

Essentially
Amsterdam

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Contact Us:

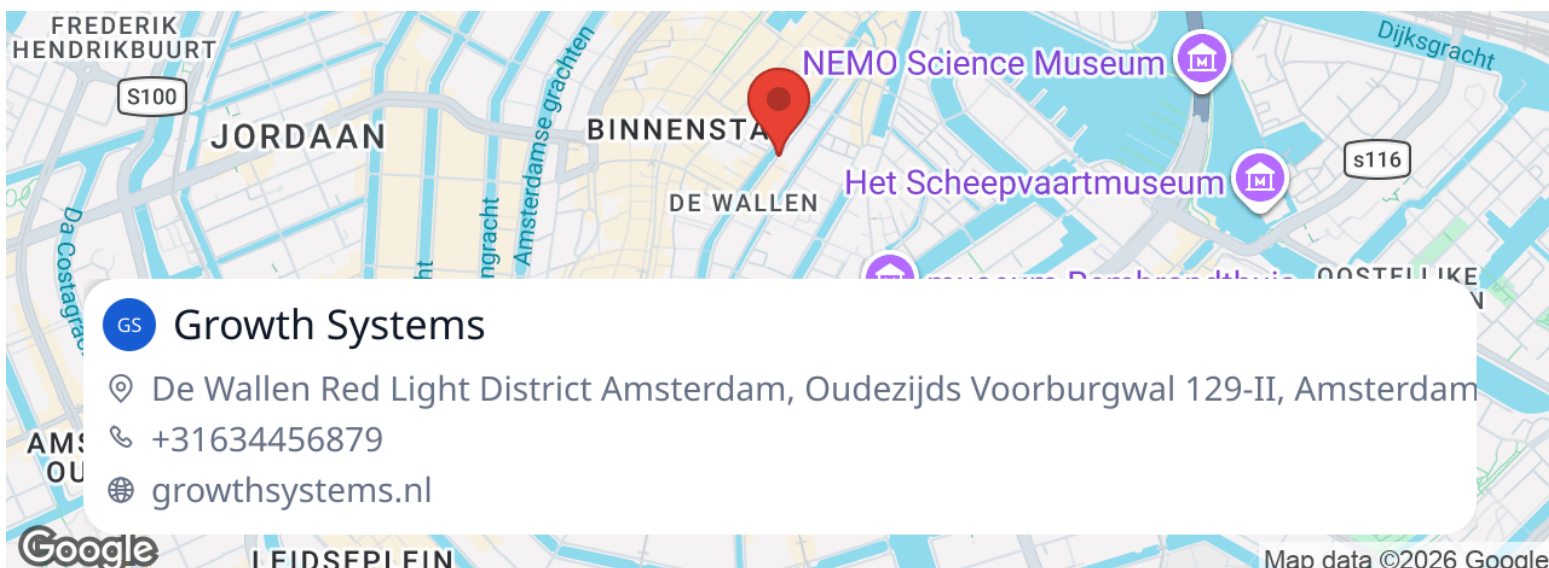
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Growth Systems

