



Anicca Digital's Discovery Audits & Optional Paid Audits & Services

Part 1: Complimentary Discovery Audit

Introduction

Company Overview:

Anicca Digital is an award-winning digital marketing agency with 18 years of experience in providing data-driven marketing solutions.

Our expertise encompasses a wide range of digital marketing channels, which we broadly group into the following areas:

- Strategy
- Social
- Search
- Shopping
- Skills

However, what sets our service apart is our commitment to conducting a **Complimentary Discovery Audit** before starting any new project. This thorough process enables us to identify actionable recommendations and craft a tailored strategy designed to align with your specific marketing and business objectives.

Purpose of the Discovery Audit:

The purpose of our extensive Discovery Audit is to understand your current situation and the performance of your marketing, so we can develop a comprehensive digital marketing strategy specifically to meet your requirements, but with additional recommendations and insights that you may not have considered.

Our honest assessment and recommendations are underpinned by the philosophy that **“We tell you what you need to know, not what you want to hear!”**

We then transform the findings and recommendations from the Discovery Audit into a tailored proposal, outlining a 12-month schedule (or shorter campaign) of strategic digital marketing activities. This proposal serves as our pitch to become your trusted agency partner, demonstrating how we can deliver value as your agency of choice.

Scope and channels:

The Discovery Audit consists of a review of current marketing campaigns, whether managed in-house or by other agencies, and allows us to assess the setup, performance, results, value-for-money and missing activities.



By reviewing your existing strategies and performance, we can identify areas for improvements, or opportunities to trial other marketing channels.

Depending on the services and channels that you select, our **Complimentary Discovery Audit** is worth up to £6,000 and includes:

- 1. Competitor and Industry Insights** (Value = £500)
This audit helps us to understand the changing levels of demand within your sector and a benchmark of your traffic from different marketing channels, as compared to target competitors (or the sector as a whole).
- 2. Measurement** (Value = £750)
We can review the data in your Analytics, to understand the historical and changing performance of your website and marketing.
We can also provide (paid) reviews and modifications to the set-up of GA4, Google Tag Manager (GTM) and other aspects of your tracking set-up, such as Cookie Compliance etc.
- 3. Paid Media** (Value = up to £1,500)
You can choose from several paid media channels, with the most popular being paid search, social and shopping. However, there are options to review other channels, such as affiliates, marketplaces, retail media, social commerce, video & display etc.
- 4. Owned & Earned** (Value = up to £2,250)
SEO - Using a seed list of keyphrases that you provide and our own research, we review your rankings and visibility. We also report on your tech SEO and your Domain Authority (e.g. referring links).
PR - If your requirements include a request for PR (digital or traditional), or we recommend this as a tactic to help increase your domain authority or awareness, then we will audit some aspects of your PR and provide any findings within our report.
- 5. Recommendations, Strategy & Proposal** (Value = up to £1,000)
Using the findings from the audit, we will outline recommendations for your digital marketing strategy, focusing on your key objectives and ensuring the best use of your budget across channels and campaigns. This will form part of our proposal for activities to be delivered in partnership with you.



Outcome of Our Discovery Audits – what you get:

- A detailed report, presented to key stakeholders in your business, in a 1–2-hour session, which provides actionable insights and establishes trust. This meeting can be held in person, at your office or ours, or if you prefer, we can hold it online.
- This comprehensive, Complimentary Discovery audit, will showcase our agency's expertise and will deliver substantial value by providing recommendations and “low-hanging fruit” that you can implement immediately.
- It will also highlight missed opportunities and offers estimates for potential improvements, including increased conversions, revenue growth, enhanced ROI, cost savings, and untapped growth potential, which could be achieved through our account management.
- It demonstrates the effort invested by our strategists in preparing and presenting the Discovery Audit, showing our commitment to achieving the best results for you.

So, even at this early stage, we aim to prove that we have the expertise, tools, and dedication to provide an exceptional service and deliver the best possible outcomes.

