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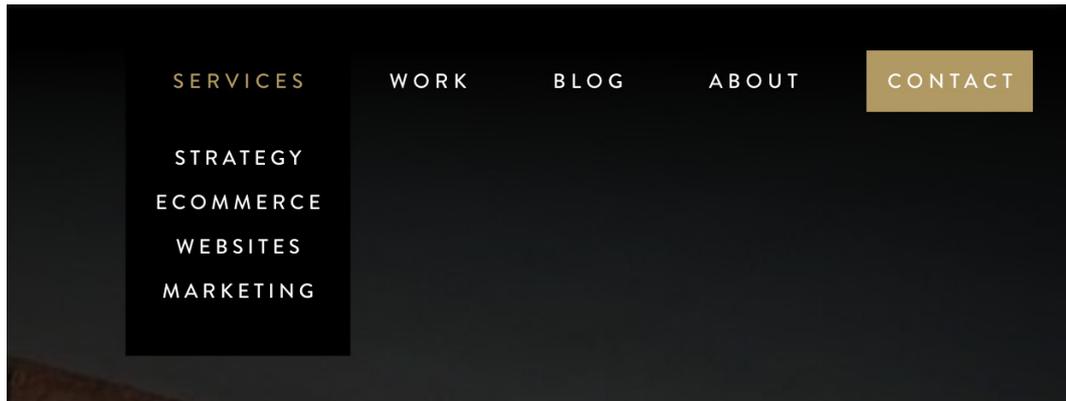
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Emote
Digital Audit

1.0 UX Audit	03
2.0 SEO	07
3.0 Content	11
4.0 Advertising	14
4.1 Social Advertising	
4.2 Platform Advertising	
4.3 Search Engine Advertising	
5.0 Email	18
6.0 Organic Social	20
7.0 Brand	22

Navigation

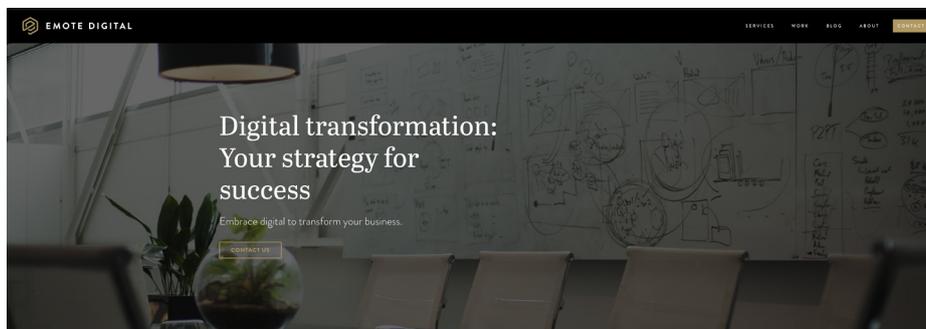
The services drop down menu needs an arrow to suggest that the menu item expands.



Service Page – Digital Transformation

Hierarchy of header is difficult to parse. Creating a stronger hierarchy controls the flow of the user’s attention and gaze. We recommend using different font sizes for “Digital Transformation” and “Your strategy for success”.

The “Contact Us” in the banner is great to encourage users to make contact, but could use stronger call to action copy eg. “Begin your transformation”.



Service Page – eCommerce & Websites

Process Chart

There is no indication that these steps are interactable/expandable. Use of a + symbol or chevron would help this. Using the gold colour throughout to indicate interactive elements could also be considered.