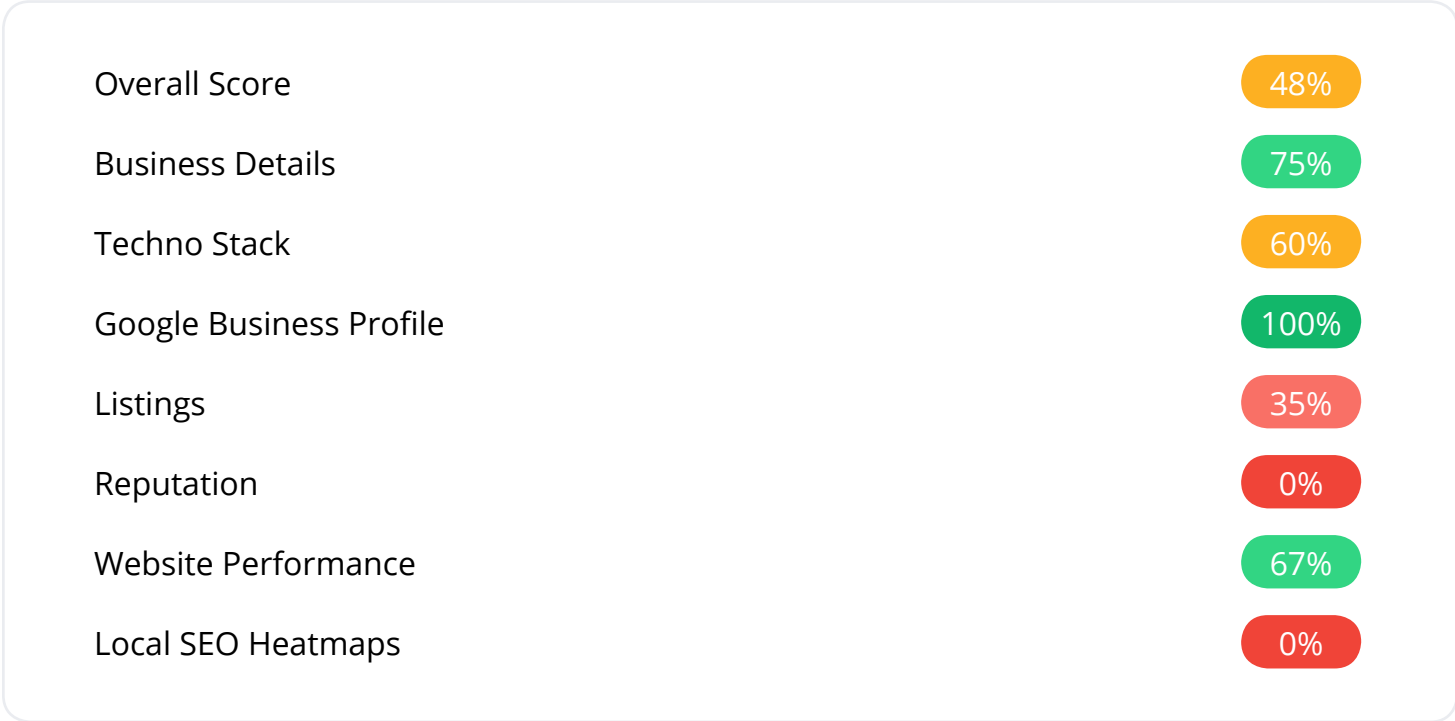
Marketing Audit Report



48%

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.



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.

75%

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 LeadConnector AI Studio, 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

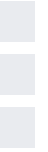


We detected that your business website has a chat widget enabled. This valuable addition empowers your customers to conveniently connect with you for any support queries they may have.

60%

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

We noticed that Google Tag Manager is not implemented on your website. This tool could streamline your marketing efforts and make it easier to deploy and manage various tracking codes.



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



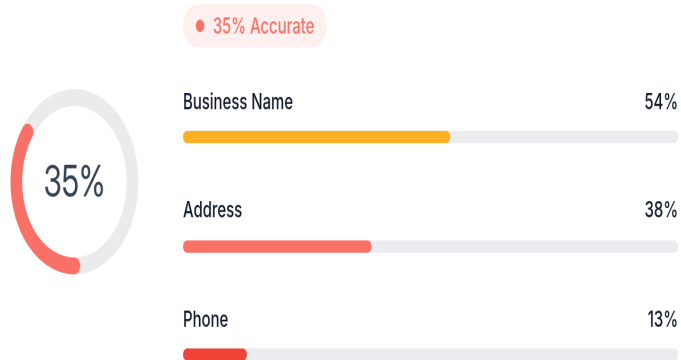
Phone Number



35% Listings

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

Your business **Growth Systems** listings are grouped into three categories across online platforms. **Exact matches (2)** means all NAP information (Name, Address, Phone) match. **Partial matches (11)** means some of the NAP details match. **No matches (11)** 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.

35%

Detailed Listings

Listing	Business Name	Phone	Address	Status
 GOOGLE	Growth Systems	634456879	Oudezijds Voorburgwal 129...	Match
 FACEBOOK	Not available	Not available	Not available	No Match
 MAPQUEST	Not available	Not available	Not available	No Match
 TRUSTPILOT	Not available	Not available	Not available	No Match
 TELLOWS	Not available	Not available	Not available	No Match
 SHOWMELOCAL	Growth Systems	Not available	Oudezijds Voorburgwal 129...	Partial Match
 CYLEX	Growth Systems	Not available	Oudezijds Voorburgwal 129...	Partial Match
 BROWNBOOKN...	Not available	Not available	Not available	No Match
 HOTFROG	Growth Systems	Not available	Oudezijds Voorburgwal 129...	Partial Match
 IGLOBAL	Not available	Not available	Not available	No Match

