/	204
/category/seo/	200

Check external links

You may be wondering, “How does Google know my site exists in the first place?” The answer: through the grace of links from other websites. Here’s how to discern who’s linking to you:

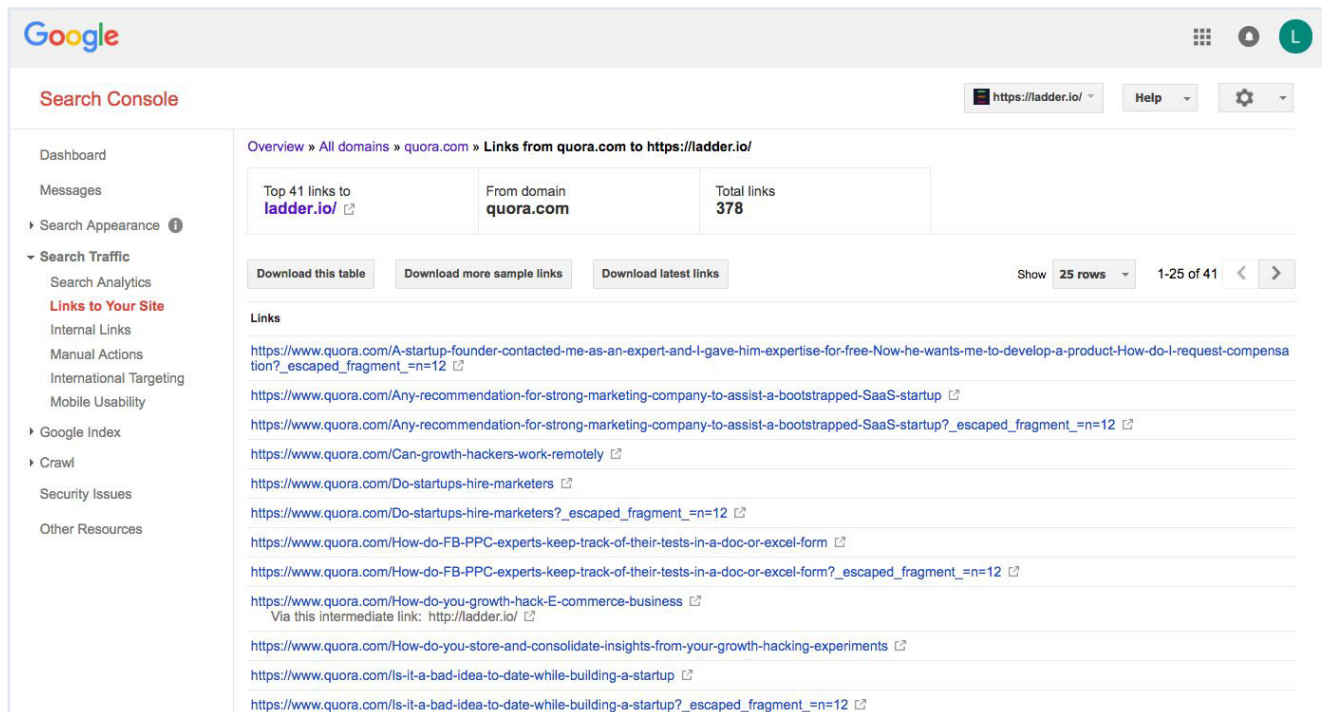
STEP 1

Open Google Search Console.

STEP 2

Under the Search Traffic tab, select Links to Your Site.

This will provide an overview of all domains linking to your website.



The screenshot shows the Google Search Console interface. The breadcrumb path is "Overview » All domains » quora.com » Links from quora.com to https://ladder.io/". A summary table shows:

Top 41 links to ladder.io	From domain quora.com	Total links 378
---------------------------	-----------------------	-----------------

Below the table are buttons for "Download this table", "Download more sample links", and "Download latest links". The "Links" section lists the following URLs:

- https://www.quora.com/A-startup-founder-contacted-me-as-an-expert-and-I-gave-him-expertise-for-free-Now-he-wants-me-to-develop-a-product-How-do-I-request-compensation?_escaped_fragment_=n=12
- <https://www.quora.com/Any-recommendation-for-strong-marketing-company-to-assist-a-bootstrapped-SaaS-startup>
- https://www.quora.com/Any-recommendation-for-strong-marketing-company-to-assist-a-bootstrapped-SaaS-startup?_escaped_fragment_=n=12
- <https://www.quora.com/Can-growth-hackers-work-remotely>
- <https://www.quora.com/Do-startups-hire-marketers>
- https://www.quora.com/Do-startups-hire-marketers?_escaped_fragment_=n=12
- <https://www.quora.com/How-do-FB-PPC-experts-keep-track-of-their-tests-in-a-doc-or-excel-form>
- https://www.quora.com/How-do-FB-PPC-experts-keep-track-of-their-tests-in-a-doc-or-excel-form?_escaped_fragment_=n=12
- <https://www.quora.com/How-do-you-growth-hack-E-commerce-business>
Via this intermediate link: <http://ladder.io/>
- <https://www.quora.com/How-do-you-store-and-consolidate-insights-from-your-growth-hacking-experiments>
- <https://www.quora.com/Is-it-a-bad-idea-to-date-while-building-a-startup>
- https://www.quora.com/Is-it-a-bad-idea-to-date-while-building-a-startup?_escaped_fragment_=n=12

Unfortunately, this report doesn't tell much about the value of those links. For instance, links from Quora are “no-follow” links by default, which means they don't count toward your site's popularity and, therefore, don't have much SEO value.

Check for HTML errors

Correcting HTML errors drastically improves your click-through rates on pages that appear in search engines. Here's how to spot them:

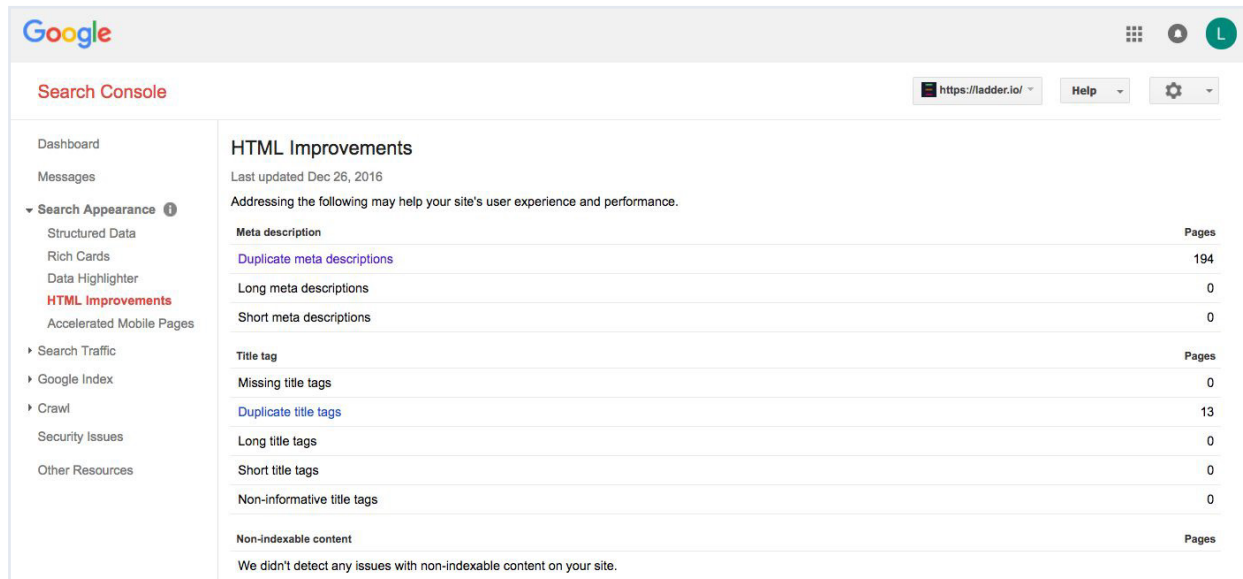
STEP 1

Open Google Search Console.

STEP 2

Under the Search Appearance tab, click HTML Improvements

Here, you'll see recommended HTML improvements (like removing duplicate meta descriptions and duplicate title tags). For a more in-depth HTML check, run your pages through the [W3C Markup Validation Service](#).



The screenshot shows the Google Search Console interface for the domain <https://ladder.io/>. The left sidebar contains navigation options: Dashboard, Messages, Search Appearance (selected), Search Traffic, Google Index, Crawl, Security Issues, and Other Resources. Under Search Appearance, the following items are listed: Structured Data, Rich Cards, Data Highlighter, HTML Improvements (highlighted in red), and Accelerated Mobile Pages. The main content area is titled "HTML Improvements" and shows a list of issues:

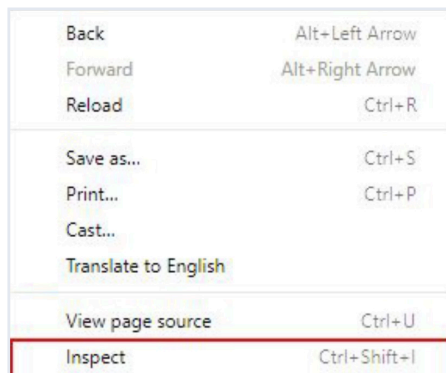
Issue	Pages
Meta description	
Duplicate meta descriptions	194
Long meta descriptions	0
Short meta descriptions	0
Title tag	
Missing title tags	0
Duplicate title tags	13
Long title tags	0
Short title tags	0
Non-informative title tags	0
Non-indexable content	
We didn't detect any issues with non-indexable content on your site.	Pages

Check your page architecture

Semantics matter to Google, so make sure your site's code is structurally sound. Having the correct header tags (like <H1>, <H2>, etc.) is especially important. Use these steps to ensure you're not being penalized on this front:

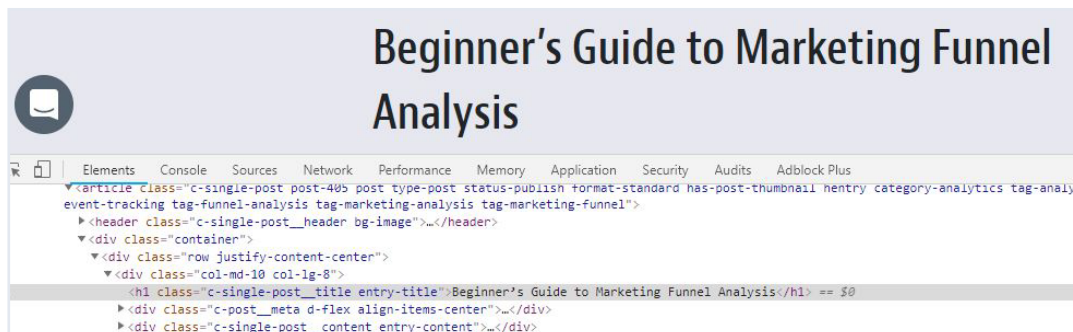
STEP 1

Right click within your browser to open the page inspector tool.



STEP 2

Highlight your website's title and body text.



Here, you can see whether these elements have proper HTML tags.

Check for alt text in images

Images that don't include alt text will not show up in Google Image Search, and Google won't know what the images are relevant to. Thus, untagged photos and graphics won't boost the page's relevance. To check for alt text:

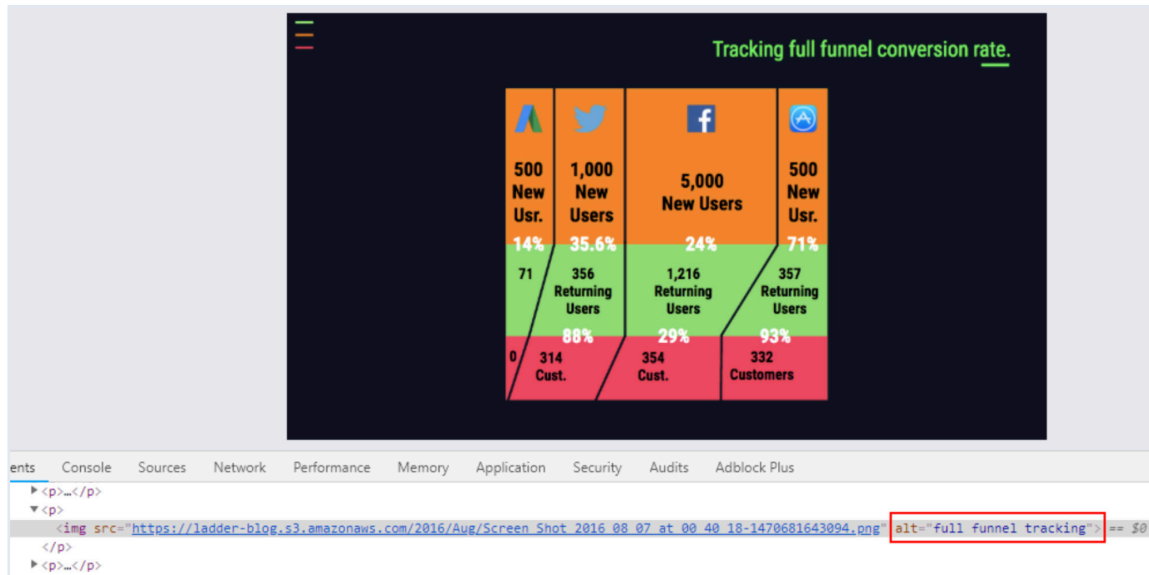
STEP 1

Right click within your browser to open the page inspector tool.

