

THE HAVEN AGENCY

WEBSITE & MARKETING ANALYSIS



REDBRIDGE DTA

This audit provides you with a streamlined analysis to maximize your site's impact in the digital landscape. The audit includes:

1. **Website Review and Scorecard:** We evaluate your website's design, usability, and effectiveness in engaging visitors.
2. **Marketing Topics Analysis:** Using data from Answer the Public, we identify key topics and questions relevant to your audience to inform your content strategy.
3. **Competitor Ad Analysis:** We analyze your competitors' advertising strategies to give you insights into market trends and opportunities.
4. **Actionable Recommendations:** Based on our findings, we offer concise, strategic recommendations to enhance your site's performance and competitive edge.





WHAT YOU GET

Contact Us

This report is a review & analysis of your marketing positioning in the market. We benchmark your website homepage copy to 5 key points of the StoryBrand Framework, provide a list of key SEO search terms and topics that should be included in your ongoing marketing, and present you with your competitors ads that are currently being run online on both Facebook/Instagram and Google.



Website

Does your website copy connect with your audience?



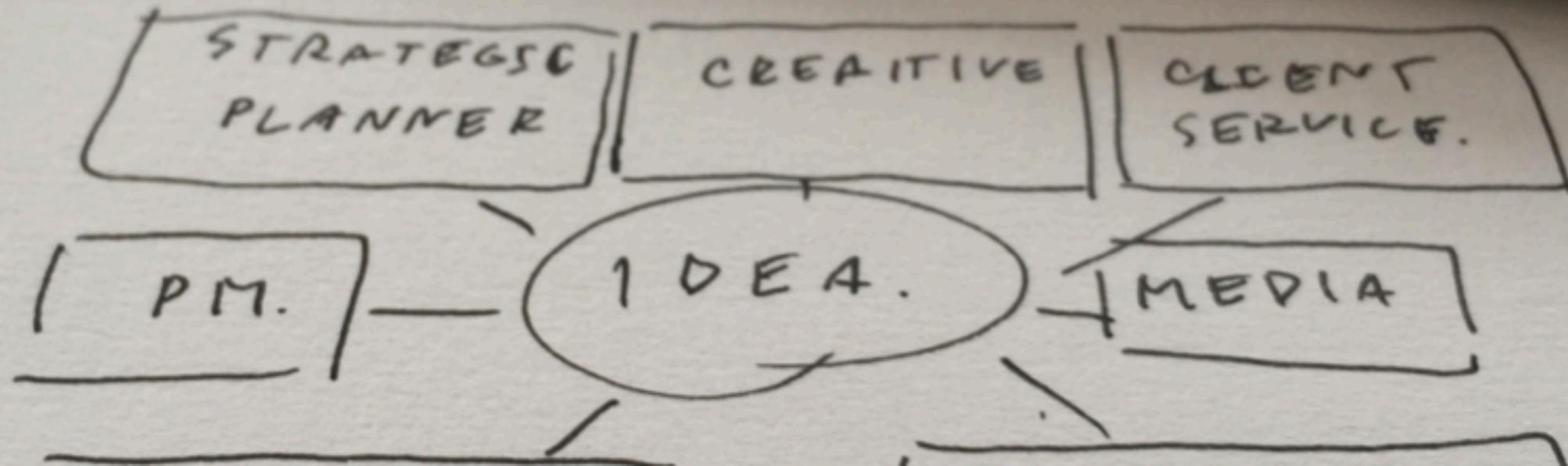
Marketing Topics

What should your blogs and social Media content be discussing?



Competitors Ads

What are your competitors doing to build their businesses?



