



Mrkt360 Inc

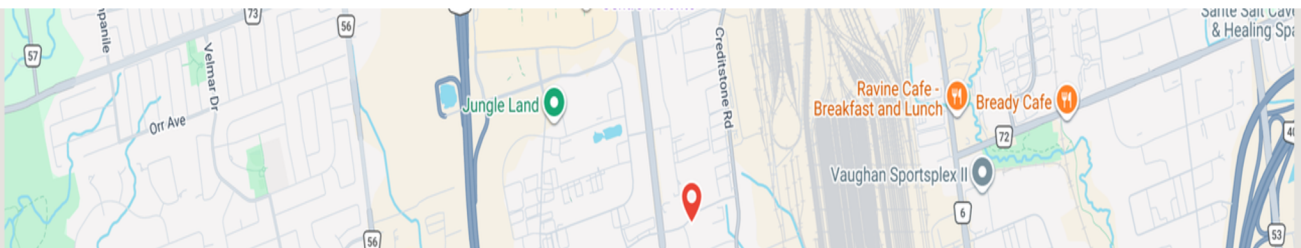
Contact Us:

+1 416 477 0587

sales@mrkt360.com

mrkt360.com

Marketing Audit Report



65%

Your Business at a Glance

Your online presence is vital in today's digital landscape. We've analyzed your digital footprint to provide you with a clear snapshot of your online performance.

Overall Score	65%
Business Details	50%
Techno Stack	80%
Google Business Profile	100%
Listings	52%
Reputation	67%
Website Performance	58%
SEO Analysis	50%

How is the Overall Score Calculated ?

This score provides a comprehensive view of your online presence. A higher score indicates a stronger overall online presence and marketing effectiveness. We follow this scoring chart:

0%-20%

21%-40%

41%-60%

61%-80%

81%-100%

Worse

Bad

Average

Good

Excellent

Overall Score

This score reflects your overall online presence, calculated from multiple weighted sections to provide a comprehensive assessment of your business performance.

50%

Business Critical Information

Business critical information includes key details that can significantly impact the performance and reputation of a prospective business. Here's a short synopsis of some crucial elements:

01



Text Enabled Business Number



We detected that your listed phone number is SMS-capable. 9 out of 10 people want to use messaging to interact with businesses! It's critical that businesses offer text messaging as a communication channel for their customers.

02



Website Hosting



Your website is hosted on WordPress, a trusted provider known for reliability and strong SEO potential. To keep performance and rankings high, it's important to continuously monitor hosting quality, apply regular updates, and ensure the platform stays optimized for search visibility.

03



Chat Widget on Website



We detected that your business website does not have an active chat widget enabled. You might be missing out on valuable opportunities for enhanced customer engagement and immediate support.

04

Review Replies

It seems like you have only replied to 0% of the reviews analyzed. Research shows that 89% of consumers tend to prefer local businesses that actively engage with reviews.



80%

Techno Stack Analysis

This report will analyze the presence and implementation of key marketing technologies on prospect websites.



Google Ads Campaigns

We detected that your business is actively running Google Ads Campaigns. This suggests you're leveraging Google's advertising platform to reach potential customers, which can be a powerful tool for growth.



Meta Pixel

Your website has the Meta Pixel installed. This enables you to optimize Meta ad campaigns and create more targeted audiences, enhancing your social media marketing efforts.



Google Ads Pixel & Conversion Tracking

Your site lacks a Google Ads Conversion Tracking Pixel. This could limit your ability to measure the ROI of your Google Ads Campaigns and make data-driven decisions to improve performance.



Google Tag Manager

Great job implementing Google Tag Manager! This tool allows for efficient management of various marketing tags, streamlining your digital marketing efforts.



Google Analytics

We've detected Google Analytics on your site. You're on the right track to understanding your audience and making data-driven decisions about your online presence.

100%

Google Business Profile

This Google business profile is currently **active and visible to customers** .



Business Address



Google Photos



Business Website



Operational Hours



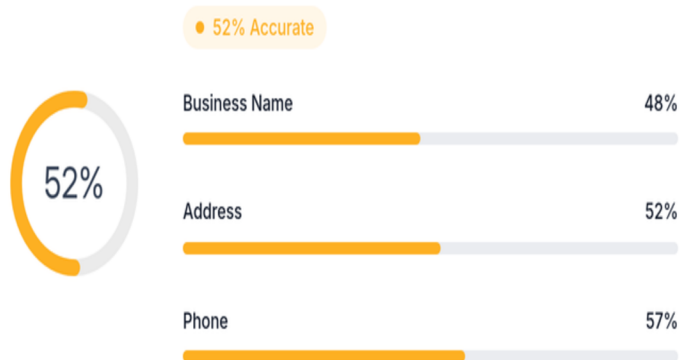
Phone Number



52% Listings

Having accurate listings across all platforms is crucial to your business as it enhances visibility and builds credibility among customers.