STEP 2

Hover over an image on your website.

Inspect the source code for alt text for the image.



The screenshot displays a browser's developer tools interface. The top part shows a funnel chart titled "Tracking full funnel conversion rate." with four columns representing different platforms. The bottom part shows the source code for the image, with the alt attribute highlighted in a red box.

Platform	New Users	Returning Users	Customers
Google	500	71	0
Twitter	1,000	356	314
Facebook	5,000	1,216	354
Another	500	357	332

```
 part of the page.

```
15 <meta property="og:locale" content="en_US" />
16 <meta property="og:type" content="article" />
17 <meta property="og:title" content="Beginner's Guide to Marketing Funnel Analysis | Ladder" />
18 <meta property="og:description" content="New to Analytics? Or just confused? Read our step-by-step beginner's guide and start finding
insights into how to grow your business." />
19 <meta property="og:url" content="https://blog.ladder.io/marketing-analysis/" />
20 <meta property="og:site_name" content="Growth without the guesswork" />
21 <meta property="article:publisher" content="https://www.facebook.com/ladderdigital" />
22 <meta property="article:tag" content="Analytics" />
23 <meta property="article:tag" content="Event Tracking" />
24 <meta property="article:tag" content="Funnel Analysis" />
25 <meta property="article:tag" content="Marketing Analysis" />
26 <meta property="article:tag" content="Marketing Funnel" />
27 <meta property="article:section" content="Analytics" />
28 <meta property="article:published_time" content="2017-08-24T18:00:00-04:00" />
29 <meta property="article:modified_time" content="2018-05-03T15:17:42-04:00" />
30 <meta property="og:updated_time" content="2018-05-03T15:17:42-04:00" />
31 <meta property="og:image" content="https://s3-eu-central-1.amazonaws.com/ladder-wp-dev-s3/app/uploads/2016/08/04090627/
beginners_guide-1471033781591.png" />
```

## RELEVANCY

Google rankings are all about relevancy. That's what makes the search engine so valuable. People expect to find high-value results when they use Google. Therefore, your site must be up to par.

You can achieve relevance two ways:

**Target a set of keywords and create relevant content around those**

**Discern which keywords you already rank for, then adjust your content strategy around those to improve your ranking.**

Google rankings are all about relevancy. That's what makes the search engine so valuable. People expect to find high-value results when they use Google. Therefore, your site must be up to par.

The choice is yours, and your decision will likely depend on company goals and current development phase.

Whatever you decide, there are key areas to focus on for improving your site's ranking...

## Look at search analytics

Google Search Console is, again, uniquely helpful in seeing which keywords lead to clicks on your site. To view search analytics:

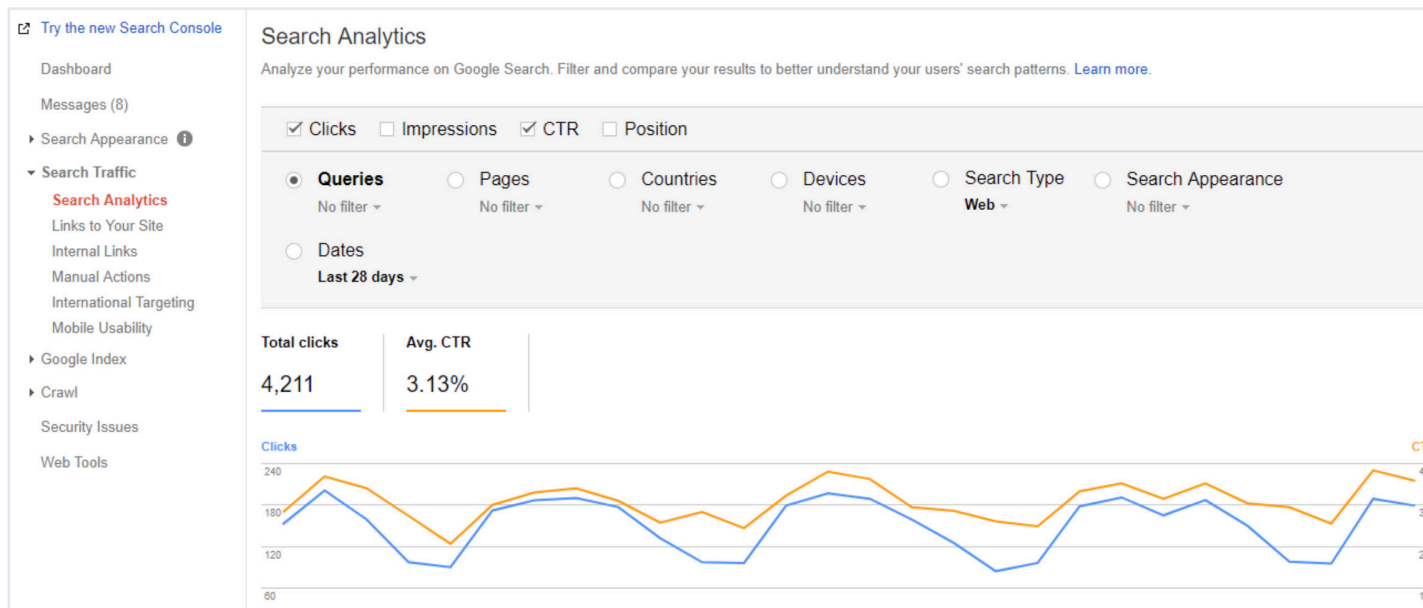
### STEP 1

Open Google Search Console.

### STEP 2

Under the Search Traffic tab, click Search Analytics.

Google Search Console is, again, uniquely helpful in seeing which keywords lead to clicks on your site. To view search analytics:



### STEP 3

Scroll down to see impressions and clicks for the queries in which your business came up in the search.

|   | Queries      | Clicks ▼ | CTR    |    |
|---|--------------|----------|--------|----|
| 1 | company name | 454      | 6.06%  | >> |
| 2 | company name | 381      | 4.82%  | >> |
| 3 | company name | 313      | 27.67% | >> |
| 4 | company name | 216      | 7.16%  | >> |
| 5 | company name | 136      | 32.69% | >> |
| 6 | company name | 112      | 5.26%  | >> |
| 7 | company name | 107      | 0.94%  | >> |
| 8 | company name | 105      | 16.99% | >> |
| 9 | company name | 91       | 11.29% | >> |

Bear in mind that searches related to your company's name don't count as organic search. Most people will type in the company name instead of its site URL, so this traffic is different than other searches.

### Pro Tip

Make sure to separate these brand queries from other keyword searches to really home in on what's working. You can also filter your data by device type and country, providing an even more in-depth look at search traffic.



**Ben Maloney**  
Head Strategist



## Optimize your website for search engines

On-page SEO means optimizing individual webpages so they rank higher on search engine results. Both content and HTML code can be optimized for search, so be diligent about testing these, building in keywords, and writing semantic content and code to boost performance. In short, here's what to do:

### STEP 1

Determine one to three keywords you wish to rank and optimize for.

### STEP 2

Add these keywords naturally to page titles, descriptions, headings, body content, image titles, alt text, and URLs.

But don't get carried away. Google may penalize you for "keyword stuffing," the practice of forcing too many keywords into content that causes it to read stilted or unnatural.

## Optimize your blog content for search engines with this checklist

Now that you know how to optimize a web page for SEO, you should do the same for any content you publish online, whether its for your own blog or guest post for another publication.

When auditing content for SEO, make sure these elements are present:

- Primary target keyword is in the URL.
- Primary keyword is in the title of the page or blog post, ideally at the beginning of the title. Also include your primary keyword in at least one subheader.
- Primary target keyword is in the page/post's meta description.
- Primary target keyword is included in the first 100 words of your post or page.
- Primary keyword is included in the file name, alt text, and description of your images.
- Your title has an <H1> headline tag, and subheaders use <H2>headline tags.
- Insert at least 2-3 long-tail keywords and LSI keywords naturally into your post or page.
- Social sharing buttons to promote engagement.
- Long-form content with 1,600+ words.
- Your page speed and load time are optimized for a better user experience.
- Your page is secure with an HTTPS certificate.

- Your page has at least 2-3 internal links to relevant content.
- The content of your page answers one or more questions, and is relevant and high quality.
- Add schema markup to your pages' HTML code to help search engines understand the data on those pages.

### **Pro Tip**

[Google's Structured Data Markup Helper](#) makes this step easy

The screenshot shows the Google Structured Data Markup Helper interface. At the top, there's a navigation bar with 'Enter Page', 'Tag Data', and 'View HTML' steps, and a 'Help' button. The main content area has a title 'Structured Data Markup Helper' and two tabs: 'Website' and 'Email'. Below the tabs, there's a text input field. A paragraph explains the tool's purpose and includes a 'Learn more' link. Below that, it says 'To get started, select a data type, then paste the URL or HTML source of the page you wish to mark up below:'. There are nine radio button options for data types: Articles, Book Reviews, Events, Job Postings, Local Businesses, Movies, Products, Restaurants, and Software Applications, and TV Episodes. At the bottom, there are two tabs: 'URL' and 'HTML'. The 'URL' tab is active, and there's a text input field containing 'url' and a blue 'Start Tagging' button.

Most importantly, you should be creating content that answers a question or solves a problem for your target audience, like “how-to” guides or e-books.

## AUTHORITY

The biggest mistake marketers make when it comes to SEO is taking an “if you build it, they will come” mentality — if they create quality content, source premium images, conduct good keyword research, and optimize on-page factors, a boost in rankings will occur naturally.

But that’s not the case. Even accessible, relevant sites will flop in search rankings if they lack authority. Unless reputable publications and sites link to you, your rank will remain low. It’s essential to not only publish quality content, but to also share it widely and encourage shares and backlinks.

Tweak the following metrics to boost your authority score:

### Find your domain page authority

Domain authority is a score, on a 100-point scale, developed by Moz to predict how well a website will rank. To check for domain page authority:

#### STEP 1

Open Moz’s [Open Site Explorer](#) and enter your site’s URL.

#### Pro Tip


Pages ranked at No. 1 have an average of [168 percent more backlinks](#) than those at No. 5 — having the top spot can lead to [six times more traffic](#).



**Rob LaFontaine**  
CEO

## STEP 2

Under “Authority,” find your Domain Authority and Page Authority scores.

| Authority                                                                                            |                  |
|------------------------------------------------------------------------------------------------------|------------------|
| DOMAIN AUTHORITY ⓘ                                                                                   | PAGE AUTHORITY ⓘ |
| 33 /100                                                                                              | 36 /100          |
| SPAM SCORE: -- /17  |                  |

You can also use Open Site Explorer to view your competitors’ domain authority numbers.