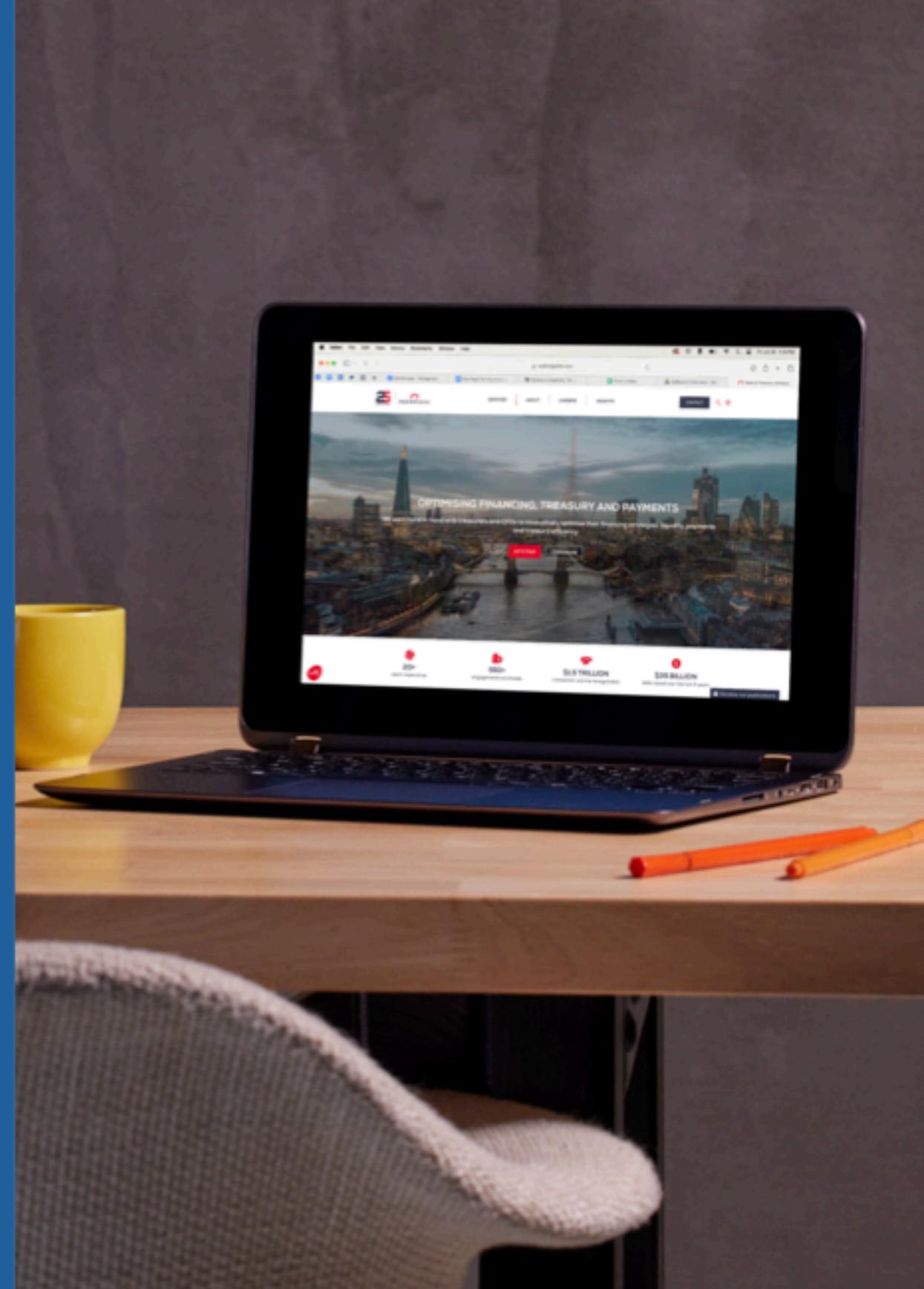