35%

Detailed Listings

Listing	Business Name	Phone	Address	Status
 NAVMII	Not available	Not available	Not available	No Match
 WHERETO	Growth Systems	634456879	Oudezijds Voorburgwal 129...	Match
 AROUNDME	Not available	Not available	Not available	No Match
 INFOBEL	Growth Systems	Not available	Oudezijds Voorburgwal 129...	Partial Match
 TUPALO	Growth Systems	Not available	Not available	Partial Match
 OPENDINL	Growth Systems	Not available	Oudezijds Voorburgwal 129...	Partial Match
 PAGES24NL	Growth Systems	Not available	Oudezijds Voorburgwal 129...	Partial Match
 OPENINGSTIJD...	Not available	Not available	Not available	No Match
 INFOISINFO	Growth Systems	Not available	Oudezijds Voorburgwal 129...	Partial Match
 WOGIBTSWASDE	Not available	Not available	Not available	No Match

35%

Detailed Listings

Listing	Business Name	Phone	Address	Status
 GOUDENGIDS.NL	Not available	Not available	Not available	No Match
 PAGES24	Growth Systems	Not available	Not available	Partial Match
 FINDOPEN	Growth Systems	Not available	Not available	Partial Match
 WAZE	Growth Systems	06 34456879	Not available	Partial Match

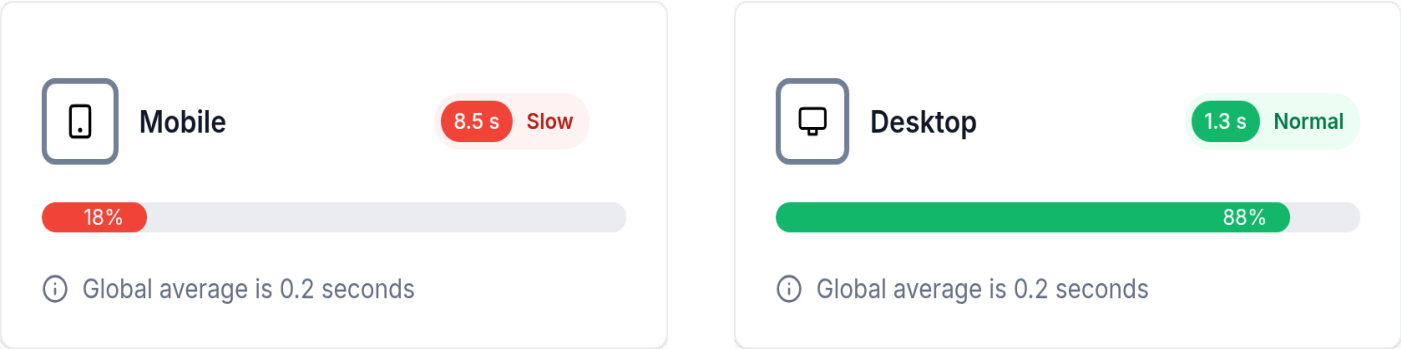
67%

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.