## Look at link quality

There is a direct correlation between number of links and domain authority. Assuming all things are equal, the more links, the better: The number of domains linking to your site is almost as important as the total number of links. However, multiple links from the same source may seem spammy and will carry less weight than having multiple websites linking to your site and pages.

The quality of your links is imperative. If someone who has a high domain authority links to you, that endorsement can be worth hundreds or thousands of links from less-trusted sites. On the other hand, when a blog that’s unrelated to your core topics and keywords links to you, it’s a strike against you. If that happens too many times, Google may penalize your site.

## Pro Tip

If you don’t have Moz, Ahrefs will also display your company’s domain authority.



**Ben Maloney**  
Head Strategist

## Quick tactics for generating high-quality backlinks

- The first step toward getting people to link to your site? **Create content they want to consume.** That's really the driving force behind high-quality backlinks. Develop engaging, valuable content and then promote, promote, promote.
- We recommend identifying the keywords people are searching, and then building blog posts and longer-form pieces around those. You can also analyze competitor content that ranks well to discern what resonates with your market. Use Google Trends to discover topics people are actively searching.
- **Creating timely content is key to boosting your exposure** (which increase chances of backlinks), so look for news hooks around which you can write a blog post or pitch a guest article to an industry publication. This positions your company as an authority and creates incentives for followers and influencers to link to your site.
- **Landing interviews for articles, TV segments, and podcasts is great for credibility-boosting, too.** Build relationships with journalists and bloggers who often interview experts for timely insights in their coverage areas.
- **Look for opportunities to link to old content that becomes relevant again through a particular industry event or milestone.** Even better, update popular content and do a more in-depth piece to garner a fresh wave of interest.
- **Internal link-building is a good way to build authority as well, so make sure your old blog posts link to new ones (and vice versa).** Be sure to check your backlink profile: Is it up-to-date? If you find a broken link, reach out to whomever shared it and ask him to update it with the current URL.
- An easy way to score a content win is to **peek at your competitors' broken links.** Build your own posts and videos around those topics to deliver unique value in your market.
- Speaking of delivering value, **industry reports and studies always generate links,** so publishing comprehensive guides or lists will attract serious shares. You can also ask if a site is interested in linking to your resources. As long as what you're offering is relevant to their audience, it never hurts to inquire.

## Check for anchor text

The anchor text a website uses to link to you also matters. For example, Kualoa Ranch called DAY 33 a “data-driven marketing agency.” This is far more beneficial to us than if they linked to us as DAY 33. Why? Google will associate us more strongly with the keywords “marketing,” “agency,” and “data-driven.”

When [data-driven marketing agency Ladder](#) opened its New York office, they were a scrappy team of two. They partnered with Startup Institute and began instructing in the digital marketing track to share their knowledge, build a network in the city’s innovation sector, and to scout our student talent.

However, don’t try to game the system. If a high percentage of your links have the same anchor text (or too many have anchor text, period), Google might penalize your site. If you’re prompting partners to link to you through anchor text, ensure they use a variety of related keywords to be safe.

Need helping finding anchor links? Use Ahrefs!

### STEP 1

Open Ahrefs and input your website.

### STEP 2

Click on the Anchors tab in the menu on the left side of your screen. On this page, you'll see the anchor text, the number of referring domains, the number of do-follow links, and the number of referring pages.

| Anchor text <sup>i</sup>                                      | Referring domains <sup>i</sup> | / dofollow <sup>i</sup> | Referring pages <sup>i</sup> | First seen <sup>i</sup> | Last check <sup>i</sup> |           |
|---------------------------------------------------------------|--------------------------------|-------------------------|------------------------------|-------------------------|-------------------------|-----------|
| ladder                                                        | 75 20%                         | 53 19%                  | 142 7%                       | 26 Feb '17              | 3 h                     | Details ▾ |
| ladder.io                                                     | 44 12%                         | 29 10%                  | 97 5%                        | 1 Mar '17               | 3 h                     | Details ▾ |
| how to test drive your business idea before quitting your job | 22 6%                          | 20 7%                   | 79 4%                        | 26 Feb '17              | 2 d                     | Details ▾ |
| https://blog.ladder.io                                        | 12 3%                          | 10 4%                   | 28 1%                        | 6 Mar '17               | 16 h                    | Details ▾ |
| <a>no text</a>                                                | 17 5%                          | 8 3%                    | 111 5%                       |                         | 44 h                    | Details ▾ |
| 41 ad copy approaches to increase ad click rates              | 8 2%                           | 8 3%                    | 22 1%                        | 26 Feb '17              | 43 h                    | Details ▾ |
| ladder digital                                                | 9 2%                           | 8 3%                    | 14 <1%                       | 2 Mar '17               | 5 d                     | Details ▾ |
| blog.ladder.io                                                | 8 2%                           | 7 3%                    | 30 1%                        | 27 Feb '17              | 6 d                     | Details ▾ |
| eventually lead to the right solution                         | 7 2%                           | 7 3%                    | 8 <1%                        | 21 Sep '17              | 8 May '18               | Details ▾ |
| [case study] how facebook lead ads decreased our cost per l   | 6 2%                           | 6 2%                    | 13 <1%                       | 15 Aug '17              | 9 d                     | Details ▾ |



## Check your branded keywords

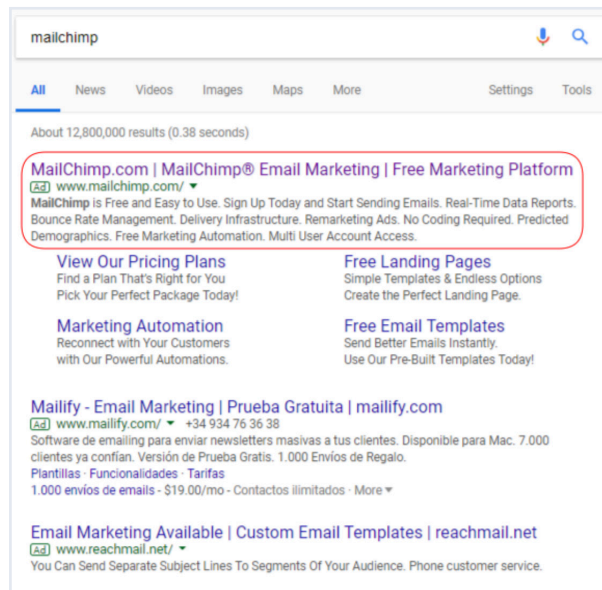
Check how the search results page look for your brand keywords. One way to do this is to use Ahrefs' Advertising Research toolkit.

### STEP 1

Open Ahrefs and enter your domain into the advertising research tool.

### STEP 2

Scroll down to paid search positions to find your top paid keywords. If you're bidding on branded keywords, this is the best place to see where your ads are ranking.

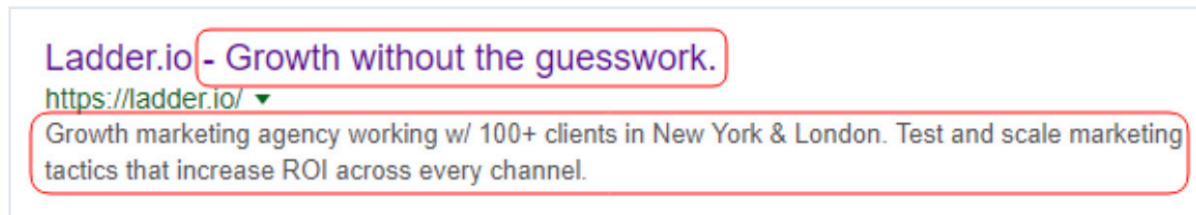


Alternatively, you can run a simple Google search for your company's name to see if there are any competitors bidding on paid keywords and stealing your traffic. If so, make sure you outbid them.

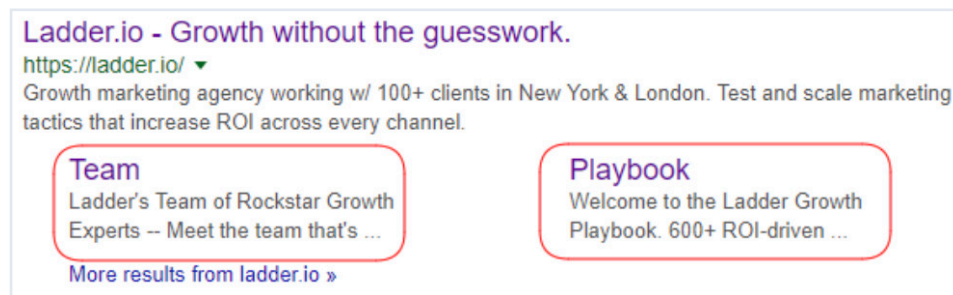
## See how your brand is displayed in searches

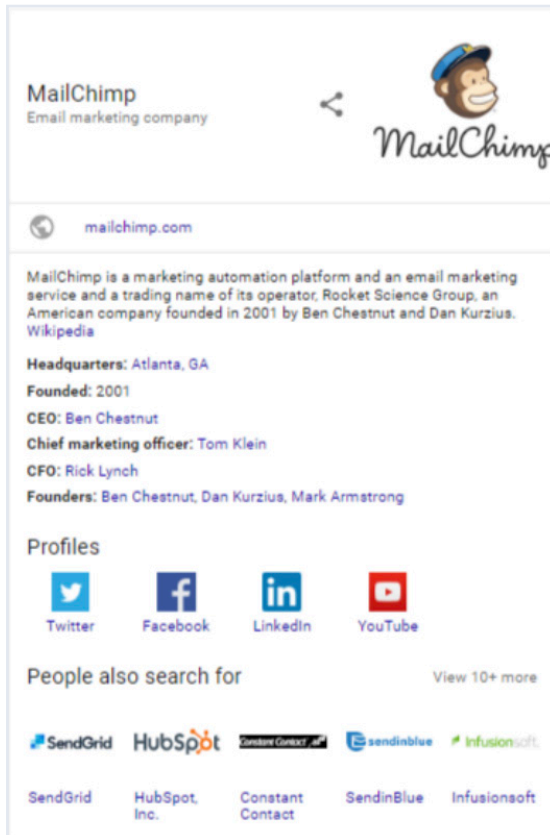
In addition, there are a few other things you should check for in your branded searches.

First, make sure your meta descriptions provide relevant information about your business to improve your click-through rates.



Next, are your sitelinks showing up? Unfortunately, you can't control if your sitelinks appear or not, but Google recommends that you "make sure you use anchor text and alt text that's informative, compact, and avoids repetition."





Is there a Knowledge Panel showing up? If not, consider [adding structured data markup](#) to your website. This will allow you to display important information about your business in knowledge cards, like your physical location contact information, official company name, logo, and social profile information.

If your social media profiles are on the first SERP, are they regularly updated? Use social media scheduling tools like Hootsuite or Buffer to make sure your social media accounts are always updated.

### Pro Tip

Use [Google's Data Markup Helper](#) to make this process a lot easier.



**Ben Maloney**  
Head Strategist

## Analyze social sharing activity

Use Buzzsumo to see which articles have been shared the most on social media and analyze what type of content gets the most engagement--both yours and your competitors.

Start by looking at engagement on specific articles.

### STEP 1

Login to Buzzsumo and go to the Content Research tab.

### STEP 2

Enter your blog or website domain.