Our Process

We have a process that uncovers your needs and delivers a beautiful result whilst ensuring your project stays on budget and on time

- 1. Learn**
Get to know your audience and your business
- 2. Plan**
Customise the user experience
- 3. Design**
Create a beautiful experience
- 4. Develop**
Bring the vision to life
- 5. Integrations**
Separate your business with automation
- 6. Test**
Make sure it all works
- 7. Launch & Grow**
Make it live and watch it grow

- 1. Learn**
Get to know your audience and your business
- 2. Plan**
Customise the user experience
- 3. Design**
Create a beautiful experience
Our teams work closely to deliver a project that is not only beautiful, but also visually functional and reflects your brand.
 - Take wireframes and make them look visually stunning
 - We put the Commerce first-order where to seem usability and right
 - Representing brand positioning, we create something that reflects your brand and strategy
 - Unlimited revisions on design concepts before approval
- 4. Develop**
Bring the vision to life
- 5. Integrations**
Separate your business with automation
- 6. Test**
Make sure it all works
- 7. Launch & Grow**
Make it live and watch it grow

Case Studies

Images contain important text, therefore when presented on smaller screens (eg. mobile) the scaling makes the text difficult to read. Example of small statistics below. We recommend ensuring a fully responsive and text is legible at a smaller size.

Brand Growth Across Multiple Areas

Along with their open gyms, they offer a variety of classes and programs for members. They're also expanding throughout Australia, so wanted to attract the attention of potential franchisees. We ran targeted ads for each of these areas, as well as seasonal campaigns to drive sign-ups for gym specials and challenges.

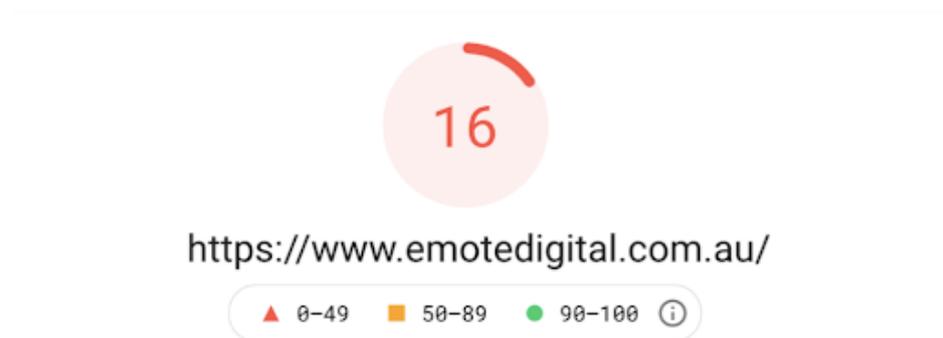
UX

Recommendations

- Add arrows to menu to suggest expansion
- Create a stronger hierarchy flow
- Stronger CTA copy
- Indicate where process steps are interactive
- Make sure text is responsive and legible for mobile

Page Speed

We strongly recommend installing a new caching plugin to increase your pagespeed score.



Ranking

Your main keyword is "digital agency Melbourne". You are currently ranking #13 for this keyword and would benefit greatly from improving this ranking.

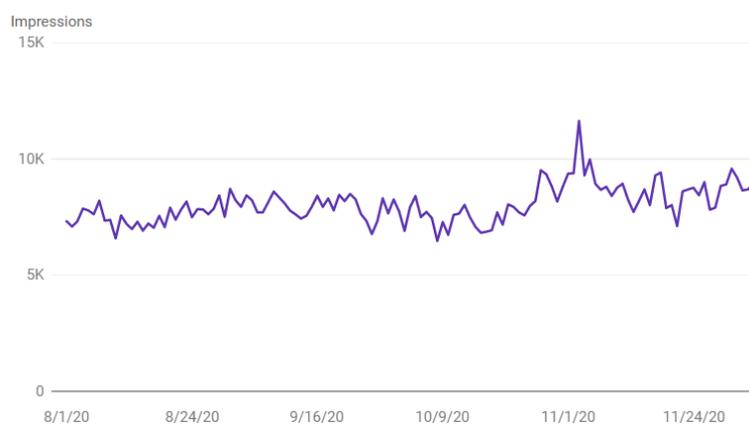
Coding

We recommend making your website's coding cleaner. Clean coding is beneficial for many reasons.