Requirements:

Our strategists spend nearly a week preparing each audit, so we only offer it to a limited number of businesses. To qualify, businesses need to show a real commitment to growth, be ready to invest in their marketing, and share similar values and aspirations with our team. That's why the **Complimentary Discovery Audit** is only available to businesses that meet the following criteria:

- You must have a genuine need and be actively looking for a partner to support your internal team. This means that you must have sufficient budget to employ an agency and to cover the cost of any media spend.
- You will need to provide access to relevant tools and data, such as Google Analytics, Search Console and your ad accounts.
Note: If required we are happy to sign an NDA, and audits can be carried out anonymously using a ghost email.
- We will need you to provide extra data like your objectives, competitor names, seed lists of keyphrases, target audiences etc, so we can undertake the comparative analysis.
- We require a commitment from your decision-makers to attend a 1-2-hour meeting, where we will present our findings and recommendations. During this session, we will also pitch our proposal to become your agency of choice. This meeting is typically scheduled approximately two weeks after we gain access to your accounts. However, confirmation of this session is necessary before we begin any work.



Details of the Activities Included in your Complimentary Discovery Audit

1. Understanding the market

Competitor and Industry Insights:

- **Scope:**
This includes a comprehensive overview of market dynamics and the competitive landscape; where we analyse your current status, and trends of the market, identify key players, evaluate channels utilised by competitors, and determine your share of the market and how this is changing over time.
- **Access or information required:**
4 main competitors, plus a list of 10-50 other competitors/leading players in the sector. Seed list of 50 target keyphrases
- **Value:** £500

2. Measurement & Data

GA4 – Insights on Site Performance and Channels:

- **Scope:**
Review of your site performance, by channel, landing pages, conversion rate etc, using trend analysis, anomaly detection, and performance benchmarking. This forensic analysis is designed to understand channel performance and determine issues, e.g. sudden changes in traffic or in conversion rates etc. It can also be used to spot opportunities or gaps in your marketing strategy, such as lack of visits from specific channels.
- **Access or information required:**
You will need to give us access to your GA4 Analytics account by adding either search@anicca.co.uk or a ghost email address.
- **Value:** £750

3. Paid Media

Paid Search Audit:

- **Scope:**
We look at how key factors impact campaign performance and evaluate whether the account is being effectively managed and optimised. We also benchmark overall performance (KPIs) to highlight strengths and weaknesses, helping us identify issues and uncover opportunities to boost the efficiency and ROI of paid search campaigns.



This includes a review of key elements such as Google Ads account setup, tracking, campaign selection, settings and structure, target keywords, ad optimisation, landing pages, shopping ads and feeds, bid management, and the use of audiences/remarketing, among others.

- **Access or information required:**
You will need to give us access to your Google ads account. This involves providing us with the account ID number and linking our accounts, or if required adding a ghost email address to your account, which we can use during the Discovery and Pitching process.
- **Value:** £750

Paid Social Audit:

- **Scope:**
Our complimentary review is limited to the account setup and management on one platform, such as Meta, LinkedIn, TikTok, or X.
We assess how the set-up and other key factors influence campaign performance and evaluate whether your paid social campaigns are being effectively managed and optimised. This helps us identify issues and uncover opportunities to enhance the efficiency and ROI of paid social campaigns.
We examine key elements including channel suitability, tracking (especially the use of server-side tracking and the conversion API), campaign types and objectives, audience targeting, creative assets, ad optimisation, and the use of remarketing and custom audiences.
- **Access or information required:**
We will provide you with our agency partner ID and instructions on how to link our account to yours. Note: This varies by social media platform.
- **Value:** £750 for one platform (options to pay for review of additional platforms).

4. Owned and Earned Media

SEO Audit:

- **Scope:**
Our SEO audit provides a detailed view of your website's SEO health, examining the strengths and weaknesses of your content marketing, such as blogs, category pages, product pages, and other SEO activities. It helps us identify key areas to improve your organic search visibility.



It covers technical SEO (mini audit), domain ratings and authority, keyphrase research and rankings, as well as brand vs. non-brand performance, provided Search Console data is available.