### STEP 3

Sort by Total Engagements to see all of your posts with the most social media engagements.

### Pro Tip

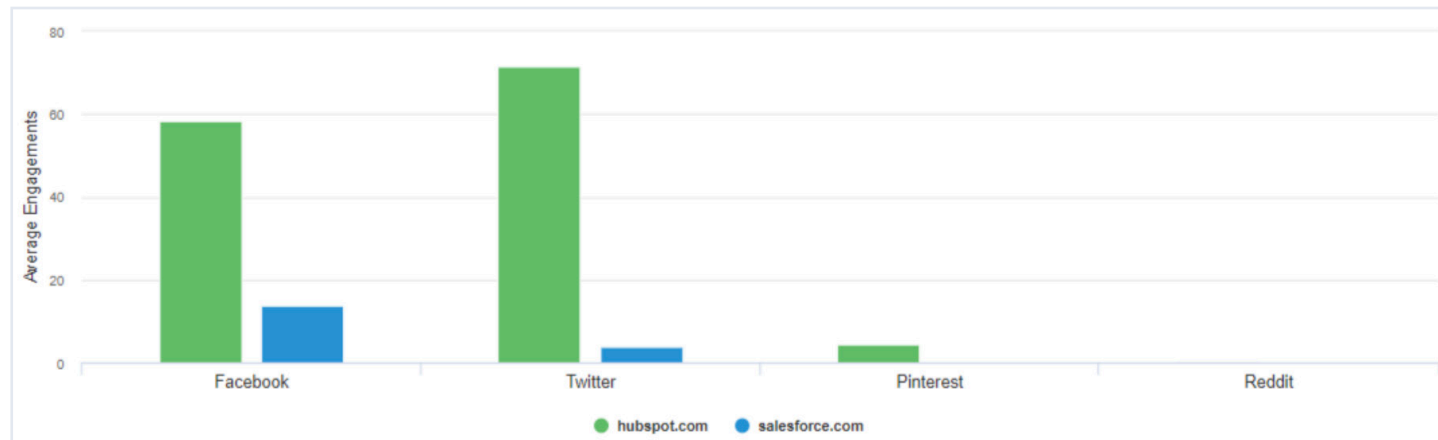
This is also a great place to find out what topics are most liked by your and your competition's audience? From the report above we can easily see that 3 out of 6 most popular articles are related to SEO.



**Rob LaFontaine**  
CEO

| Sort by | Total Engagements                                                                                                       | Facebook Engagements | Twitter Shares | Pinterest Shares | Reddit Engagements | Number of Links | Evergreen Score | Total Engagements |
|---------|-------------------------------------------------------------------------------------------------------------------------|----------------------|----------------|------------------|--------------------|-----------------|-----------------|-------------------|
|         | 20 SEO Myths You Should Leave Behind in 2018<br>By Hubspot - Aug 8, 2017<br>hubspot.com<br><a href="#">List</a>         | 8.3K                 | 29             | 29               | 0                  | 3               | 27              | 8.3K              |
|         | 12 of the Sassiest Brands on Social Media<br>By Sophia Bernazzani - Nov 27, 2017<br>hubspot.com<br><a href="#">List</a> | 6.3K                 | 999            | 42               | 2                  | 53              | 21              | 7.3K              |
|         | Four Days of Facebook<br>By Hubspot - Aug 21, 2017<br>hubspot.com                                                       | 6.5K                 | 101            | 2                | 0                  | 68              | 5               | 6.7K              |
|         | Four Days of Facebook<br>By Hubspot - Aug 30, 2017<br>hubspot.com                                                       | 6.6K                 | 1              | 0                | 0                  | 1               | 3               | 6.6K              |
|         | What Is SEO?<br>By Hubspot - Aug 8, 2017<br>hubspot.com<br><a href="#">What Post</a>                                    | 6.1K                 | 7              | 3                | 0                  | 8               | 3               | 6.1K              |

## Analyze engagement on social media networks



Which social media platforms drive the highest average engagement for your business? Use BuzzSumo to figure it out! Here's how:

### STEP 1

Open BuzzSumo and navigate to the content research tab.

### STEP 2

Next, click the Content Analysis tab and enter your website's domain.

### STEP 3

Finally, scroll down to find the Average Engagements by Network. This will display the social media platforms with the highest engagement.

## Compare engagement by content type



Now, it's time to determine that type of content gets the highest average engagement. We'll use BuzzSumo to find this information.

### STEP 1

Open BuzzSumo and navigate to the content research tab.

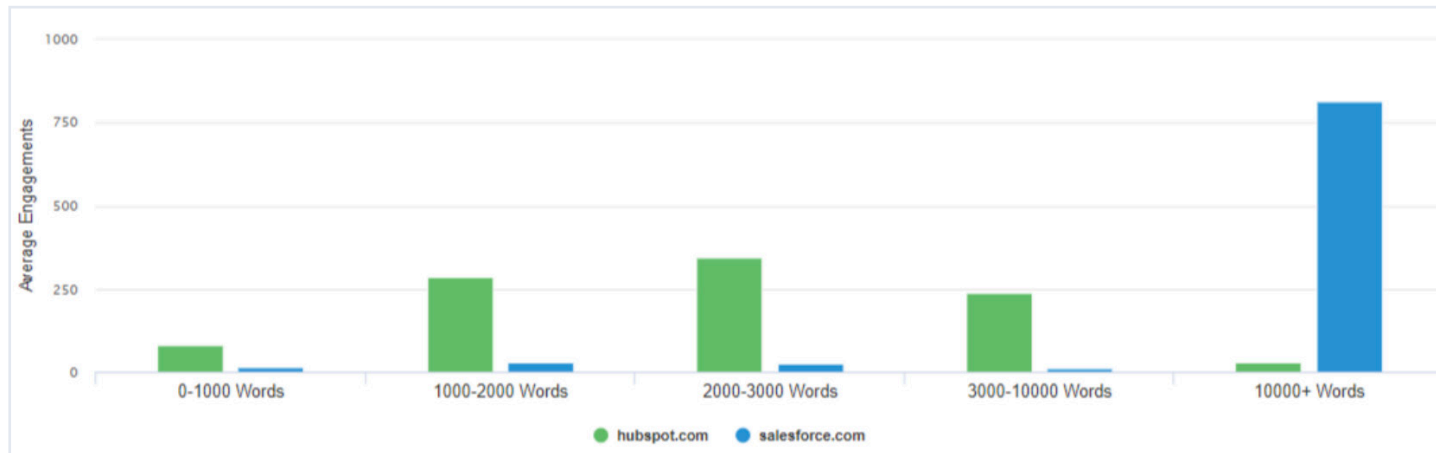
### STEP 2

Next, click the Content Analysis tab and enter your website's domain.

### STEP 3

Finally, scroll down to find the Average Engagements by Content Type. And voila! You'll see what types of content have earned the most engagements.

## Compare engagement by content length



Dozens of studies support the claim that content with 2000+ words often rank higher in search engines and generally perform better. But does a 2000+ word article work for your audience? Here's how to find out:

### STEP 1

Open BuzzSumo and navigate to the content research tab.

### STEP 2

Next, click the Content Analysis tab and enter your website's domain.

### STEP 3

Finally, scroll down to find the Average Engagements by Content Length. Now, you'll be able to find out what

# Getting started with your SEO audit

Ready to kick off your SEO audit? Here's a checklist of all of the elements you should cover and the tools you'll need.

## Tools You'll Need:

- BuzzSumo
- Google Search Console
- Page Inspector Tool
- Ahrefs
- Google's Data Markup Helper (optional)

## SEO Audit Checklist:

- Check for site errors in Google Search Console
- Check for URL errors
- Check your crawl stats
- Check your website's site map
- Check internal links
- Check external links
- Check for HTML errors
- Check your page architecture
- Check for alt text in images
- Check for open graph tags
- Look at search analytics
- Optimize your website for search engines
- Optimize your blog content with our on-page SEO checklist ([See page 50](#))
- Find your domain page authority
- Read our quick tactics for generating high-quality backlinks
- Check for anchor text
- Check your branded keywords
- See how your brand is displayed in searches
- Analyze social sharing activity
- Analyze engagement on social media networks
- Compare engagement by content type
- Compare engagement by content length



## CHAPTER 4

# Paid Advertising (PPC) Audit

Here's an exciting fact about conducting a pay-per-click (PPC) audit: It's the single fastest and easiest way to enhance your marketing performance. PPC is hyper-measurable, and any changes you make occur immediately, so you can see the effects in real time.

## HOW TO AUDIT PPC CAMPAIGNS

To conduct your PPC audit, segment your data by variables such as audience, creative, location, or device (though there are others, too). Your goal is to find the best and worst of each category. In other words, which drive performance and which drag it down?

Then, you can analyze the differences between the best and worst performers. After you've extracted the trends, recommend solutions that will drive better numbers across the board.

**\*NOTE:** *In this ebook we run through PPC audits for AdWords and Facebook Ads, but the process is the same for LinkedIn Ads, Twitter Ads, Outbrain, Quora Ads, and any other PPC platform.*

# GOOGLE ADWORDS

## Select a time period and KPIs

Select a date range that will show enough data for you to be able to analyze them. 3 months is often enough but feel free to use a longer time period if you need more data.

Look at your full marketing funnel for this period — from impression through conversion — as well as the cost and revenue metrics - click Modify Columns in the dropdown menu.

We recommend adding the following KPIs:

|             |                  |
|-------------|------------------|
| Impressions | Average CPC      |
| Clicks      | Conversions      |
| CTR         | Conversion rate  |
| Cost        | Cost/conversion  |
| Average CPM | Average position |

These metrics will provide an early view into a campaign's efficiency and profitability. You can also save these columns to reuse later.

# Segment by day of week

Now you can discover which weekdays see the best performance. Addressing any differences between days can lead to immediate performance gains. To identify the winners and the laggards select the Ad schedule tab, then Day from the top menu (in the new AdWords version).

| Day ↑     | Impr.     | Clicks | CTR   | Avg. CPC | Cost       | Conversions | Cost / conv. | Conv. rate |
|-----------|-----------|--------|-------|----------|------------|-------------|--------------|------------|
| Sunday    | 1,975,144 | 4,533  | 0.23% | \$0.63   | \$2,842.55 | 42.00       | \$67.68      | 0.93%      |
| Monday    | 1,933,725 | 4,308  | 0.22% | \$0.64   | \$2,768.40 | 46.00       | \$60.18      | 1.07%      |
| Tuesday   | 1,763,396 | 3,864  | 0.22% | \$0.65   | \$2,516.50 | 31.00       | \$81.18      | 0.80%      |
| Wednesday | 1,680,623 | 3,739  | 0.22% | \$0.68   | \$2,532.18 | 11.00       | \$230.20     | 0.29%      |
| Thursday  | 1,659,548 | 3,758  | 0.23% | \$0.67   | \$2,500.15 | 29.00       | \$86.21      | 0.77%      |
| Friday    | 1,558,581 | 3,774  | 0.24% | \$0.67   | \$2,527.19 | 27.00       | \$93.60      | 0.72%      |
| Saturday  | 1,700,389 | 4,236  | 0.25% | \$0.62   | \$2,616.79 | 42.00       | \$62.30      | 0.99%      |

## Pro Tip

Dig a little deeper and see if the trends you identify hold for each campaign. As a rule of thumb, you need 30 conversions average, per segment, to draw reliable conclusions.



**Ben Maloney**  
Head Strategist

## Segment by hour of day

You can drill down even further by identifying how much your cost per action is at certain times of the day. To do this, select the Hour tab.

| Hour ↑        | Clicks | Impr.   | CTR   | Avg. CPC | Cost       | Conversions | Cost / conv. | Conv. rate |
|---------------|--------|---------|-------|----------|------------|-------------|--------------|------------|
| 12 AM – 1 AM  | 388    | 138,060 | 0.28% | \$0.68   | \$263.26   | 1.00        | \$263.26     | 0.26%      |
| 1 AM – 2 AM   | 322    | 112,587 | 0.29% | \$0.67   | \$214.94   | 0.00        | \$0.00       | 0.00%      |
| 2 AM – 3 AM   | 364    | 129,359 | 0.28% | \$0.73   | \$266.87   | 4.00        | \$66.72      | 1.10%      |
| 3 AM – 4 AM   | 493    | 197,366 | 0.25% | \$0.72   | \$353.79   | 0.00        | \$0.00       | 0.00%      |
| 4 AM – 5 AM   | 693    | 304,096 | 0.23% | \$0.69   | \$478.78   | 8.00        | \$59.85      | 1.15%      |
| 5 AM – 6 AM   | 916    | 418,686 | 0.22% | \$0.68   | \$626.95   | 16.00       | \$39.18      | 1.75%      |
| 6 AM – 7 AM   | 1,050  | 500,045 | 0.21% | \$0.75   | \$785.00   | 9.00        | \$87.22      | 0.86%      |