- Makes it easier for search engine bots to crawl the website
- Helps the page loading speed
- Save time with faster maintenance
- Future proof your business

Impressions

Increasing your impressions, combined with quality UX and content, is likely to result in increased conversions. For this reason we recommend getting more keywords to rank and improving the ranking of your keywords.



Content Duplication

We found external duplication of your content.

E.g <https://www.emotedigital.com.au/landing-pages-101/>

content is also on:

<https://www.marketingbybob.com.au/blog/landing-pages-101/>

Either contact the other website and ask them to remove or change the content completely. If it was copied without your consent, the external site should be reported to Google DMCA.

SEO

Recommendations

- Install a new caching plugin (Nitropack)
- Rewrite content to include your main keywords more often
- Add more case studies and blog posts regularly
- Rewrite coding to be cleaner
- Remove duplicated content from external sites or report them to Google DMCA

Homepage

We recommend updating the main tagline to be more impactful and relevant to your entire offering. The subheading also needs to further explain the services Emote offers and work harder to illustrate the benefits of choosing Emote.



Case Studies

We recommend that you highlight key clients such as Bakers Delight and Suzuki Motorcycles. The content can also be improved to showcase how you solved problems and created solutions.

Services

Your service pages do a good job of explaining what is included, however they do not centre the customer. The copy should be working hard to sell these services at every stage, so adding more customer proofs and highlighting direct benefits to the customer will improve the service pages.



Websites

Custom design and development, from wireframing through to content and beyond.

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Content

Recommendations

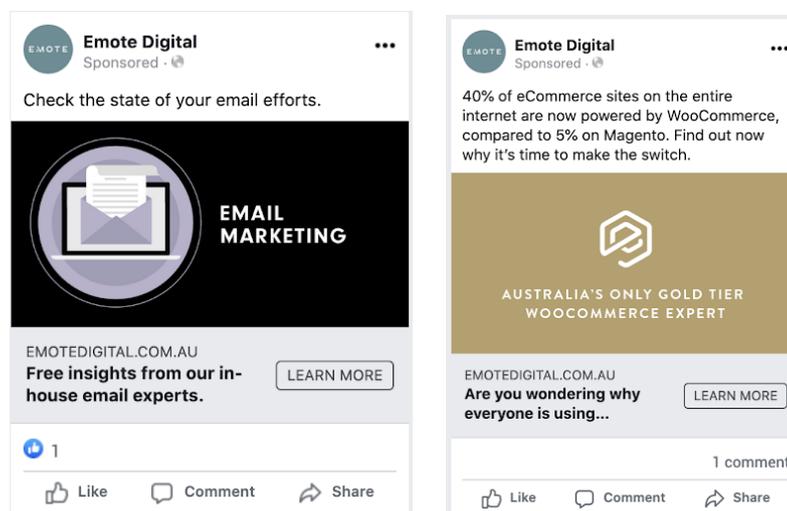
- Update headline and subheading on homepage
- Streamline service options
- Spotlight important case studies
- Add more detailed content to case studies

Social Advertising

Messaging

By offering free insights you are selling yourself short. We recommend using more premium messaging to attract the right clients and sound less spammy.

We also recommend taking a higher level approach and simplifying your message so that the average marketing manager understands how their company could benefit.



Design

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Platforms

You are already utilising Facebook/Instagram for your social Ads.

We recommend also testing other platforms such as Twitter and LinkedIn to benefit from the wide audience on other platforms too.

Social Advertising

Targeting

Your current strategy is to target using specific job titles, however this can be tricky to do on Facebook and is hard in your industry as it is not always the same job titles who convert.

We recommend throwing a wider net and reaching lookalike audiences from your previous leads and website traffic.



Platform Advertising

Emote has mainly used AdRoll for a remarketing channel, which means it's low cost and low maintenance.

The GIFs would benefit from a refresh in design and copy. We also recommend testing with a more vibrant colour palette.

Search Engine Advertising

The copy lacks brand awareness or a cohesive, consistent message or tagline that is related to your brand.

Similar to your social ads, these lack a more premium feel. A higher value client is more likely to be hesitant in committing, which means they will often be targeted many times before converting.