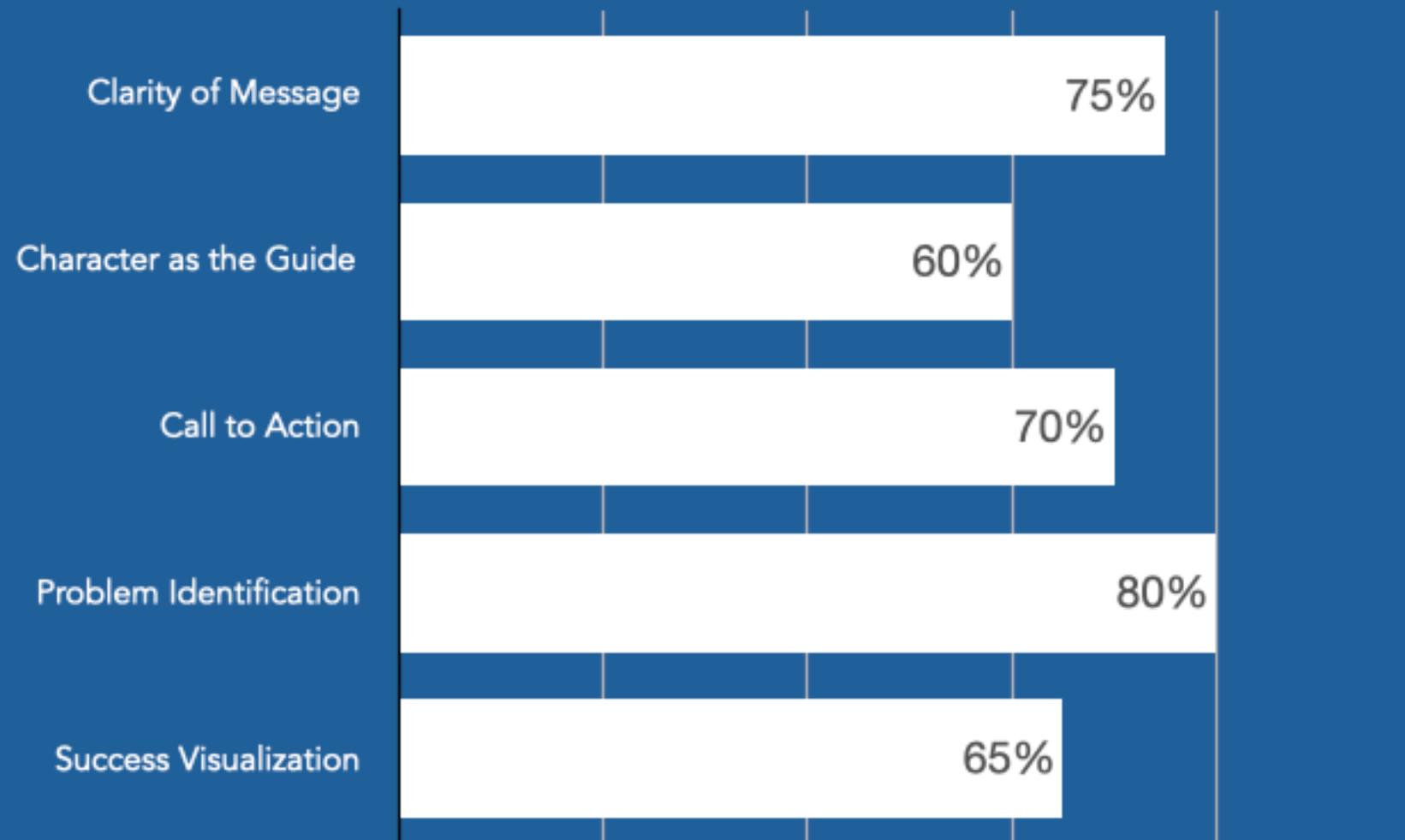
WEBSITE ANALYSIS