| 7 AM – 8 AM   | 1,112  | 530,592 | 0.21% | \$0.73   | \$815.67   | 16.00       | \$50.98      | 1.44%      |
| 8 AM – 9 AM   | 1,089  | 544,176 | 0.20% | \$0.73   | \$796.50   | 12.00       | \$66.38      | 1.10%      |
| 9 AM – 10 AM  | 1,101  | 553,509 | 0.20% | \$0.76   | \$831.61   | 9.00        | \$92.40      | 0.82%      |
| 10 AM – 11 AM | 1,326  | 585,488 | 0.23% | \$0.76   | \$1,012.35 | 10.00       | \$101.23     | 0.75%      |
| 11 AM – 12 PM | 1,214  | 575,501 | 0.21% | \$0.69   | \$832.40   | 9.00        | \$92.49      | 0.74%      |
| 12 PM – 1 PM  | 1,235  | 588,085 | 0.21% | \$0.71   | \$882.42   | 18.00       | \$49.02      | 1.46%      |
| 1 PM – 2 PM   | 1,411  | 598,285 | 0.24% | \$0.70   | \$981.76   | 16.00       | \$61.36      | 1.13%      |

Modify your bids accordingly to decrease the amount you're paying during non-peak times. To do so, head over to Ad Schedule tab, and change your numbers.

## Segment by location

Another easy PPC win is to check performance by location. To do so, select the Locations tab from the menu on the left.

| Targeted location                            | Bid adj. | Clicks | Impr.   | CTR   | Avg. CPC | ↓ Cost    | Conversions | Cost / conv. | Conv. rate |
|----------------------------------------------|----------|--------|---------|-------|----------|-----------|-------------|--------------|------------|
| London, England, United Kingdom              | 0%       | 6,704  | 610,678 | 1.10% | £1.40    | £9,384.73 | 128.65      | £72.89       | 1.92%      |
| Birmingham, England, United Kingdom          | 0%       | 1,027  | 68,043  | 1.51% | £1.44    | £1,478.93 | 25.47       | £58.05       | 2.48%      |
| Liverpool, England, United Kingdom           | 0%       | 691    | 37,265  | 1.85% | £1.42    | £979.68   | 16.00       | £61.15       | 2.32%      |
| Glasgow, Scotland, United Kingdom            | 0%       | 580    | 36,787  | 1.58% | £1.44    | £832.85   | 14.01       | £59.45       | 2.42%      |
| Leeds, England, United Kingdom               | 0%       | 557    | 34,260  | 1.63% | £1.42    | £793.34   | 10.01       | £79.25       | 1.80%      |
| Sheffield, England, United Kingdom           | 0%       | 543    | 30,420  | 1.79% | £1.42    | £770.36   | 18.00       | £42.80       | 3.31%      |
| Manchester, England, United Kingdom          | 0%       | 507    | 39,608  | 1.28% | £1.42    | £719.75   | 12.00       | £59.98       | 2.37%      |
| Edinburgh, Scotland, United Kingdom          | 0%       | 441    | 38,695  | 1.14% | £1.48    | £652.12   | 19.44       | £33.47       | 4.42%      |
| Plymouth, England, United Kingdom            | 0%       | 354    | 15,701  | 2.25% | £1.44    | £510.08   | 7.00        | £72.87       | 1.98%      |
| Bournemouth, England, United Kingdom         | 0%       | 340    | 16,825  | 2.02% | £1.46    | £495.92   | 13.00       | £38.15       | 3.82%      |
| Cardiff, Wales, United Kingdom               | 0%       | 340    | 20,294  | 1.68% | £1.45    | £492.38   | 7.00        | £70.34       | 2.06%      |
| Newcastle upon Tyne, England, United Kingdom | 0%       | 340    | 17,671  | 1.92% | £1.40    | £477.65   | 10.00       | £47.77       | 2.94%      |
| Belfast, Northern Ireland, United Kingdom    | 0%       | 266    | 16,812  | 1.58% | £1.50    | £400.16   | 2.20        | £181.89      | 0.83%      |

This will display countries and territories, regions, metropolitan areas, cities, and other location data.

# Segment by device

As we said earlier, mobile performance is hugely important. However, you want to know how you're performing across all devices. To view your Adwords campaign performance on desktop, tablet, and mobile, select Device from the menu on the left.

| Device ↑      | Level    | Added to | Bid adj. | Ad group bid adj. | Clicks | Impr.     | CTR   | Avg. CPC | Cost       | Conversions | Cost / conv. | Conv. rate |
|---------------|----------|----------|----------|-------------------|--------|-----------|-------|----------|------------|-------------|--------------|------------|
| Computers     | Campaign |          | +30%     | 16 ad groups      | 27,822 | 1,744,668 | 1.59% | £1.66    | £46,278.46 | 1,206.61    | £38.35       | 4.34%      |
| Mobile phones | Campaign |          | -20%     | 17 ad groups      | 26,709 | 1,349,943 | 1.98% | £1.13    | £30,228.97 | 324.39      | £93.19       | 1.21%      |
| Tablets       | Campaign |          | +30%     | 16 ad groups      | 30,925 | 1,174,213 | 2.63% | £1.50    | £46,409.94 | 866.79      | £53.54       | 2.80%      |

This will display your campaigns and their performance numbers on desktop and mobile devices.

# Segment by landing page

To view how your custom landing pages are performing go to the Landing pages tab.

| Landing page | Ad group | Mobile-friendly click rate | Valid AMP click rate | Clicks | Impr.   | CTR   | Avg. CPC | ↓ Cost     | Conversions | Cost / conv. | Conv. rate |
|--------------|----------|----------------------------|----------------------|--------|---------|-------|----------|------------|-------------|--------------|------------|
|              |          | -                          | -                    | 8,114  | 404,688 | 2.01% | £1.57    | £12,736.49 | 215.76      | £59.03       | 2.66%      |
|              |          | 100%                       | -                    | 6,197  | 300,331 | 2.06% | £1.16    | £7,216.95  | 49.79       | £144.94      | 0.80%      |
|              |          | -                          | -                    | 1,996  | 120,975 | 1.65% | £1.86    | £3,705.73  | 33.17       | £111.73      | 1.66%      |
|              |          | -                          | -                    | 1,360  | 55,777  | 2.44% | £2.42    | £3,292.83  | 41.69       | £78.99       | 3.07%      |
|              |          | 100%                       | -                    | 1,351  | 84,059  | 1.61% | £1.45    | £1,957.58  | 11.97       | £163.58      | 0.89%      |

## Segment by search query

Get a high-level view of which search queries are driving performance by opening Google AdWords and clicking on the Dimensions tab toward the top of the page, then filtering your search from there.

| Keyword | Ad group | Status   | Max. CPC | Clicks | Impr.   | CTR   | Avg. CPC | ↓ Cost     | Conversions | Cost / conv. | Conv. rate |
|---------|----------|----------|----------|--------|---------|-------|----------|------------|-------------|--------------|------------|
|         |          |          |          | 11,523 | 620,771 | 1.86% | £1.45    | £16,702.40 | 162.39      | £102.85      | 1.41%      |
|         |          | Paused   | £2.34    | 7,666  | 379,802 | 2.02% | £1.41    | £10,818.73 | 103.54      | £104.49      | 1.35%      |
|         |          | Eligible | £1.55    | 866    | 52,275  | 1.66% | £1.59    | £1,377.31  | 12.29       | £112.06      | 1.42%      |
|         |          | Eligible | £1.59    | 441    | 29,058  | 1.52% | £1.84    | £810.17    | 4.93        | £164.45      | 1.12%      |
|         |          | Eligible | £1.40    | 462    | 23,648  | 1.95% | £1.49    | £690.49    | 9.75        | £70.81       | 2.11%      |
|         |          | Eligible | £1.40    | 285    | 17,865  | 1.60% | £1.11    | £315.07    | 4.50        | £70.02       | 1.58%      |
|         |          | Paused   | £1.45    | 113    | 4,974   | 2.27% | £1.79    | £201.74    | 1.00        | £201.74      | 0.88%      |
|         |          | Eligible | £1.03    | 130    | 5,271   | 2.47% | £1.37    | £177.58    | 0.25        | £710.32      | 0.19%      |
|         |          | Eligible | £1.70    | 96     | 2,632   | 3.65% | £1.60    | £153.42    | 1.00        | £153.42      | 1.04%      |
|         |          | Eligible | £1.65    | 93     | 1,459   | 6.37% | £1.60    | £148.84    | 1.62        | £91.99       | 1.74%      |
|         |          | Paused   | £1.20    | 84     | 2,814   | 2.99% | £1.59    | £133.52    | 0.00        | £0.00        | 0.00%      |

## Analyze competitors' PPC activity

Using a tool like [SpyFu](#) allows you to see what your competitors are doing PPC-wise. To check how their ad budget was like in the past months or years:



## STEP 1

Go to the "PPC Research" tab and select "Competitors".

## STEP 2

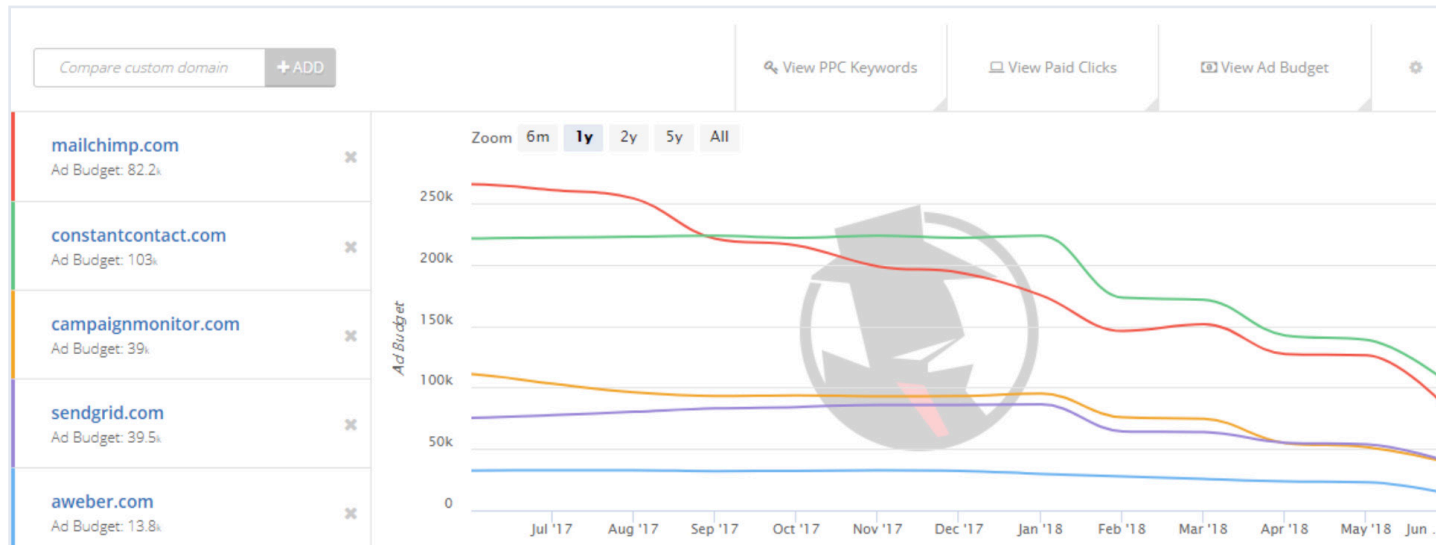
Enter your domain in the top search bar.

## STEP 3

Choose which companies you'd like to compare yourself against.

## STEP 4

See how much they're spending now and how that has been changing over time.



Next, go to the "PPC Keywords" tab and enter your competitor's domain in the top search bar.

| Keyword                                                    | Ad Timeline | Cost Per Click | Monthly Cost | Monthly Searches | Ad Position | Total Ads |
|------------------------------------------------------------|-------------|----------------|--------------|------------------|-------------|-----------|
| newsletter template<br><a href="#">mailchimp.com</a>       |             | \$6.15         | \$6.61k      | 49.5k            | 1           | 4         |
| mailchimp template<br><a href="#">mailchimp.com</a>        |             | \$3.29         | \$649        | 12.1k            | 1           | 2         |
| mailchimp pricing<br><a href="#">mailchimp.com</a>         |             | \$3.44         | \$2.63k      | 22.2k            | 1           | 2         |