Your business listings are grouped into three categories across online platforms. **Exact matches (6)** means all NAP information (Name, Address, Phone) match. **Partial matches (11)** means some of the NAP details match. **No matches (6)** means none of the NAP details match. Keeping your listings accurate and consistent helps improve visibility, build customer trust, and grow your business.



OOPS

Looks like you are listed correctly in few of the websites, whereas the information seems incorrect in many other platforms. A bad listing would affect your online presence and you may seem invisible to your potential customers.

52%

Detailed Listings

Listing	Business Name	Phone	Address	Status
 GOOGLE				Match
 FACEBOOK				Partial Match
 YELP				Match
 TRIPADVISOR				No Match
 TRUSTPILOT				No Match
 SHOWMELOCAL				Match
 CYLEX				Partial Match
 BROWNBOOKN...				Partial Match
 HOTFROG				Partial Match
 N49				Partial Match

52%

Detailed Listings

Listing	Business Name	Phone	Address	Status
 IGLOBAL				Partial Match
 NAVMII				No Match
 WHERETO				Match
 AROUNDME				No Match
 INFOBEL				Match
 TUPALO				Partial Match
 YPCA				Partial Match
 OPENDICA				Partial Match
 PROFILECANADA				Partial Match
 INFOISINFO				No Match

52%

Detailed Listings

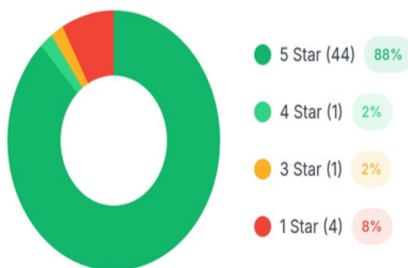
Listing	Business Name	Phone	Address	Status
 WAZE				Match
 YELLOWPAGES...				No Match
 ACOMPIO				Partial Match

67% Analyzing Your Reputation Game

Here is a snapshot of the total reviews analyzed across Google and Facebook. You have a good reputation among your customers, but it's not over yet. Be on top of reviews and enhance your online reputation to gain potential customers. Let's work together to enhance your rating game.



4.6 ★ High Review Volume 50+ reviews



This analysis is based on your recent 50 reviews out of your total 56 reviews.



No Ratings Found !

Ratings give your business credibility and helps to build trust with customers. Lack of ratings not only stop customers from knowing your business, it also paves a way for your competitors to gain leads.

67%

What Clients Are Saying About You

Negative Reviews

Negative reviews can tarnish a business's reputation and erode customer trust. A string of negative feedback can deter potential customers from engaging with your business. Negative reviews can lead to decreased sales, as potential customers may choose competitors with better reviews and ratings.

GMB, 3 years ago



GMB, 6 years ago



GMB, 7 years ago



67%

What Clients Are Saying About You

No Response Reviews

No response reviews can be frustrating for customers who want to share their experiences but cannot get a response. This can lead to a lack of transparency and trust, which can affect your business's reputation.

GMB, 2 years ago



GMB, 2 years ago



GMB, 2 years ago



67%

Positive Reviews

What Clients Are Saying About You

Positive reviews are not just nice to have; they are an essential component of a successful online presence and can significantly impact your business's growth and reputation. Here are some of the positive reviews left by customers for your business.

