

digital marketing report

SNAPSHOT

Business boutique social media & content agency (management, content, strategy, design, copy, email, UGC/influencers, studio hire)

Location [redacted] · studio

Website [redacted] (WordPress + Yoast) · 28 pages + 26 journal posts in the sitemap

Google 5.0★ from 15 reviews (Google Maps) · category "Marketing agency"

Audience Instagram [redacted] · TikTok [redacted] · LinkedIn [redacted] · Facebook [redacted]

Advertising 3 Google text ads shown in the last 30 days · no Meta ads found

Website & conversion		15/20
Search / SEO		12/15
Local presence & reviews		13/20
Paid ads		7/15
Social		5/10
Tracking & measurement		13/20

OVERALL SCORE

65

out of 100

Needs work

Band 50–69 · Rubric v1.5
Still the highest of the 10 Brisbane agencies we scored (next best: 57)

Key findings

Numbers checked from public sources, 11–12 Oct 2026

- **Measurement is ahead of the market.** Tag Manager, GA4, Google Ads conversions and a contact-form event. Of the 9 other agencies, 4 have no tracking at all.
- **But GA4 is set up twice** (Site Kit plugin + Tag Manager), and there's no Meta Pixel. That's why the score is 65 here, not the 68 on your scorecard (page 2).
- **Google Ads are live; Meta ads aren't.** 3 text ads ran in the last 30 days. No Meta ads were found, active or past, which is a gap for an agency that sells social.
- **The homepage doesn't ask for the enquiry.** The only button on the first screen is [redacted] (to About). There's no enquiry form and no tap-to-call link on the homepage.
- **Location pages are hidden copies.** The Brisbane, Gold Coast and Byron Bay pages are 94–98% identical, and no other page on the site links to them.
- **Your own feeds have gone quiet.** Last Instagram post 9 Sep, last TikTok 25 Sep, last journal post 30 Jun. LinkedIn's latest visible post is about 3 months old.
- **Case studies show reach, not revenue.** 14 case studies list 48 percentage uplifts, all in platform metrics (engagement, reach, profile visits). None show an enquiry, sale or booking.
- **Reviews are perfect but few.** 5.0★ from 15, with replies on every visible review. You need 30 reviews for the first rubric points.

Top 5 priorities

Ranked by impact × ease. Measurement first: it's your strongest selling point.

- 1 **Clean up tracking and add the Meta Pixel**
Keep GA4 in Tag Manager only (switch off Site Kit's tag). Add the Pixel with a Lead event on the contact form, and test-submit the form once to prove the Google Ads conversion fires.
- 2 **Make the homepage ask for the enquiry**
Change the hero button to "Book a discovery call" (to /contact/). Make [redacted] a tap-to-call link, and put "Brisbane" in the H1. Link [redacted] on /contact/, which is currently plain text.
- 3 **Run a small Meta campaign for yourselves**
Use 2–3 of your best case-study Reels, aimed at Brisbane business owners and sent to /contact/. Measured with the Pixel, it becomes a live case study for every pitch.
- 4 **Fix the search basics and the location pages**
Add LocalBusiness schema, trim the 222-character meta description and add the 18 missing descriptions. Rewrite the three location pages so they're genuinely local, and link them from Services and the footer.
- 5 **Post weekly, and show outcomes in your case studies**
Post weekly on Instagram (mirror the TikToks). Ask for a review from every happy client to pass 30. Add one business outcome (enquiries, bookings, sales) to each case study.

Scorecard detail (Rubric v1.5)

Category score = round(earned ÷ verifiable points × weight); Not verified and N/A items are left out. Overall: 15 + 12 + 13 + 7 + 5 + 13 = **65/100 (Needs work)**.

1 · WEBSITE & CONVERSION

15/20

#	CRITERION	SCORE	EVIDENCE
1.1	Hero says what + where	2/3	The H1 says [REDACTED] but not Brisbane (Brisbane is only in the title)
1.2	≥3 CTAs, above the fold	✓ 3/3	Nav "Contact" above the fold (desktop) + [REDACTED] lower down. The hero button goes to About
1.3	Low-friction lead capture	✓ 3/3	Enquiry form on /contact/, /services/, [REDACTED] and location pages (budget + services fields)
1.4	Click-to-call	0/2	Phone [REDACTED] shown as plain text, with no tel: link on any page we checked
1.5	Mobile-friendly (390px)	✓ 2/2	No layout breakage at 390px. Note: zoom is disabled (user-scalable=no)
1.6	Mobile performance	2/4	Lighthouse mobile ×3: 50 / 49 / 54, median 50 (LCP 6.0–6.4 s)
1.7	Social proof on homepage	✓ 1/1	[REDACTED] testimonials
1.8	Content accuracy	✓ 2/2	No placeholders or conflicting claims found (LinkedIn [REDACTED] wording: page 7)