| newsletter templates<br><a href="#">mailchimp.com</a>      |             | \$6.34         | \$2.78k      | 49.5k            | 1           | 3         |
| e newsletters templates<br><a href="#">mailchimp.com</a>   |             | \$18.35        | \$1.13k      | 880              | 1           | 4         |
| mail chimp<br><a href="#">mailchimp.com</a>                |             | \$0.37         | \$3.27k      | 2.74M            | 1           | 2         |
| mailchimp<br><a href="#">mailchimp.com</a>                 |             | \$0.30         | \$24.9k      | 2.74M            | 1           | 2         |
| email template<br><a href="#">mailchimp.com</a>            |             | \$0.87         | \$75.30      | 33.1k            | 4           | 4         |
| newsletter email template<br><a href="#">mailchimp.com</a> |             | \$7.70         | \$1.78k      | 5.4k             | 1           | 2         |
| marketing automation<br><a href="#">mailchimp.com</a>      |             | \$45.89        | \$1.62k      | 27.1k            | 2           | 7         |
| newsletter free template<br><a href="#">mailchimp.com</a>  |             | \$15.35        | \$348        | 8.1k             | 1           | 3         |
| Making a newsletter<br><a href="#">mailchimp.com</a>       |             | \$6.33         | \$4.33k      | 590              | 2           | 2         |
| email autoresponder<br><a href="#">mailchimp.com</a>       |             | \$8.87         | \$1.64k      | 2.4k             | 4           | 4         |

Here, you'll be able to check the exact keywords they're bidding on, CPC of each keyword, monthly search volume, and the position of their ad. This data will help you decide if you should also bid on these phrases in order to get some of your competitors' traffic.

**\*NOTE:** *If you're looking for inspiration for your ad copy, you can steal your competitors' ideas by seeing exactly how their most successful ads look like and how long they've been running.*

To do that, go to the "Ad History" tab. On the right hand side you can see the "Top Ads" section, meaning - ads that have been running the longest (so most likely the most successful ones).

**HIGHLIGHT**

**MailChimp Official Site - Free Newsletter Templates**  
<http://mailchimp.com/>

Choose From Predesigned Newsletter Templates Or Customize Your Own. Sign Up Now!  
Send Bulk Emails - No Contract Required - Free Email Templates - Built For Growth Sign Up Now - Abandoned Cart Features - E-Commerce Integrations - Pricing Plans

26% of Ads Served    83% in Top of Page    3 Avg. Position

---

**HIGHLIGHT**

**MailChimp Official Site - Free Templates**  
<http://mailchimp.com/>

Choose From Predesigned Templates Or Customize Your Own. Sign Up Now!  
No Contract Required - No Credit Card Required - First 12,000 Emails Free One Of The World's Most Innovative Companies - Fast Company Free Marketing Automation Product Recommendations E-Commerce Inte

8% of Ads Served    86% in Top of Page    2 Avg. Position

## AdWords Audit Checklist:

- Is the AdWords tracking code implemented properly on your site? Use a Chrome extension called [Google Tag Assistant](#) to check that.
- Make sure you don't have any duplicate keywords in your ad groups so that you don't compete with yourself.
- Did you add negative keywords that might bring traffic not relevant to your business?
- Are similar keywords grouped together?
- Do your ads target only locations where your business operates?
- Is your landing page messaging congruent with keywords and ad copy?
- Is the landing page path descriptive so that people know what to expect after clicking your ad?
- Did you place keywords in ad copy (especially headline)?
- Do your ads have a clear call to action?
- Did you double check your ad copy for spelling mistakes?
- Are you using ad extensions? They are proven to increase CTRs so it's a no-brainer to add them to your ads.
- How many ad variations are you testing per ad group? You should aim for at least three.
- Is your budget adjusted according to ad performance?
- Are conversions tracked properly?
- Are your campaigns set to run in search only or Google Display Network too? Search + GDN is the default option when creating AdWords campaigns.
- Are you targeting all devices? If you're promoting an app it might be worth either reducing bids on desktops and tablets or excluding them altogether.
- Did you link AdWords and GA accounts?
- Are there any campaigns that perform well but are limited by budget? Are there any campaigns underperforming that should have their budget cut?
- Are there any remarketing campaigns implemented?
- Are you using a consistent naming convention for your campaigns? At DAY 33, we use "T" for test number, "A" for audience, and "C" for creative.

## FACEBOOK ADS

Similarly to the AdWords audit, you'll want to navigate through your Facebook Ads campaigns - breaking them into interesting segments and looking for performance deltas (big ups or big downs).

Here's a few additional Facebook-specific breakdowns to include:

### Campaign overview

Check what volumes of traffic and conversion your campaigns are driving to your site and how much on average a conversion costs you.

| Campaign Name                            | Delivery                     | Results                     | Reach   | Impression | Cost per Result                 | Amount Spent | Link Clicks | Website Purchases | Cost per Website Purchase |
|------------------------------------------|------------------------------|-----------------------------|---------|------------|---------------------------------|--------------|-------------|-------------------|---------------------------|
| Team-Red Campaign - Conversion - Results | Active                       | 415 Purchases               | 326,944 | 1,704,269  | \$96.30 Per Purchase            | \$39,965.55  | 19,979      | 415               | \$96.30                   |
| Team-Red Campaign - Conversion - Results | Active<br>Some Text in Image | 351 Purchases               | 28,219  | 329,810    | \$25.44 Per Purchase            | \$8,930.43   | 1,752       | 351               | \$25.44                   |
| Team-Red Campaign - Conversion - Results | Active                       | 49 Purchases                | 131,947 | 212,437    | \$169.21 Per Purchase           | \$8,291.53   | 1,420       | 49                | \$169.21                  |
| Team-Red Campaign - Conversion - Results | Active<br>Some Text in Image | 165 Purchases               | 10,540  | 173,922    | \$33.02 Per Purchase            | \$5,447.50   | 1,120       | 165               | \$33.02                   |
| Team-Red Campaign - Video Views          | Active                       | 8,825 10-Second Video Views | 12,505  | 122,404    | \$0.29 Per 10-Second Video View | \$2,532.74   | 921         | 103               | \$24.59                   |

## Ad sets

Which of your target audiences perform best? Are your ad set budgets adjusted to match their performance?

| Ad Set Name                             | Results       | Reach   | Impression | Cost per Result       | Budget         | Amount Spent | Link Clicks | Website Purchases |
|-----------------------------------------|---------------|---------|------------|-----------------------|----------------|--------------|-------------|-------------------|
| Results: Facebook - US - Interest - ... | 201 Purchases | 110,379 | 631,985    | \$66.32 Per Purchase  | \$400.00 Daily | \$13,329.59  | 6,920       | 201               |
| Results: Facebook - Interest - ...      | 123 Purchases | 109,418 | 511,335    | \$92.61 Per Purchase  | \$200.00 Daily | \$11,390.88  | 5,384       | 123               |
| Results: Facebook - Coverage - ...      | 25 Purchases  | 21,757  | 133,210    | \$140.65 Per Purchase | \$150.00 Daily | \$3,516.36   | 2,004       | 25                |
| Results: Facebook - Coverage - ...      | 21 Purchases  | 38,685  | 124,965    | \$130.75 Per Purchase | \$75.00 Daily  | \$2,745.72   | 1,666       | 21                |
| Results: Facebook - Age - ...           | 6 Purchases   | 5,574   | 54,174     | \$256.83 Per Purchase | \$100.00 Daily | \$1,540.97   | 676         | 6                 |
| Results: Facebook - Age - ...           | 2 Purchases   | 5,648   | 40,847     | \$613.32 Per Purchase | \$50.00 Daily  | \$1,226.63   | 667         | 2                 |
| Results: Facebook - Coverage - ...      | 4 Purchases   | 18,464  | 43,212     | \$275.35 Per Purchase | \$150.00 Daily | \$1,101.38   | 574         | 4                 |
| Results: Facebook - Coverage - ...      | 5 Purchases   | 9,172   | 31,860     | \$190.46 Per Purchase | \$150.00 Daily | \$952.29     | 420         | 5                 |
| Results: Facebook - Age - ...           | 8 Purchases   | 2,109   | 23,468     | \$107.52 Per Purchase | \$50.00 Daily  | \$860.17     | 376         | 8                 |
| Results: Facebook - Coverage - ...      | 3 Purchases   | 9,939   | 34,422     | \$252.83 Per Purchase | \$60.00 Daily  | \$758.50     | 423         | 3                 |
| Results: Facebook - Age - ...           | 10 Purchases  | 5,604   | 9,102      | \$53.96 Per Purchase  | \$100.00 Daily | \$539.61     | 86          | 10                |
| Results: Facebook - Age - ...           | 1 Purchase    | 2,298   | 16,906     | \$501.30 Per Purchase | \$20.00 Daily  | \$501.30     | 242         | 1                 |
