LEAD GENERATION & MARKETING GROWTH AUDIT

NuSpark
Media Group

Keyword & SEO Assessment

Element	Findings	Insights	Recommendations
Long-Tail Keyword Opportunities			
Keyword Opportunity Score			
On-Page SEO Optimization			
Content Structure Analysis			

Paid Search Assessment

Element	Findings	Insights	Recommendations
Campaign Budget Allocation			
Keyword Optimization			
Quality Score & Ad Rank			
Campaign/Ad Group Setting Optimization			
Google Tag and Conversion Goal Setup			
Landing Page Relevance			
Conversion Rate			
ROAS, ROI			

Facebook/Meta Ads

Element	Findings	Insights	Recommendations
Audience Targeting Tactics			
Ad Creative Performance			
Bidding and Objective Strategy			
Pixel Tracking and Conversion Goal Setup			
Conversion Setup & Attribution			
Overall Performance Review			
ROAS			

LinkedIn Ad Assessment

Element	Findings	Insights	Recommendations
Audience Targeting			
Ad Placement Strategy			
Bidding Strategy			
Conversion Tracking and Lead Form Optimization			
Overall Campaign Assessment			

Additional Channel Assessment

Element	Findings	Insights	Recommendations
Advertising Platform Selection			
Targeting Strategy			
Cost Efficiency & ROI Analysis			

Content & Lead Magnet Assessment

Element	Findings	Insights	Recommendations
Case Study Effectiveness			
Blog & SEO Optimization			
Whitepaper & Lead Magnet Appeal			
Content Distribution Strategy			
Download Frequency			
Topic Assessment			

Attribution & Tracking

Element	Findings	Insights	Recommendations
Multi-Touch Attribution			
CRM & Marketing Integration			
Lookback Window Analysis			
Cross-Device			

GA4 & Website Conversion Assessment

Element	Findings	Insights	Recommendations
Event Tracking Accuracy			
Conversion Goals Alignment			
Segment Analysis by Device			
Cart Abandonment			
Path Analysis			
Channel and Campaign Conversion Rate Analysis			

Lead Nurture & Cold Outreach Assessment

Element	Findings	Insights	Recommendations
Email Sequence Flow			
Drip Campaign Effectiveness			
Performance Metrics			
Email Open Rates			
Message Analytics			
Trigger Analysis			
Sales Engagement Messaging			

Website & Landing Page Conversion Assessment

Element	Findings	Insights	Recommendations
CTA Placement & Visibility			
Feature/Benefit/Outcome Message Format			
Credibility & Trust Signals (Testimonials, Reviews, etc.)			
Above the Fold Focus			
ChatBot Effectiveness			

Budget Allocation & Growth Planning

Element	Findings	Insights	Recommendations
Budget Allocation Strategy			
Marketing Funnel Optimization			
Lead Gen Tech Stack Assessment			
Lead-to-Close Conversion Rate by Segment			
Spend Efficiency by Channel			