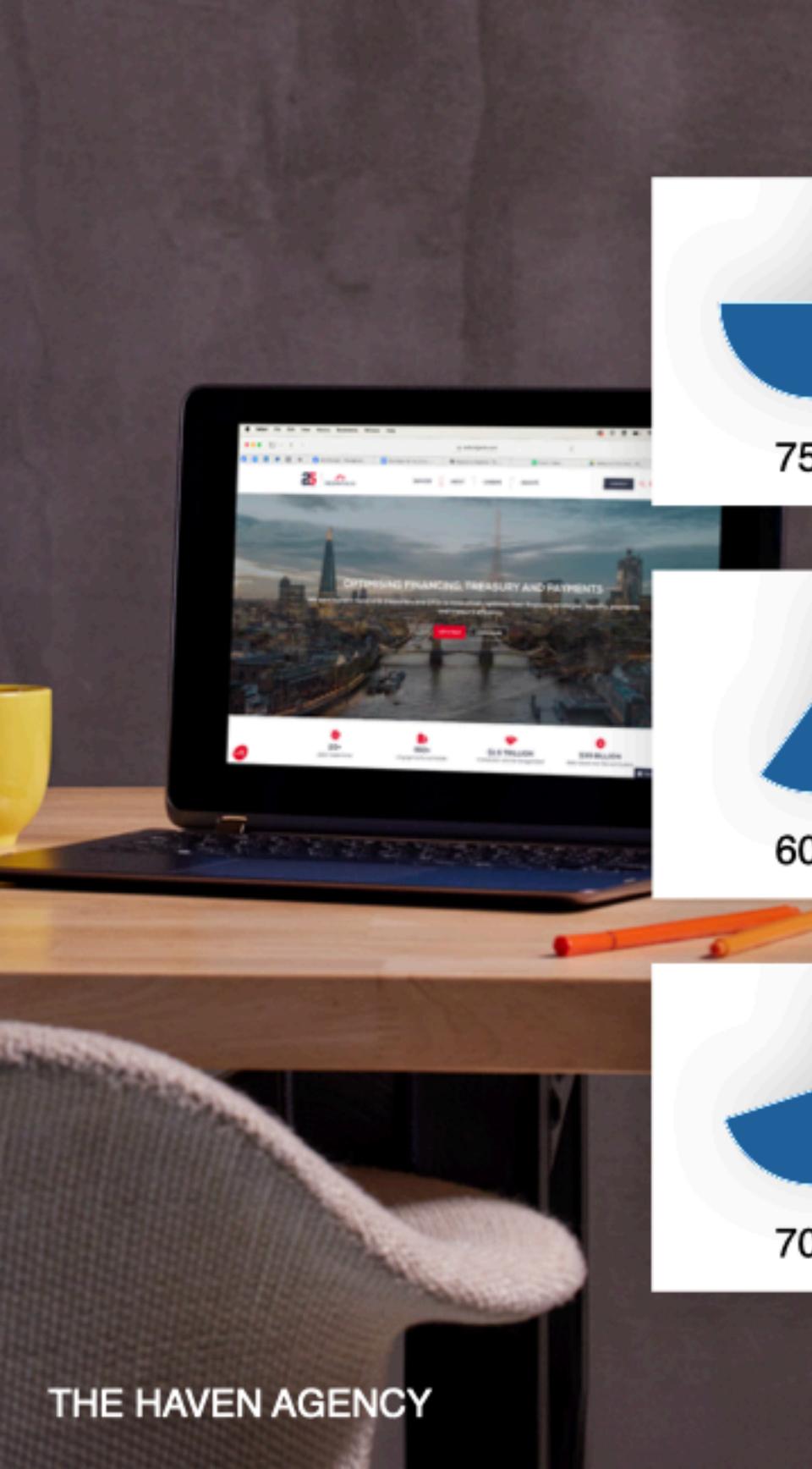
We use the StoryBrand and Marketing Made Simple frameworks when evaluating a website. The key factors are:

- Clarity of Message
- Brand as a Guide
- Call to Action
- Problem Identification
- Success Visualization



Your Overall Score: 70%





75%

Clarity of Message (75%)

The website does a good job of clearly stating what the company offers, such as debt advisory, payments advisory, and cash management. It communicates how these services can help treasurers and CFOs optimize their financial strategies. However, **the connection of these services to the visitor's problems could be made more explicit** to enhance clarity and engagement.



60%

Character as the Guide (60%)

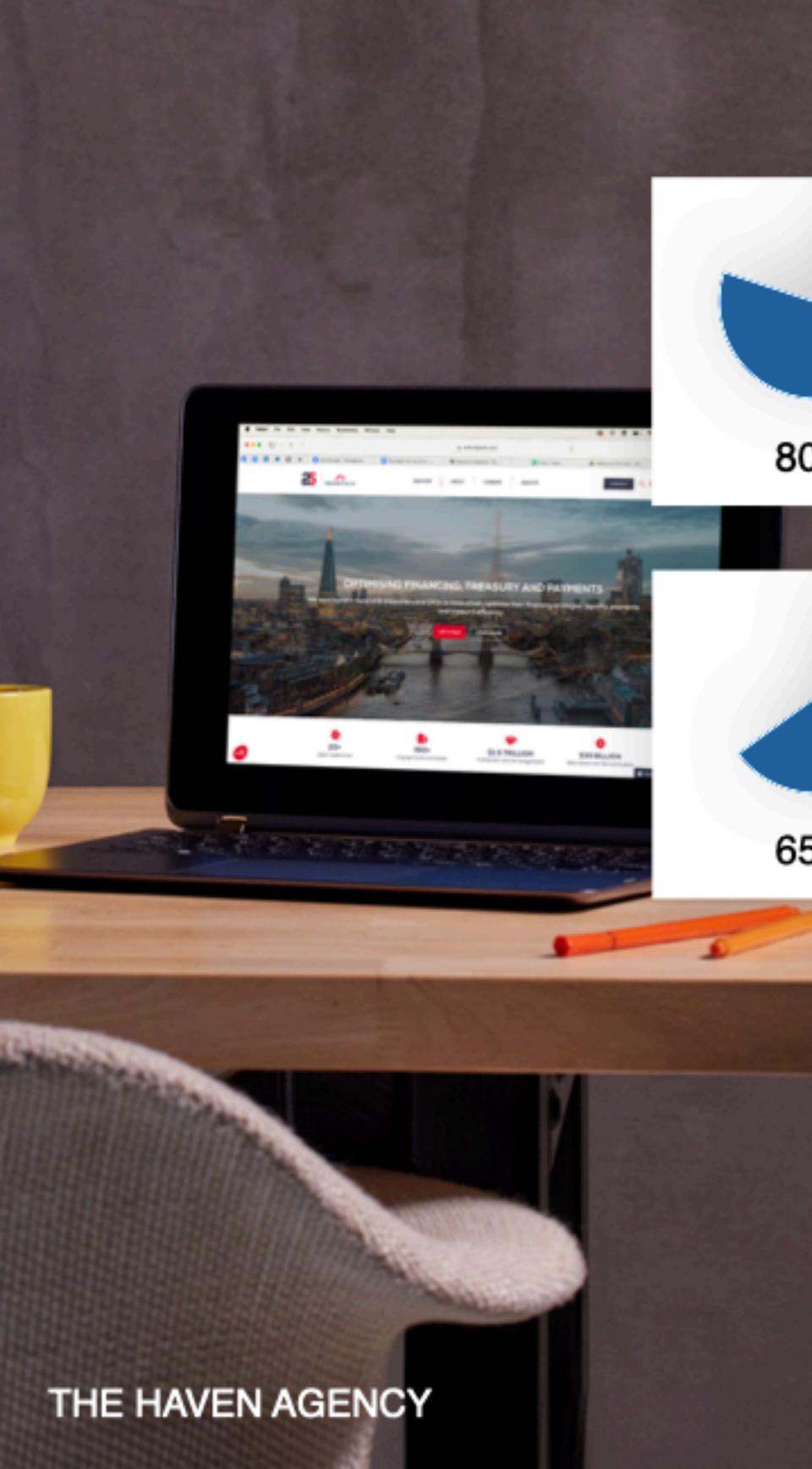
Redbridge positions itself as an expert guide with extensive experience, but the website could better **emphasize empathy by addressing the client's fears and frustrations more directly**, which is a core tenet of the StoryBrand framework.



70%

Call to Action (70%)

Calls to action like "Learn More" and "Contact Us" are present but could be more compelling. **A more direct and urgent call to action might improve engagement and conversion rates.**



80%

Problem Identification (80%)

The site identifies problems faced by its clients, such as the complexity of navigating debt markets and the need for strategic advice on cash management and payments. It successfully outlines these issues but could **frame them in a way that more directly reflects the visitor's challenges.**



65%

Success Visualization (65%)

While there are some descriptions of the outcomes Redbridge helps achieve, the site could **benefit from more vivid descriptions or visualizations of success, including testimonials or case study highlights,** to help visitors envision the positive impact of working with Redbridge



Recommendations:

1. **Enhance Empathy:** Incorporate language that directly addresses the fears and frustrations of CFOs and treasurers to strengthen the guide character.
2. **Strengthen Calls to Action:** Use more urgent and action-oriented language for calls to action, such as "Get Your Free Consultation Today" or "Start Optimizing Now."
3. **Clearer Problem-Solution Connection:** Make a clearer link between the visitor's problems and Redbridge's solutions, possibly through a structured layout that maps specific services to challenges in the industry.
4. **Visualize Success More Vividly:** Include more detailed case studies or success stories on the homepage to help potential clients visualize the tangible benefits they can expect.
5. **Interactive Elements:** Introduce tools like calculators, assessments, or scorecards that engage visitors and provide personalized insights into how they might benefit from Redbridge's services.

MARKETING TOPICS

Using SEO tracking data, we are able to identify the key search terms your audience is using and map out the most effective topics to address on social media, in email, and through blogging/articles. Answer your audiences questions to establish your company as the expert in the field and the only obvious choice when it's time to make a decision.



Key Topics to ANSWER

By analyzing these insights, you can craft articles that directly address the needs and curiosities of your readers, improving your site's relevance and authority.

Additionally, these topics and questions can be repurposed for social media, allowing you to engage and educate your audience more effectively.