| Results: Facebook - Age - ...           | 1 Purchase    | 7,448   | 9,471      | \$491.72 Per Purchase | \$100.00 Daily | \$491.72     | 87          | 1                 |

In the example above we can see that the cost per conversion is very high (for a one-time purchase of under \$100). There are too many ad sets in the campaign, which doesn't allow Facebook to optimize them properly.

### Pro Tip

An ad set needs at least 30-50 conversions a week for Facebook to deliver it efficiently. It would make sense to combine the smaller ad sets into a larger audience with larger budget which will gather more data thus allowing Facebook to optimize delivery and make the most of your money.



**Ben Maloney**  
Head Strategist

# Ads

- How many ads are there in your ad sets? Test several different ads to know what type of imagery and messaging resonates best with a given audience and then scale the most effective ones.
- Isn't their frequency too high? This will cause banner blindness and your prices to go up. What's the maximum frequency? It really depends but you should keep an eye on your campaigns' performance as they approach 5. If the CPC starts to increase too rapidly, then it's a sign for a creative refresh.
- Are all ads UTM-tagged? In order to track your campaigns in GA, you have to tag all your URLs. If you've never done this before, you can use [Google's URL builder](#).

| Ad Name | Delivery | Results       | Reach   | Impressions | Frequenc: | Cost per Result      | Amount Spent | Relevance Score | Link Clicks | Website Purchases |
|---------|----------|---------------|---------|-------------|-----------|----------------------|--------------|-----------------|-------------|-------------------|
|         | Active   | 145 Purchases | 107,173 | 501,311     | 4.68      | \$73.65 Per Purchase | \$10,679.86  | 5               | 5,959       | 145               |
|         | Inactive | 30 Purchases  | 20,478  | 59,814      | 2.92      | \$41.75 Per Purchase | \$1,252.44   | 3               | 384         | 30                |
|         | Inactive | 20 Purchases  | 20,872  | 39,690      | 1.90      | \$43.24 Per Purchase | \$864.80     | 4               | 360         | 20                |
|         | Inactive | 2 Purchases   | 3,395   | 7,382       | 2.17      | \$59.40 Per Purchase | \$118.80     | 3               | 44          | 2                 |
|         | Active   | — Purchase    | 4,721   | 5,096       | 1.08      | — Per Purchase       | \$112.28     | 2               | 37          | —                 |
|         | Inactive | 2 Purchases   | 3,406   | 7,160       | 2.10      | \$55.10 Per Purchase | \$110.19     | 3               | 53          | 2                 |
|         | Inactive | 1 Purchase    | 2,528   | 4,926       | 1.95      | \$83.66 Per Purchase | \$83.66      | 4               | 32          | 1                 |
|         | Inactive | 1 Purchase    | 2,292   | 5,025       | 2.19      | \$71.64 Per Purchase | \$71.64      | 3               | 25          | 1                 |
|         | Active   | — Purchase    | 1,539   | 1,585       | 1.03      | — Per Purchase       | \$35.94      | 3               | 26          | —                 |

Relevance scores are very low in this example. Low relevance means higher price and lower reach. This metric is calculated mostly based on how well your ad is performing (is it converting) and user response (are people clicking the ad, viewing the video, hiding the ad etc.).



- Do your ads have engagement? Engagement (reactions, comments, shares), if positive, works as social proof, which is a strong factor deciding if people will want to buy from you or use your services.
- Are you moderating negative and spam comments? They make a bad impression about your ad and decrease your credibility.
- Are you interacting with users commenting on your ads? This shows others that you actually care about your customers and their opinions.



## CHAPTER 5

# Email (CRM) Audit

Similarly to the PPC walkthrough above, you'll want to breakdown your email activity into aggregate segments (accounts wide, campaign type, etc) as well as more narrow segments (day of send, time of send, subscriber demographics, subject lines, etc).

We often find that exporting all data as a csv and using Excel or Google Sheets is the best way to perform analysis here - it just offers much easier maneuverability and segment/pivot customization.

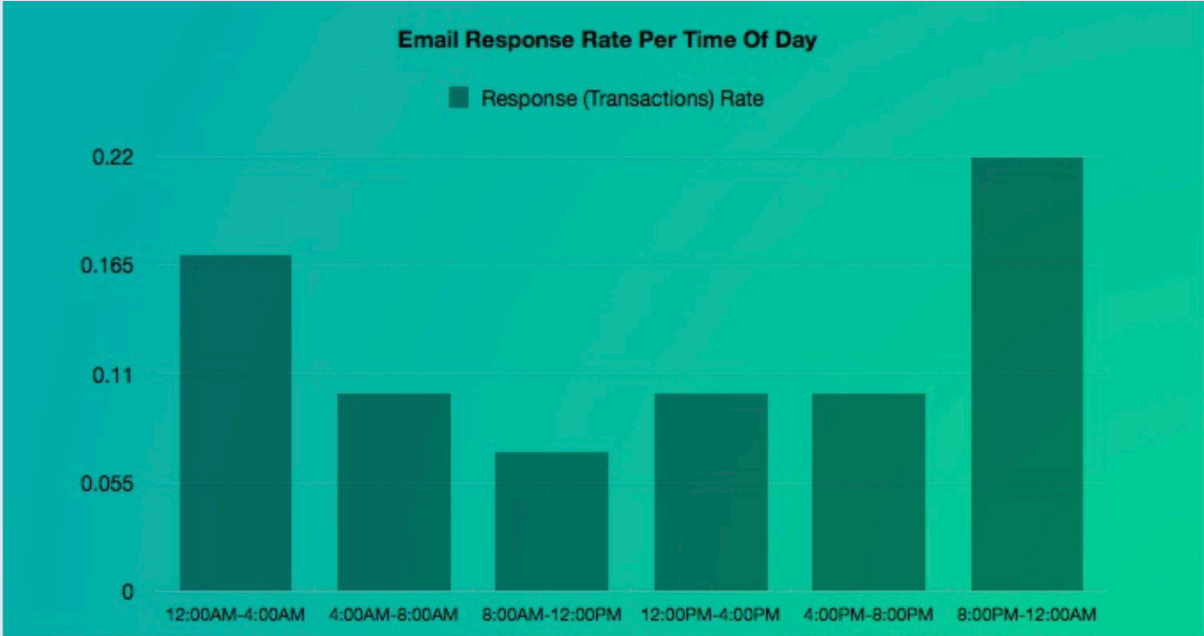
Keeping this section a bit more streamlined, below you'll find suggested questions you should look to answer in your analysis (as they're likely to provide fruitful insights):

# What is your delivery rate?

Large number of bounced email addresses will hurt your sender reputation and decrease the chance of emails landing in the primary inbox. If your delivery rate is below 95% it should be a warning sign that your list needs cleaning.

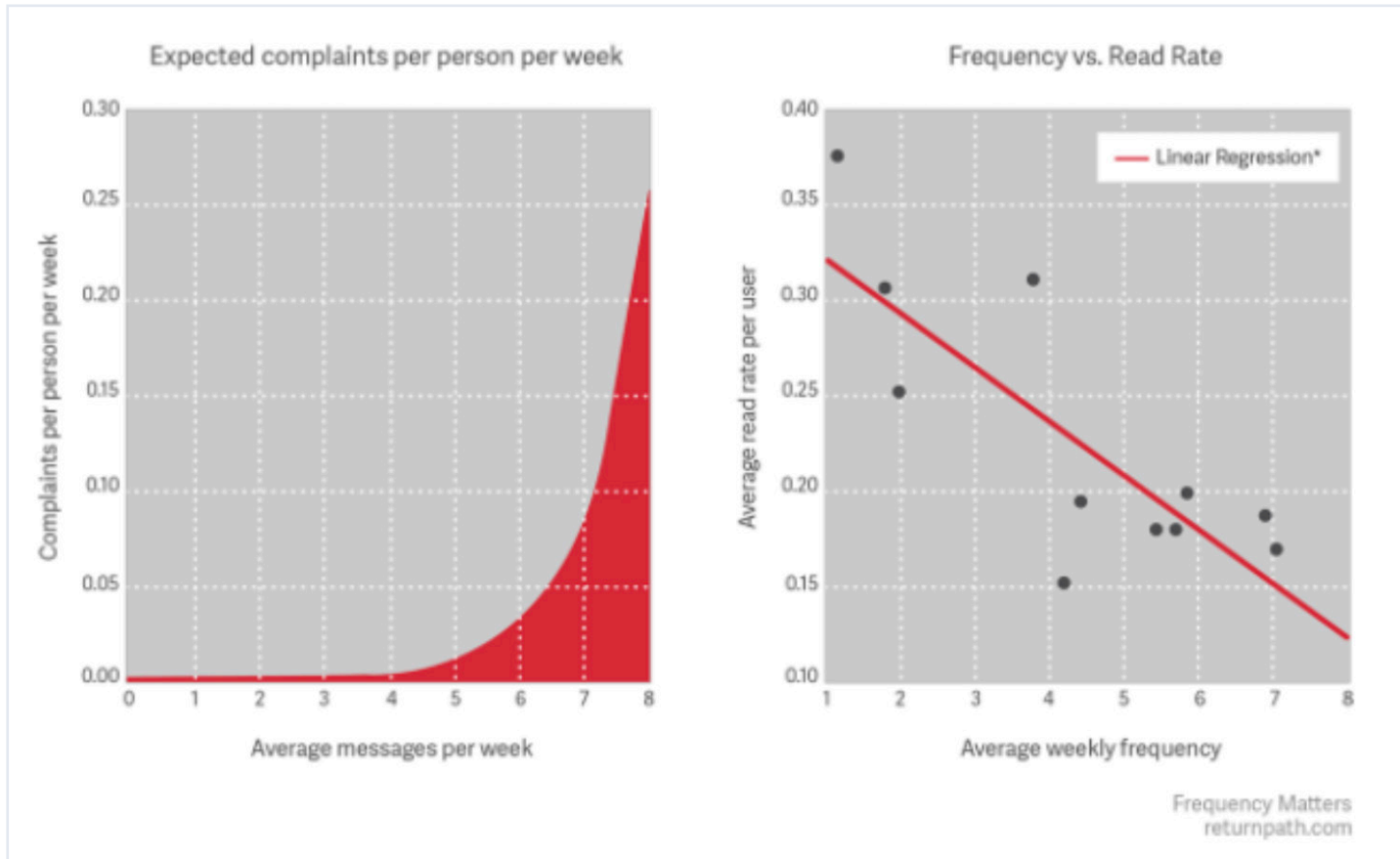
# How does your open rate, click rate and revenue per click vary by days and hours of sending?

Test it and send emails when there's highest possibility that recipients will engage with your content.



## How often are your emails sent?

Contrary to what many people think, increasing the frequency can increase the overall performance - and it's free! Users tend to start unsubscribing only after 4 emails a week. Remember to always test it first on a smaller segment of your mailing list.



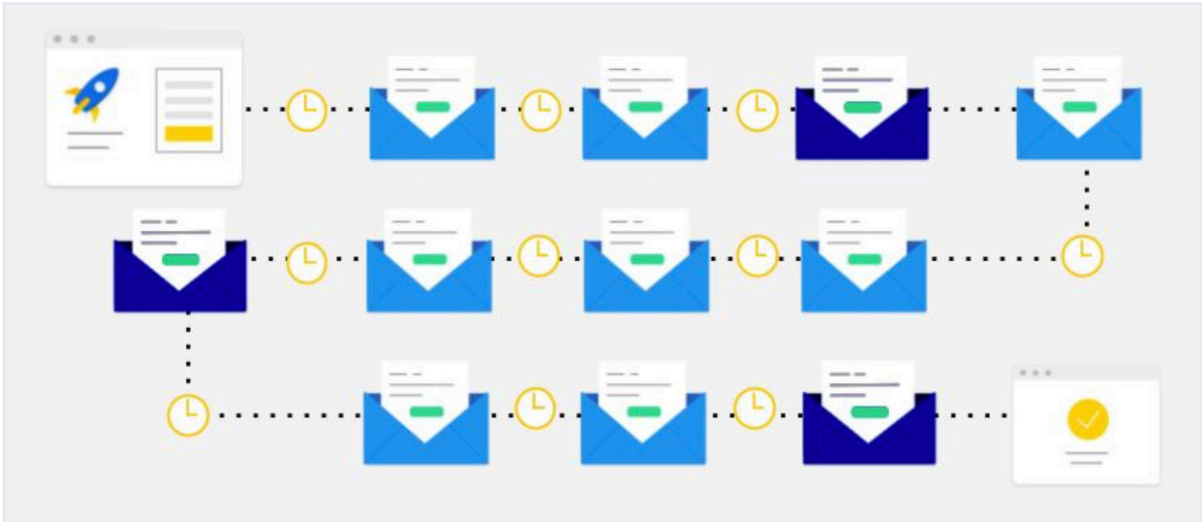
## Are you sending a welcome email right after people make a purchase or subscribe on your site? Is it personalized?

Such emails show that you actually care about your customers and listen to their feedback. You can take this tactic to the next level by including a member of your team in CC and letting users know who they can contact in case they have any questions.



# Do you have a drip sequence set up delivering educational emails to new leads/customers?

For example, you're a SaaS company you should have a couple of emails scheduled to your leads that explain features and benefits of your product.



Do you have a newsletter? If so, **what type of content performs best?**

**Are your emails optimized for mobile devices?**

How does their performance compare to those opened on desktops?

**Are your emails UTM-tagged?**

This way you will be able to track their performance and actions users take on your site after coming from a given email. Here's again Google's [campaign UTM builder](#) that helps you do that.

**Are you testing all elements of your emails** (subject lines, text style, CTAs, sender name, images/no images) and doubling down on those that perform best?

| Combo | ↑ | Subject line                                                        | Open rate       |
|-------|---|---------------------------------------------------------------------|-----------------|
| 1     |   | How To Create Content That Generates 5,228 Visitors In Only 14 Days | 22.5%<br>± 0.9% |
| 2     |   | Would You Try This Proven Formula For Generating Viral Content?     | 20.9%<br>± 0.9% |

## **Do you have a sender avatar set up?**

Adding it will make your emails look much less generic and stand out from all the newsletters your subscribers get every day. This is especially relevant on mobile, where an avatar is visible before opening the email.

## CHAPTER 6

# User Experience (UX) Audit

Here's where everything really comes together. In your analytics, SEO, and PPC audits, you're looking at the numbers and discerning the stories they tell. But your UX audit is all about the people. At the end of the day, we're marketing to real people with real thoughts, preferences, and opinions. And that's who we need to optimize for.

UX auditing and testing are important because sometimes we're too close to our own sites to see what's really going on. When you iterate a page or campaign all day, you know everything about it. The navigation is intuitive to you.

But that's not always the case for the end user. In fact, an irritating or confusing site could be hurting your conversion rate, and you'd never know unless you tested it. In this section, we'll discuss how to create a high-performing user experience worthy of your brand.



## CUSTOMER INTERVIEWS

Sometimes the best way to gather feedback is to engage your users directly. One option is to conduct monitored usability tests in person or via webcam: This way, you'll ideally get them chatting so you can track how they'd organically use your site. You can also arrange small focus group sessions (5 to 10 people) to learn what they want from your product.

Net Promoter Score surveys elicit revealing insights, too. In these surveys, customers answer one simple question about your company: "On a scale of one to 10, how likely is it that you'd recommend [brand] to a friend or colleague?" The folks at [Zapier](#) recommend sending this survey via email to "1/90th of your users every day for 90 days."

## CONVERSION JOURNEY ANALYSIS

As you through through your customer's journey, ask yourself the following questions below. If the answer is "no", it might be an opportunity for improving your conversion rate.

As you discover UX/UI elements that don't answer a key question well, or don't function well, or could be improved - screenshot them for future reference (include the screenshot in your audit report for immediate context).