- **Access or information required:**
Account access to Google Analytics and Search Console, using search@anicca.co.uk or a ghost email account
4-10 competitors and a seed list of 50 target keyphrases
- **Value:** £750
- **Paid options:**
Full keyphrase research, ranking report and topic plan is usually one of the set-up activities in an SEO project, this would typically cost £2,000-£5,000 depending on the size of the site.

Local SEO Audit:

- **Scope:**
This audit evaluates the current state of your local SEO and identifies whether a dedicated local SEO project is needed. We will review the key factors affecting local SEO for two of your business locations, such as shops, branches, or offices.
For each location, we will assess existing citations, compare search profiles, and evaluate the accuracy and consistency of NAP (Name, Address, Phone number) information across directories. Additionally, we will analyse the quantity and sentiment of Google reviews associated with each location.
- **Access or information required:**
Addresses and details of Google Business Profiles for these locations.
- **Value:** £500 (additional locations can be added for an additional charge)

Earned media (PR) and share of voice.

- **Scope:**
This option is available during the Discovery phase if PR has been included in your brief or if we have recommended it as part of an awareness or link-building strategy.

We will evaluate the effectiveness of your current digital and traditional PR efforts, as well as your use of influencers, if applicable. Where relevant, we'll leverage our software tools to provide insights into digital PR metrics, such as a comparison of your media coverage versus your competitors, along with



data on the frequency, timing, and impact of media coverage, press releases, social mentions, and sentiment.

- **Value:** £500 - £1,000

5. Recommendations, Strategy and Proposal

- **Scope:**
Based on the findings from the audit, we will provide detailed recommendations for your digital marketing strategy. These recommendations will align with your primary objectives and focus on the best allocation of your budget across channels and campaigns to maximise impact. We then use these insights to create a tailored proposal, presenting a 12-month schedule (or shorter campaign) of strategic digital marketing activities. This proposal serves as our pitch to become your trusted agency partner, showcasing how we can deliver measurable value and help achieve your goals.
- **Value:** Up to £1,000



Part 2 - Paid Audits (available alongside the Complimentary Discovery Audit)

Measurement & site effectiveness

GA4 – Audit of set-up and customisation, with option to create custom reports:

- **Scope:**

This audit reviews your GA4 account setup to ensure accurate and comprehensive data collection and analysis. It covers key areas such as account settings (including data collection and retention), event configuration, custom dimensions and metrics, data quality, and report configurations. The audit identifies gaps or issues in your setup and provides recommendations to optimise your GA4 account for improved insights and reliable reporting. This package also includes implementing fixes, addressing key recommendations, and customising your GA4 account to align with your specific business needs.
- **Cost:** £1,000 for the audit and fixes, following our checklist. A tailored quote can be provided for additional customisation.

If required, we can also provide a quote for additional services, such as creating custom reports within GA4 or developing reporting dashboards using Looker Studio (or an alternative) for advanced data visualisation.

Google Tag Manager (GTM) - Tracking Audit:

- **Scope:**

This audit offers a detailed review of your Google Tag Manager setup, including on-site pixels, to ensure all tracking codes are correctly implemented, working as expected, and triggering properly. The basic package includes either setting up GTM or auditing your existing account. For more complex needs—such as advanced setups, troubleshooting issues (e.g., cookie compliance), or collaborating with your developer to customise the data layer—an initial investigation may be needed, and we'll provide a tailored quote for any additional work.
- **Cost:** £500 for the basic setup or audit. A custom quote will be provided for more complex diagnostics or fixes.

Cookie Consent Audit:

- **Scope:**

This audit is designed for businesses with an existing Cookie Management



Platform (CMP) and evaluates its configuration to ensure compliance with data privacy regulations. It includes verifying that Google Tag Manager (GTM) is properly set up to support compliance, analysing traffic impact, and optimising the cookie banner for regulatory adherence, user experience, and to minimise data loss in GA4.

We also conduct thorough testing to confirm that cookies are triggered only after obtaining user consent, ensuring your setup aligns with privacy requirements and best practices.

- **Cost:** £500 for auditing an existing CMP.

Note: We can also install a CMP for you, ensuring it is correctly configured and fully integrated with your GTM and GA4 accounts (£1,000).