GMB, 2 years ago

★★★★★

👍

GMB, 2 years ago

★★★★★

👍

GMB, 2 years ago

★★★★★

👍



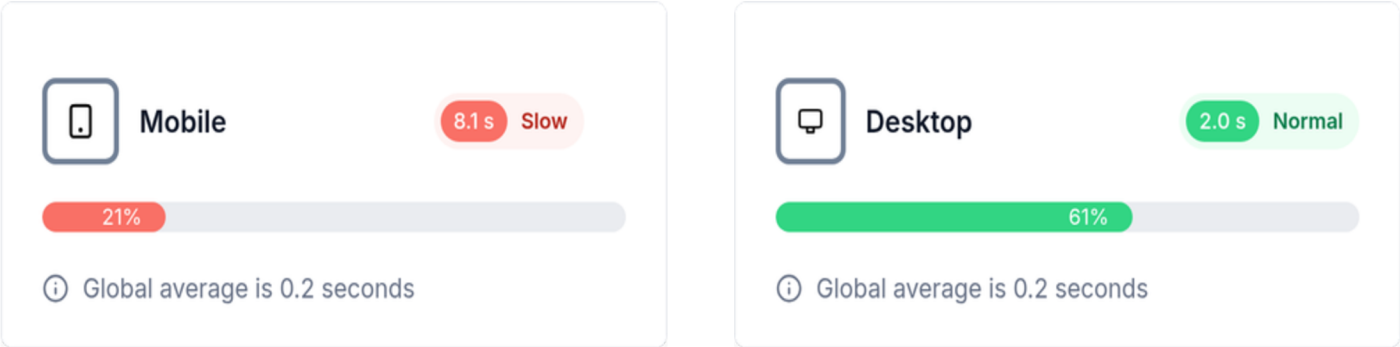
58%

Website Performance

Local businesses need a mobile-friendly site that delivers the information people seek in order to make buying decisions. Enhancing website performance is crucial for providing a seamless user experience, boosting SEO rankings, and ultimately driving conversions.

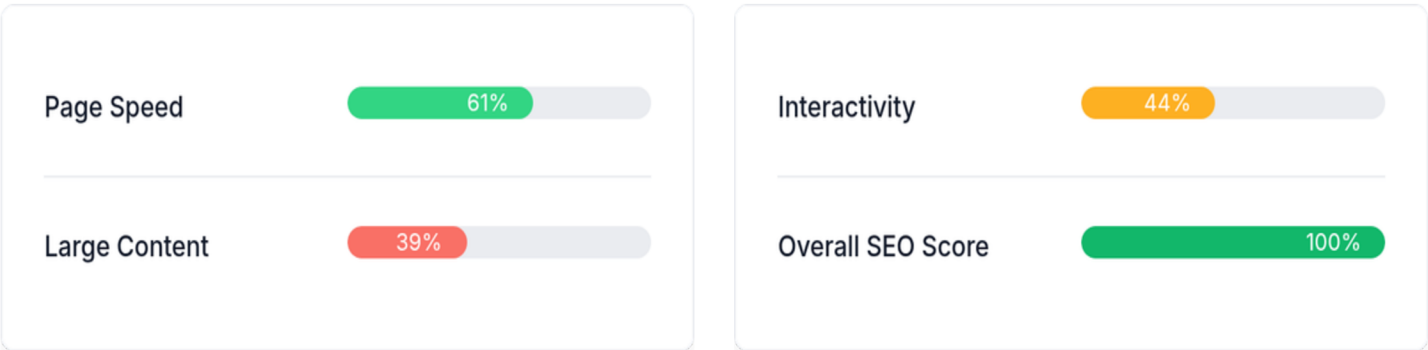
Page Speed

Elevating page speed is crucial for local businesses to ensure a superior user experience and boost SEO performance.



Core Web Vitals

Core web vitals provide key indicators that measure your website's performance and user experience. Google Search refers to these when evaluating page experience, so it's important that they are monitored and actioned upon.



Page Health Report

Assessing and optimizing mobile and desktop pages is critical for achieving optimal performance levels.



Mobile Report

 4 Should Fix

 0 Consider Fixing

 13 Passed Test



Desktop Report

 2 Should Fix

 4 Consider Fixing

 11 Passed Test

50%

SEO Analysis

Potential customers are searching online for the products or services that your business offers. With SEO (Search Engine Optimization), you can boost your visibility in those search results so that people find you before your competitors.



This is your average ranking on Google Maps when someone searches for _____ **near me** , depending on their location.



50%

Local Rank Tracker

Your Rank: 2

Business Name	Photos	Reviews	Ratings
	Yes	135	★ ★ ★ ★ ★
Your Business	Yes	56	★ ★ ★ ★ ★
	Yes	92	★ ★ ★ ★ ★
	Yes	145	★ ★ ★ ★ ★
	Yes	63	★ ★ ★ ★ ★
	Yes	47	★ ★ ★ ★ ★
	Yes	387	★ ★ ★ ★ ★
	Yes	16	★ ★ ★ ★ ★
	Yes	11	★ ★ ★ ★ ★
	Yes	24	★ ★ ★ ★ ★