### Pro Tip

For e-commerce businesses, "sending a survey right after someone orders" may generate the most valuable responses.



**Rob LaFontaine**  
CEO

### Pro Tip

Check your competitors and compliments/partner websites to see how they answer these questions



**Ben Maloney**  
Head Strategist

## Homepage hero section

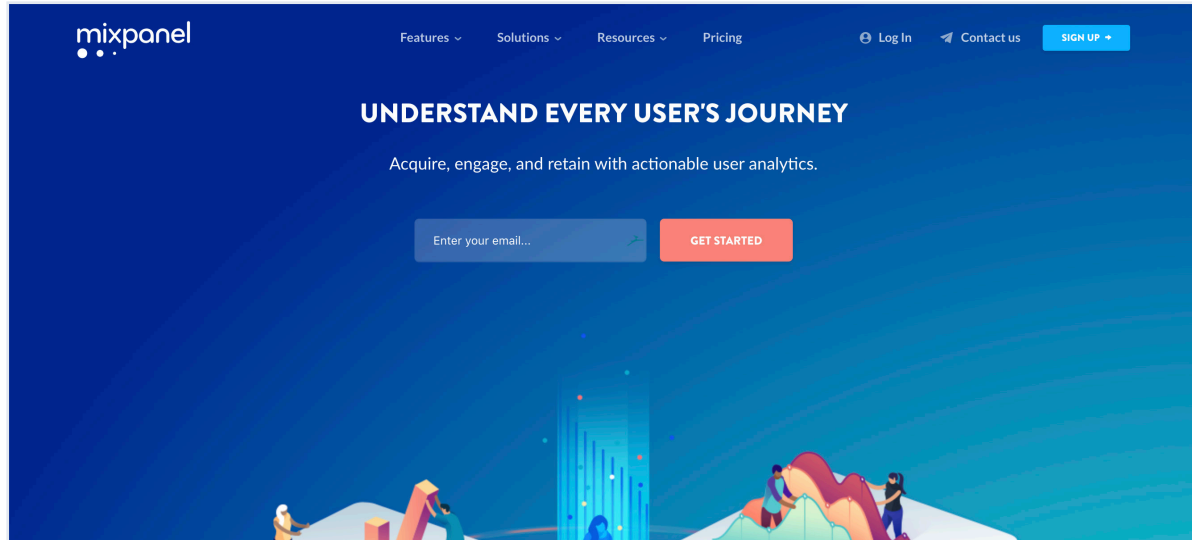
The above the fold section should answer 3 key questions within the first couple of seconds after landing on it:

- Where am I? (logo of the company)
- What can I do here? (what is your product/service and how can I buy it/subscribe)
- Why should I do it here and not somewhere else? (how is your product/service better/different than that of competitors)

Other important elements to consider:




- Is the hero image relevant to your business?
- Is the text font large enough and contrasting with background?
- Is there a prominent CTA button contrasting with background?
- Is the navigation clear and doesn't contain any irrelevant links?

Take a look at the image below... does it answer those key questions? Does your website?




## Homepage midsection

- Is your product/service explained clearly and benefits are presented?

|                                                                                     |                                                                                     |                                                                                       |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
|  |  |  |
| <b>Integrate</b>                                                                    | <b>Automate</b>                                                                     | <b>Innovate</b>                                                                       |
| Link your web apps with a few clicks, so they can share data                        | Pass info between your apps with workflows called Zaps                              | Build processes faster and get more done—no code required                             |

- Are there any social proof elements e.g. customer testimonials, logos of clients, ratings from aggregator websites?




Timothy Sykes


**TIMOTHYSYKES**


Neil helped me grow my business  
from \$600,000 a year to \$15,000,000  
each and every year!

Trusted at companies large and small



We are rated 9.6 out of 10



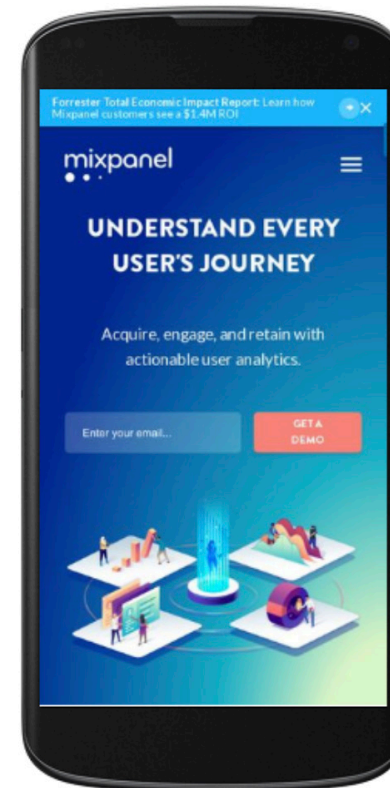
powered by  TRUSTPILOT

## Footer

- Testimonial, navigation and call to action is best practice... does your page footer include these elements?

## Mobile

- How does your website look on mobile devices? Does all content scale down well?



## Signup page

- Does your signup form have any unnecessary fields that are causing people to abandon the signup process?

1. Your Contact Information:

\*Name:

\*Email:

\*Confirm Email:

\*Phone:   -

2. Company Contact Information:

\*Company Name:

\*Country:

\*Address Line 1:

Address Line 2:

\*City:

\*State/Province:

\*Zip/Postal Code:

3. Create Your Log in:

\*Choose Username:

\*Choose Password:

\*Verify Password:

By checking this box you agree to our [Terms & Conditions](#)

## SIGN UP

---

FIRST AND LAST NAME \*

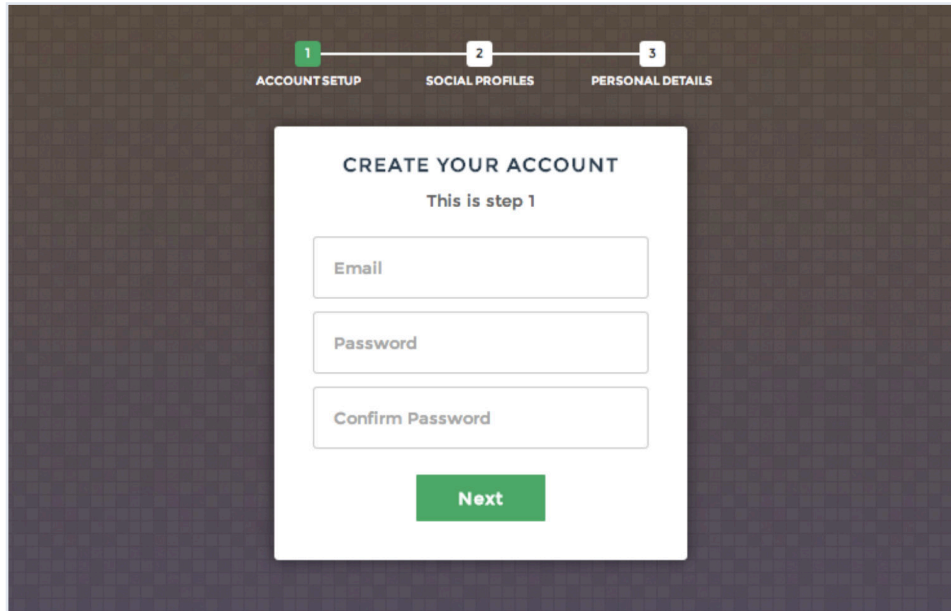
EMAIL \*

PASSWORD \*

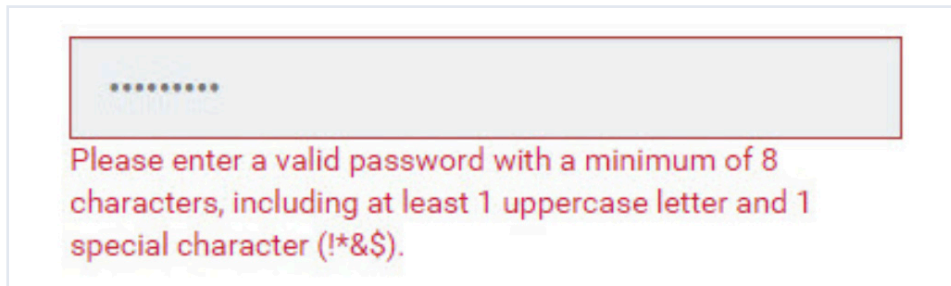
[CONTINUE](#)

Already have an account? [Log in](#)

- If you really need to collect more information from users, is your signup form split into couple steps?



- Are you giving users the option to sign up using other accounts (Facebook, Google, GitHub)?
- If you have password rules, are they shown either before or during filling out the password field?



# Pricing page

30-day Free Trial on All Accounts  
Pick a plan & sign up in 60 seconds. Upgrade, downgrade, cancel at any time.

| Premium<br>\$99/month<br>FOR POWER USERS             | Plus<br>\$49/month<br>MOST POPULAR PLAN              | Basic<br>\$24/month<br>FOR SMALL GROUPS          |
|------------------------------------------------------|------------------------------------------------------|--------------------------------------------------|
| Up to 40 users<br>30,000 contacts<br>Unlimited deals | Up to 15 users<br>20,000 contacts<br>Unlimited deals | Up to 6 users<br>5,000 contacts<br>10 deals      |
| 30GB storage<br>Safe & Secure<br>No per-user fees    | 15GB storage<br>Safe & Secure<br>No per-user fees    | 5GB storage<br>Safe & Secure<br>No per-user fees |
| <a href="#">Try Highrise</a>                         | <a href="#">Try Highrise</a>                         | <a href="#">Try Highrise</a>                     |

We also offer a free plan - 2 users, no files, 250 contacts and a solo plan (1 user, 5 GB file storage, unlimited deals, 20k contacts, \$29/month).

Everything in your Highrise account is **safe, secure, and password-protected.**

“Highrise does nearly everything a personal secretary might do except go out for coffee and pick up our dry cleaning.”

**The Washington Post**

**How does the 30-day free trial work?**  
If you cancel a paying plan within 30 days of signing up you won't be charged a thing. If you do choose to cancel your account in the future you will never be charged again, but you are responsible for charges already incurred up until your cancellation. Refunds can not be issued after your initial 30 day trial and we don't prorate for partial months.

**Do I get a 30-day free trial if I upgrade?**  
If you upgrade from a free account to a pay account you are not eligible for the 30-day free trial. The 30-day free trial on paying plans only applies if you sign up for a paying plan now. You can always downgrade later if you choose.

**Can I change plans at any time?**  
Yep. Simply click on the "Account" tab on your dashboard and you'll see your options.

**Do I have to sign a long term contract?**  
No. Highrise is a pay-as-you-go service. There are no long term contracts or commitments on your part. You simply pay month-to-month. If you cancel, you'll be billed for the current month, but you won't be billed again.

**Are there per-user fees?**  
No. The prices you see above are all inclusive. For example, the Premium plan is \$99/month for up to 40 users. That means you pay \$99/month total no matter how many users you have as long as it's 40 or less. If you don't see a plan large enough for your team here, we have other plans available. [Please contact us.](#)

**What types of payment do you accept?**  
Currently we accept Visa, Mastercard, and American Express. We do not accept PayPal. At this time we only accept payments online so we will not be able to accept a P.O., invoice you, or take an order over the phone.

- How easy is it for users to tell the difference between your pricing plans?
- How many pricing plans do you offer?  
More than 4 is too much and causes decision fatigue.
- If there are any non-obvious features, are they explained (e.g. using tooltips)?
- Is the plan you want people to choose highlighted?
- Are you using easy to understand plan names (e.g. basic, plus, premium)?
- Are you using any credibility indicators (free trial, credit card logos, secure checkout, money-back guarantee, client logos)?
- Are you using any psychological tactics to incentivize people to take action (scarcity, anchoring)?
- Are you using CTA text language indicating what will happen next after selecting a given plan?
- Do you offer annual pricing (encourage people to select this option by offering a discount compared to monthly pricing)?
- Do you have an FAQ section answering all sales objections users may have at this point?



Follow the same steps to see how your best competitors (or other high-achieving companies in general) have their funnels designed, take their best ideas and test them on your website. There's no need to reinvent the wheel.

Lastly, the core question you should always ask is: Can I reduce friction here to make conversion easier (while maintaining quality)?

# Conclusion

What makes a Growth Audit so impactful is that it is, in fact, a website audit, marketing audit, SEO audit, email audit, PPC audit, analytics audit, and a competitor audit all wrapped into one - with funnel analysis baked in throughout (traffic, conversion, retention, referral).

The question your Growth Audit will help answer is a common one amongst marketers, executives, directors, and business owners alike... "Where exactly should I invest to see the best return and growth for my business?"

## **\*NOTE:**

*If you'd rather have an expert tackle your audit to ensure you're not missing or misinterpreting anything, you might actually qualify for a free Growth Audit from DAY 33's expert growth team.*

**GET A FREE GROWTH AUDIT**

Growth Marketing Audits are a lot of work, but they're worth the time and resources because of the insights you gain.



**Rob LaFontaine**

CEO

And the truth is once you've got one or two under your belt, marketing audits can actually be quite fun.



**Ben Maloney**

Head Strategist

The logo features a stylized leaf icon on the left, partially overlapping the letter 'D'. The text 'DAY 33' is in a large, bold, black sans-serif font. Below it, the words 'GROWTH AGENCY' are written in a smaller, spaced-out, black sans-serif font.

**DAY 33**  
G R O W T H A G E N C Y