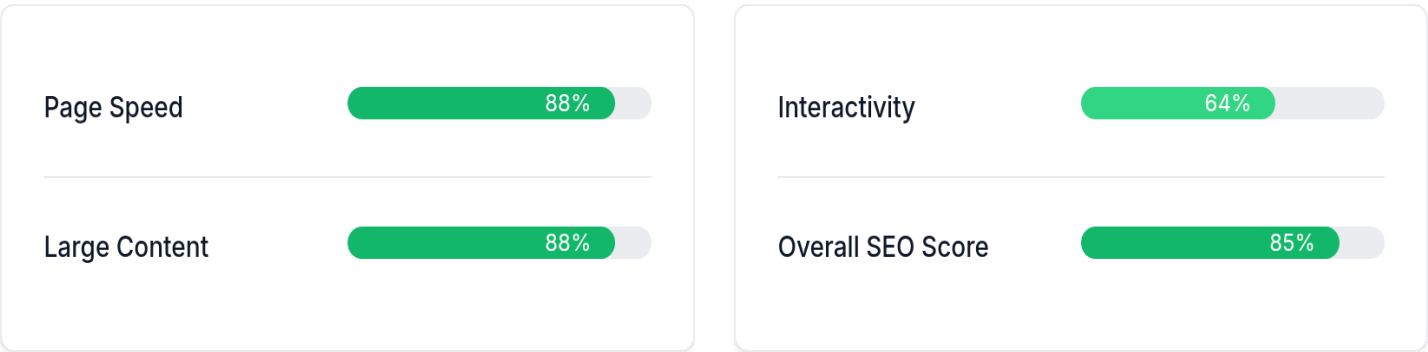
Page Speed

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

 9 Should Fix

 4 Consider Fixing

 5 Passed Test



Desktop Report

 9 Should Fix

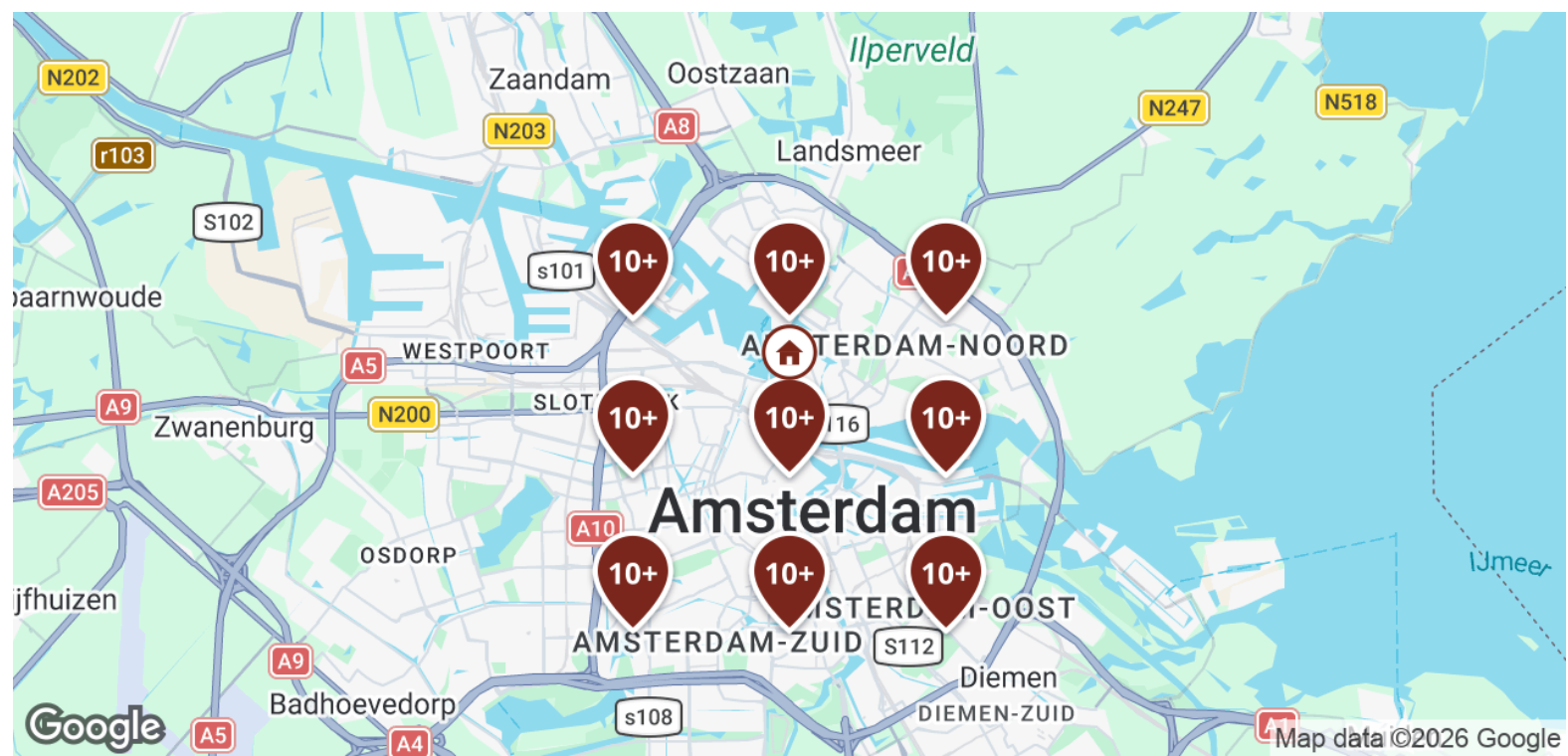
 4 Consider Fixing

 5 Passed Test

0%

Local SEO Heatmaps

See how your business ranks on Google Maps for important local searches and uncover opportunities to improve visibility.



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

0%

Local Rank Tracker

Your Rank: 10+

Rank	Business name	Photos	Rating	Reviews
01	Bierfabriek Amsterdam	Yes	★ 4.1	2.18K
02	POP MART	Yes	★ 3.6	286
03	POP MART	Yes	★ 4.3	29
04	Smart Cocktails™	Yes	★ 5.0	5
05	Ice factory	Yes	★ 3.3	3
06	RoB Amsterdam	Yes	★ 4.4	48
07	The Butcher W Operations B.V.	Yes	★ 4.3	3
08	Fosuny B.v.	Yes	★ 4.5	2
09	Diamond Factory Koh-I-Noor	Yes	★ 4.7	89
10	American Cap Factory / Amsterdam	Yes	★ 5.0	1

