



HubDo 'Digital Marketing Audit' (DMA) for Business

Summary

This audit includes the following:

1. Website Design and Performance Audit
2. Overall Content Audit and Strategy Analysis
3. Social Media Audit
4. Technical SEO Audit and Keyword Research
5. Competitor Analysis
6. Inbound Strategy Recommendations
7. Branded Presentation Slide set
8. One to one call with our SEO Specialist to review reports prior to customer meeting.

Product Description

General Definition

A digital marketing audit is a comprehensive analysis of all the practices, strategies, and outcomes a business has undertaken to establish and improve its online presence. The audit also offer insights concerning the status of the business' digital strategy as well as actionable steps for improvement.

HubDo Product Definition

Improve your online marketing with a HubDo Digital Marketing Audit. With our audit and the subsequent plan of action we build for you, you'll have a complete picture of your current online presence and an inbound strategy roadmap to help you do the things you need to do to dominate your market. This Audit takes 3-5 days from the time of access to key tools.

The research and resulting report takes in many aspects of the campaign including:

Audit

- Comprehensive Website Review
- Editorial content review
- SEO factors – on page and off page



- Keyword research
- Competitive landscape

Roadmap and Strategy

- Highest priority elements to address
- Recommendations for optimizing your online presence
- Inbound marketing strategy suggestion for your business
- Plan of action for your online presence

Product Deliverable

The HubDo Digital Marketing Audit delivers a detailed report that shows the highest priorities and technical issues for optimizing the digital presence of the business. The deliverable is divided into two parts - audit reports with data tool documents and 1 hour presentation call.

1. Digital Marketing Audit Slide Presentation in Powerpoint/PDF Format
2. Data Analysis Tools Reports
3. Presentation Call

Product Pricing

Estimates based on standard template implementation:

Value Point Pricing - 3VPs:

1. Research and Technical SEO Analysis
2. Social Media and Content Marketing Audit
3. MarTech Design and Web Development Audit
4. Inbound Marketing Manager



How To Order

Pre-sales (For New Consultants)

1. Contact HubDo using our contact us page on our website: <https://www.hubdo.com>
We'll be in touch to setup your Consultants Basecamp account, Pricing etc within 48 hours

Order Confirmation

1. Add a to-do item under the "Project & Deals" to-do list in your Basecamp
2. Address the job request to our Global Services Manager (jay@hubdo.co) and our Controller (jj@hubdo.com) to process your order
<https://www.hubdo.com/adding-new-service-checklist>
3. Fill out the necessary information via this intake brief -
<https://goo.gl/forms/KCIXPZRHLKt5OZ3v2>
4. Await confirmation of the new service from JJ our Controller

DMA Samples

Slide Screenshot



SEO

- List of Technical SEO Issues Found in the Website
- Suggested SEO Strategy and Roadmap