This approach not only boosts your SEO but also enhances your overall online presence, creating a cohesive educational strategy that resonates with your audience.



Search Volume & Cost Per Click

Keyword	Modifiers	Search Vol	CPC
p-card meaning	alphabeticals/m	1.6K	\$4.92
p-card vs credit card	alphabeticals/v	260	\$27.37
p-card program	alphabeticals/p	210	\$19.07
p-card policy	alphabeticals/p	210	\$20.24
p-card payment	alphabeticals/p	170	\$17.6
p-card reconciliation	alphabeticals/r	170	\$15.89
p-card login	alphabeticals/l	140	-
p-card procurement	alphabeticals/p	110	\$34.36

STOP

- Stop making a “best guess” when it comes to your marketing.
- Stop jumping from platform to platform without any strategy or consistency.

START

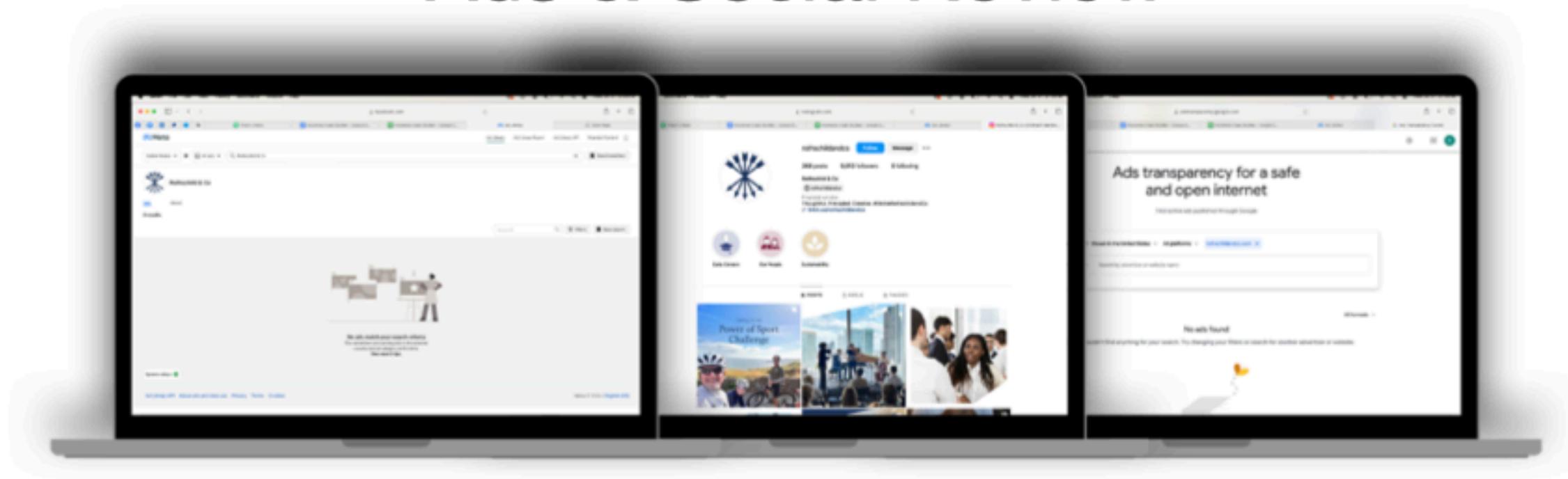
- Start using data and insights to get results and grow your business.
- Start sharing a consistent message and make your marketing more cohesive.

YOUR COMPETITION ONLINE

We research what your competition is doing through Facebook/Instagram and Google Advertising to better understand how they are targeting and speaking to your potential audience. We then use this data to make recommendations and content that will guide more potential customers through your funnel.



Ads & Social Review



OBSERVATIONS

- Currently no ads are being run on social media (Facebook & Instagram) or on Google Ads
- Their social media feed is consistent with lots of highly produced, personal content
- Current followers (IG) : 9600+

OPPORTUNITY

- We see that they are competing on Google based on SEO. This gives us an opportunity to place higher through ad spend.
- Current social media consists of lots of graphic images. While these are educational, there's an opportunity to make things more personal.

A close-up photograph of a person's hands holding a pen and a notebook. The person is wearing a blue and white checkered shirt. The word "Thanks!" is overlaid in large, bold, white, sans-serif font across the center of the image. The background is slightly blurred, showing the person's torso and the notebook they are holding.

Thanks!

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