Emote Digital | Digital Agency in Melbourne | Marketing, eCommerce, Strategy
emotedigital.com.au/contact

Marketing Services, Strategy, Web Design & Development. 24/7 Live Dashboard Reporting. Contact Emote Digital.

Social Advertising

Recommendations

- Remove any messaging offering services for free
- Improve ad visuals and update sizing
- Trial other platforms for social advertising
- Benefit from remarketing rather than targeting job titles
- Rewrite search engine ads with more premium messaging

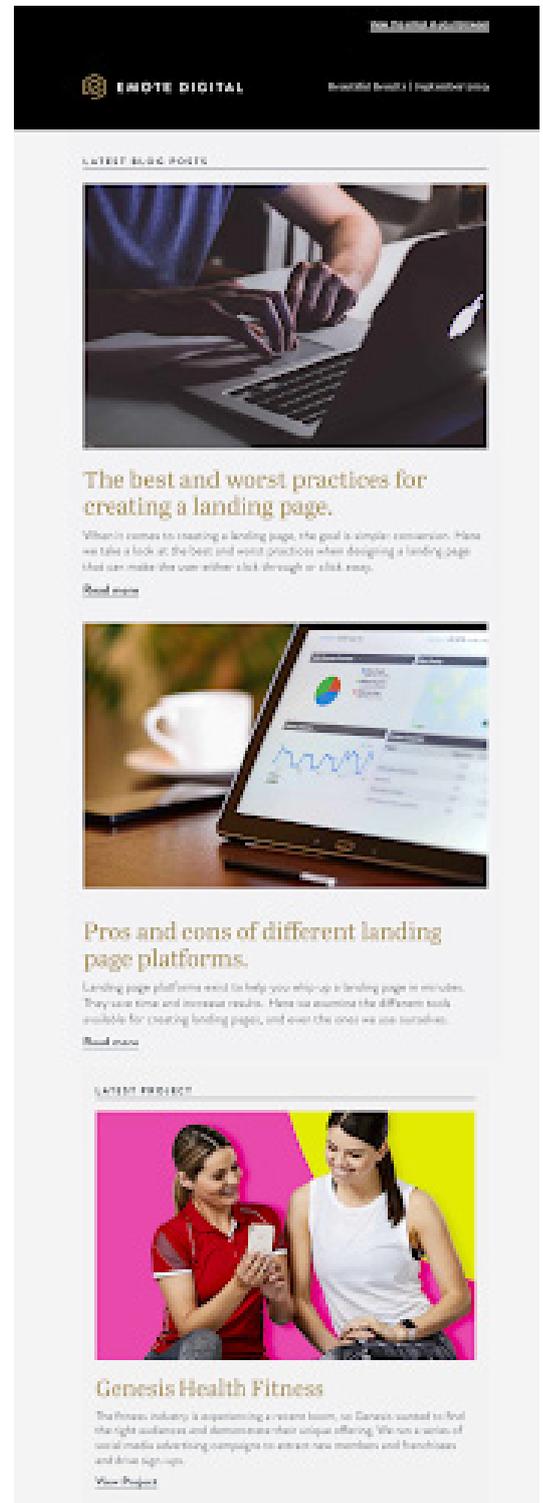
Email Marketing

The subscription box for new visitors on the bottom of every page on your site is great for attracting new subscribers. However the CTA could be stronger, or potentially offer an incentive for signing up.

We recommend highlighting major industry or agency announcements to boost engagement.