Website Performance Audit

Use of the A10 Marketing Framework to assess your website (and marketing)

- **Scope:**

This audit identifies areas for improving website performance and user engagement by evaluating key aspects such as design, navigation, user experience, conversion optimisation, landing pages, and trust factors. The assessment follows a structured approach:

 - Understanding Your Audiences
 - Reviewing Your Owned Assets
 - Reviewing Awareness and Acquisition Activities
 - Measuring and Increasing Actions (Engagement and Conversions)
 - Attention and Advocacy
 - Recommendations for Immediate Fixes

A more detailed outline of what is included in this audit can be found in the appendix, summarising the methodology from our book, [“The A10 Marketing Framework”](#)

- **Cost:** £4,000 - £10,000

Owned & Earned Media

Content Audit:

- **Scope:**

Comprehensive analysis of current content strategy and performance. Assess content quality, relevance, and engagement metrics. Identify content gaps and opportunities for improvement.
- **Cost:** £1,500



Generative Search Optimisation:

- **Scope:**
Analyse current content in generative AI results for up to 25 topics to enhance visibility and engagement in AI-driven search environments.
- **Cost:** £1,500

Domain Authority and Link Analysis:

- **Scope:**
Comparison of your site with your competitors, in order to understand domain authority, referral links/domains, and types of linking websites. This provides insight into the current status of your Domain Authority/Off-page SEO, and opportunities for improving link-building strategies*.
- **Access or information required:**
4-10 competitors and a seed list of 50 target keyphrases.
- **Cost:** £500 for basic audit as compared to your competitors
- **Advanced option:**
As part of a broader SEO project, we offer a full competitor link audit and link earning strategy.
This advanced option is typically priced between £2,000 and £3,000.
- ***Note:** depending on your circumstances, we will use the overall status of your Domain Authority vs your competitors, to determine the likelihood of success of an SEO project. This is particularly important with new or small websites, as you may be better to invest in paid media or other activities, which are likely to provide a ROI within a shorter period of time.

Organic Social Audit:

- **Scope:**
This audit evaluates your social media presence, including business profiles, follower demographics, and the content you share. We analyse how your efforts compare to competitors and assess the engagement levels of your target audience and community.
Our review covers the type of content, creative approach, posting frequency, engagement rates, community growth, and content relevance across two platforms (e.g., Meta, LinkedIn, TikTok, or X).
Using advanced software tools, we provide data-driven insights to measure



the effectiveness of your social media activities and identify opportunities to refine your strategy and tactics for improved audience reach, relevance, and engagement.

Additionally, we assess your use of paid media to amplify your message and evaluate how seamlessly this integrates with your owned content and broader inbound content marketing efforts.

- **Cost:** £2,000 (for 2 platforms)

Email Audit:

- **Scope:**
Quality of email list, broadcasting system, creative analysis, and KPI results. Evaluate the effectiveness of email marketing campaigns and suggest improvements.
- **Cost:** £750

PR & Media Audit:

- **Scope:**
Detailed comparison and gap analysis of PR strategies. Assess media coverage, brand mentions, and PR campaign effectiveness.
- **Cost:** £1500

Community Management & Reviews:

- **Scope:**
Review analysis, sentiment analysis, social mentions, and listening analysis. Evaluate customer feedback and engagement on social platforms.
- **Cost:** prices from £500 depending on the number of reviews, social posts and/or feedback that are included in analysis.



Paid media

Competitors' Ad Performance:

- **Scope:**
Evaluate the ads run by competitors on Google, Meta, and LinkedIn. Perform an analysis of competitors' keyword/audience strategies and ad placements. This audit provides insights into competitor tactics and opportunities for differentiation.

