

SAMPLE EXCERPT

# Growth Blueprint

Prepared for: [YOUR COMPANY NAME]

Sample excerpt

## Welcome To Your Blueprint

Your blueprint has two sections, looking at how your current website is performing against your competitors, followed by some ideas that will help you to outperform your competitors and grow your customer base.

### **AUDIT OF CURRENT PERFORMANCE** (verses your competitors)

- Page 2. Organic search performance
- Page 4. Google business profile
- Page 5. Website experience and information

### **SUGGESTIONS** (to outperform your competitors)

- Page 6. Suggested pages and content
- Page 8. Marketing ideas

## Blueprint Presentation Call

To help you make the most of your business blueprint and see all the growth opportunities you have, we will have a blueprint presentation call on **[DATE]** at **[TIME]**. Your call will be with Mike, and a Zoom link has been sent out to you.

# Organic Search Performance

We have reviewed how your business ranks against your independent local competitors. For fairness, we have stripped out any directory site and national franchises.

Ranking for search term: "keyword phrase 1 / location"

Position	
1	Competitor 1
2	Competitor 2
3	Competitor 3
<b>11</b>	<b>Your business</b>

Ranking for search term: "keyword phrase 2 / location"

Position	
1	Competitor 1
2	Competitor 2
3	Competitor 3
<b>7</b>	<b>Your business</b>

Ranking for search term: "keyword phrase 3 / location"

Position	
1	Competitor 1
2	Competitor 2
3	Competitor 3
<b>9</b>	<b>Your business</b>

## Technical Performance

This table is showing you how you are performing in key technical areas that can impact SEO performance.

	Speed - Desktop	Speed - Mobile	Image Sizing	Site Structure	Accessibility
Competitor 1	68	41	GOOD	72	80
Competitor 2	64	37	OK	68	70
Competitor 3	61	35	POOR	54	68
<b>Your business</b>	<b>62</b>	<b>39</b>	<b>OK</b>	<b>64</b>	<b>75</b>

	Meta Titles	Meta Descriptions	H1-3 Headings	Image ALT tags	SEO Score
Competitor 1	GOOD	AVERAGE	GOOD	AVERAGE	85
Competitor 2	AVERAGE	AVERAGE	AVERAGE	AVERAGE	74
Competitor 3	AVERAGE	POOR	AVERAGE	AVERAGE	72
<b>Your business</b>	<b>AVERAGE</b>	<b>AVERAGE</b>	<b>AVERAGE</b>	<b>AVERAGE</b>	<b>68</b>

### Why organic search position matters

If you can rank in the top three spots on Google and other search engines, you will get significantly more traffic to your site. And with the right content, those added visitors will more likely convert into new customers.

### Opportunities for improvement

After reviewing what your competitors are doing, the good news is that you have some real opportunities to outrank your competitors. Here are few areas that will help you to rank higher:

- Optimised site structure
- Optimised meta data and headings
- Optimised images that are compressed and include ALT tags
- Splitting your main services out into individual pages
- Improving the speed of your website