Recommendations

- Refresh content to highlight more exciting announcements
- Rewrite CTA on website to boost subscriptions

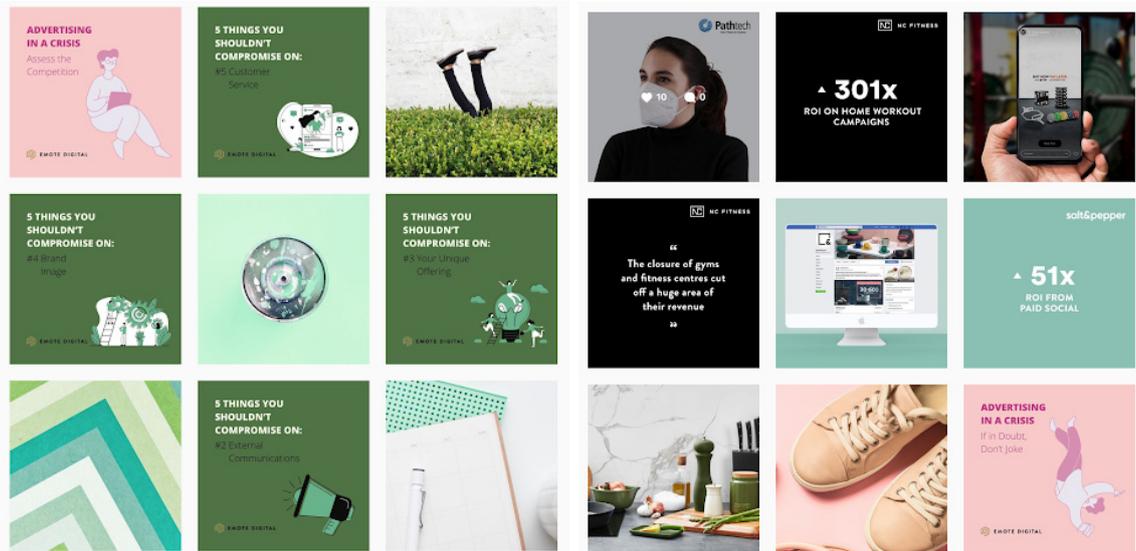


Organic Social

You have a great mix of content pillars – blog posts, stats, case studies, USPs and client work. This makes for varied and rich content. However the feed is disjointed in terms of colours and features.

We recommend creating a more consistent template so that every post feels on-brand and even text posts are interesting to look at.

We recommend that when you unveil your new website and brand that it is heavily promoted on your organic feeds and that your social content matches your new direction.



Recommendations

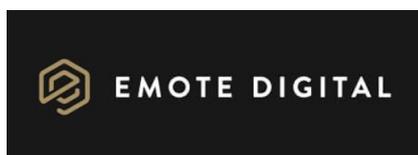
- Implement a consistent and vibrant template for your feed

Brand

The style of the Emote logo is slightly dated. Combined with the colour palette of gold and black this creates a very masculine looking brand.

This is not particularly reflective of the diversity of your agency and your capabilities to produce highly creative work for a broad range of clients.

We recommend rebranding to reflect the new evolution of Emote and better embody who you are as a brand.



Colour Palette

Again, the colour palette of black and gold is a very traditional and masculine aesthetic. It is also quite restrictive and we recommend expanding the colour palette to include a more playful secondary palette. This range of tones can be utilised across your website as well as print collateral.

Brand Name

The name Emote works well as it ties into the emotional connection clients have to great work. However the "digital" in Emote Digital has become redundant in this modern digital age. It has become dated to include the word digital so we recommend removing it from the logo.

Key Messaging

Your key messages, including your unique selling points (USPs) need to set your brand apart from competitors. From your website, we understand that these are your key USPs.

- Trusted
- Results-driven
- Experienced
- Award-winning
- Australian business

To further shape and refine your values and tone of voice, we recommend engaging us for Content Guidelines. This will form a basis for all for your content so you can maintain consistency and better communicate your offering at every stage.

Brand

Recommendations

- Rebrand Emote logo
- Drop the word “digital”
- Expand colour palette
- Invest in Content Guidelines for consistent key messaging and tone of voice

Thank
You

WE
THANK
YOU
FOR
YOUR
BUSINESS

Suite 6,
13-25 Church Street
Hawthorn Victoria 3122

(03) 9855 2306
info@bigpicturegroup.com.au
bigpicturegroup.com.au