Cost: £500 per channel

Display Advertising Audit:

- **Scope:**
The purpose of this audit is to provide recommendations to enhance the effectiveness of display advertising campaigns. The review includes account setup for Google Display Network (GDN), channel appropriateness, audience targeting, ad creative/content optimisation, ads performance and metrics etc. If applicable, we can also review any campaigns on other ad networks, however this may be subject to an additional charge.
- **Cost:** £500

Video Advertising Audit:

- **Scope:**
Optimisation of video creative, audience targeting, account setup, and engagement metrics for YouTube, TikTok and Instagram. Ensure videos are effectively reaching and engaging the target audience.
- **Cost:** prices from £500

Audio Ads Audit:

- **Scope:**
Optimisation of audio creative, audience targeting, and account setup for YouTube and Spotify. Enhance the reach and impact of audio ads.
- **Cost:** £500



Creative

Branded Content Audit:

- **Scope:**
Analysis of visual consistency, creative performance, and use of brand logos and other identifiers. Ensure brand guidelines are followed, and content is visually appealing.
- **Cost:** £500, we also offer additional services to create your brand guidelines, or carry out a full brand development project

Marketing Infrastructure

Discovery Workshop:

- **Scope:**
In-person workshop to understand current marketing infrastructure and strategy. Identify gaps and opportunities for improvement.
- **Cost:** £1,000, with option to create a post-workshop report, summarising the findings and recommendations (£1,000 - £2000)

Strategy & Planning:

- **Scope:**
A comprehensive review of your overall marketing approach, including audience insights, thematic consistency, and planning documentation. Based on this analysis, we develop a tailored strategic plan designed to elevate your marketing efforts and achieve your goals effectively.
- **Cost:**
Initial review: £1,000
Development of the strategic plan: starting at £3,000
Note: A discount is available if you intend for us to implement the plan on your behalf.

Software, Martech & Tools Audit:

- **Scope:**
Evaluation of existing marketing and project management tools, software appropriateness, staff understanding, and workflow efficiency. Ensure optimal use of tools and resources.



If you are considering investing in new marketing technology but are unsure how to evaluate the options, we can offer a tailored service to help. We can evaluate and recommend specific software solutions, comparing them to other available products, and narrowing down the choices for your team to review and test.

- **Cost:** prices from £1,000.

Reporting Audit:

- **Scope:**
Comprehensive review of current reporting practices and tools. Develop effective reporting mechanisms to track and measure performance. This can also include an initial specification of any reports and dashboard you may require.
- **Cost:** £1,000
Note: A discount will be applied if you employ us to create reports on your behalf

Additional Options

Voice Search Optimisation:

- **Scope:**
Evaluate and optimise content for voice search queries to enhance visibility in voice search results.
- **Cost:** £1,000

Mobile Optimisation Audit:

- **Scope:**
Assess mobile-friendliness, page speed, and user experience on mobile devices. Provide recommendation to ensure website is fully optimised for mobile users, which you can give to your developer to implement.
- **Cost:** £1,000



Appendix - Elements of the Site performance review – taken from the A10 Marketing Framework

Steps for Auditing Your Website and Marketing Activities:

Here is a summary of our approach:

1. Understanding Your Audiences:

- Analyse your current customers and target audiences.
- Use tools like Analytics, Google Ads, and social platforms to gather demographic and interest data.

2. Reviewing Your Owned Assets:

- Assess the effectiveness of your website, social platforms, business pages, and other internal assets.
- Use a mix of visual assessments, quantitative analysis (analytics packages), qualitative techniques (surveys), and specialist tools.

3. Reviewing Awareness and Acquisition Activities:

- Evaluate current marketing channels and activities for their effectiveness in driving brand awareness and customer acquisition.
- Use website analytics and channel-specific dashboards to understand traffic sources and performance.

4. Measuring and Increasing Actions (Engagement and Conversions):

- Use Google Analytics and other software, such as Clarity (from Microsoft), to measure user behaviour on your site.
- We will review (and recommend) the use of enhanced conversion tracking (Google Ads), Server-side tracking, and the Conversion API's (paid social platforms) to ensure that tracking is measured accurately.
- Set up and customise your Events (on GA4) and wider use of conversion tracking to measure specific actions (micro- and macro-conversions).
- We will also ensure that all conversion tracking on your site is matched and/or synced with tracking within your ad platforms (where applicable). This will enable us to compare metrics across platforms and in some cases use data/tracking for creation of remarketing audiences.
- This may also involve the use of additional tools to understand conversion attribution and how best to allocate incremental budget increases.



5. **Attention (Retention) and Advocacy:**

- Review how easy it is for customers to communicate with you through your owned assets.
- Monitor third-party sites for customer interactions and reviews.
- Use Marketing Automation Software (MAS) or CRM tools to track lifetime value and segment customers with RFM analysis (recency, frequency, and monetary value).
- Create custom audiences for targeted campaigns, like re-engaging customers on paid social before their annual contract renewal (e.g. for insurance renewals or mobile phone contracts).

6. **Recommendations for Immediate Fixes:**

- Address urgent issues immediately.
- Incorporate more complex issues and opportunities for improvement into your overall implementation plan.

Basis of the Analysis Used in the Auditing Process:

Our auditing process is based on **key elements of the A10 framework**, tailored to suit your website's needs and taking advantage of data gathered in any previous audits. We focus on the most important areas to ensure the review is targeted and effective.

The structured approach below provides a clear evaluation of your website and marketing activities, helping to identify areas for improvement and offering practical steps to optimise your digital marketing strategy.

- **Audience Analysis:**

- Determine who your target audience is and who your current customers are.
- Use analytics tools to understand website visitors and social media followers.

- **Asset Analysis**

- **Website:**
 - Evaluate customer impressions, trust signals, content understanding, and site functionality.



- Check for site speed, design, user experience, trust symbols, content relevance, technical performance, SEO, and legal compliance.
- **Social Presence:**
 - Assess social presence and number of followers/connections.
 - Ensure profiles are set up correctly and actively engaging with followers.
- **Marketing Collateral, Ads & Creative:**
 - Review marketing assets for consistency, attractiveness, and relevance.
 - Identify gaps and the need for new assets.
- **Marketing Toolkit:**
 - Check for necessary CRM and marketing management tools.
 - Evaluate the quality, effectiveness, and usage frequency of tools.
- **Awareness Analysis:**
 - Track brand awareness and visibility in search engines by monitoring brand searches using tools like Google Trends and analysing your organic search data in Search Console, for brand/non-brand visibility and traffic.
 - Evaluate other indicators of brand visibility, such as PR and media coverage, social mentions, backlinks, and referral traffic through GA4.
- **Acquisition Analysis:**
 - Evaluate traffic sources, search engine rankings, paid campaign performance, and off-site acquisition using GA4 (or other analytics tools) alongside platform-specific metrics for traffic sources such as ad platforms, email campaigns, affiliates, and Search Console etc.
 - Conduct manual searches using a mix of brand and non-brand terms where your site already ranks in the top 10. Analyse your position in the SERPs to understand how easily potential customers can find your site among competitors and other results.



- **Action Analysis (Engagement & Conversions):**
 - Assess site relevance, features, and functionality for user engagement and conversions.
 - Measure engagement levels, conversion rates, of your main pages, plus any landing pages created for specific campaigns. Where relevant this may also involve measurement of off-site conversions.
 - Determine if there are any roadblocks or ways of improving conversion rates, and consider a conversion rate and optimisation project (CRO)

- **Attention and Retention Analysis:**
 - Assess site usefulness through on-site surveys, engagement metrics (session duration, page views, return rates), and monitoring interactions like FAQs and on-site searches, to ensure user needs are met.
 - Use CRM and marketing automation (MAS) tools to improve retention with strategies like ongoing content creation, email newsletters, online and in-person events, and remarketing to re-engage past visitors and clients.

- **Advocacy Analysis:**
 - Facilitate content sharing, review mechanisms, and recommendations. Encourage and manage customer reviews and referrals. If applicable, provide incentives for referring friends and family.
 - Ensure robust community management, especially in platform reviews (like Amazon or Google) and social platforms like X and Facebook. Ensure staff are available and trained to respond to any negative feedback or complaints and to thank ambassadors for positive messages of support.

- **Assessment Analysis:**
 - Ensure proper tracking and reporting setup. See previous sections in the auditing part of this document.
 - Measure online and offline conversions, cross-channel/device conversions, and use appropriate KPIs and dashboards.