2 · SEARCH / SEO

12/15

#	CRITERION	SCORE	EVIDENCE
2.1	Title: service + location, 30–65 chars	✓ 2/2	[REDACTED] (47)
2.2	Meta description	1/2	Present but 222 chars (range 70–160)
2.3	One H1 with service/location	✓ 2/2	One H1 on the homepage (service wording)
2.4	LocalBusiness schema	0/2	Yeast WebPage/WebSite/Breadcrumb only. No address, phone or hours
2.5	Sitemap + robots	✓ 2/2	Yeast sitemap index (28 pages, 26 posts); robots allows all
2.6	HTTPS + one canonical host	✓ 2/2	www → apex 301; certificate valid to 9 Jan 2027
2.7	Lighthouse SEO ≥90	✓ 1/1	92
2.8	Pages per key offer	✓ 2/2	/services/ + Brisbane, Gold Coast, Byron Bay pages

3 · LOCAL PRESENCE & REVIEWS

13/20 (10 OF 15 VERIFIABLE PTS)

#	CRITERION	SCORE	EVIDENCE
3.1	GBP exists + links site	✓ 3/3	[REDACTED] · links to [REDACTED]
3.2	Google rating	✓ 5/5	5.0★
3.3	Review count	0/5	15 (first points at 30)
3.4	Review in last 30 days	Not verified	Limited view; newest visible review about 2 months old
3.5	Owner replies	✓ 2/2	3 of 3 visible reviews replied
3.6	NAP consistency	Not verified	Site and GBP match; directories not checked

4 · PAID ADS

7/15 (4 OF 9 VERIFIABLE PTS)

#	CRITERION	SCORE	EVIDENCE
4.1	Active Meta ads	0/3	Meta Ad Library AU: 0 ads for [REDACTED] (active and all)
4.2	Google ads in last 30 days	✓ 3/3	Transparency Center: 3 ads shown in last 30 days (to 11 Oct)
4.3	Offer-led creative	Not verified	Ad text isn't shown publicly for these ads
4.4	Creative variety	1/3	≥3 ads, but one format only (text)
4.5	Matching landing page	Not verified	Destination URLs not public

5 · SOCIAL

5/10

#	CRITERION	SCORE	EVIDENCE
5.1	Instagram followers	1/2	[REDACTED]
5.2	Facebook followers	0/2	[REDACTED]
5.3	Posted in last 7 days	0/2	Instagram (main channel): last post 9 Sep 2026
5.4	Short-form video traction	✓ 2/2	TikTok [REDACTED] followers; Reels on Instagram
5.5	Linked + consistent branding	✓ 2/2	IG, FB, TikTok, LinkedIn linked in the footer

6 · TRACKING & MEASUREMENT

13/20 (12 OF 18 PTS; 6.6 N/A)

#	CRITERION	SCORE	EVIDENCE
6.1	GA4 installed	✓ 4/4	[REDACTED] sends page views
6.2	Clean tag setup	1/3	Changed (was 3/3) GA4 is configured twice: Site Kit plugin [REDACTED] + [REDACTED] and [REDACTED]
6.3	Meta Pixel	0/3	No Pixel in the page source, the container or network traffic
6.4	Google Ads tag	✓ 3/3	[REDACTED] + conversion linker
6.5	Key lead events	✓ 4/4	GA4 "ContactFormSubmit" + 2 Ads conversions + all-clicks event
6.6	Cross-domain to booking	N/A	No external booking system
6.7	Privacy policy linked	0/1	/privacy-policy/ exists but isn't linked from the homepage

Why 65, not the 68 on your scorecard: GA4 is configured twice (Site Kit plugin + Tag Manager). Rubric 6.2 scores duplication 1, not 3, so Tracking falls from 16 to 13. Our test load sent one page view, so no double counting was seen, but the setup is fragile.

Website & conversion

The site looks the part: dark, editorial and on-brand, with a good enquiry form that qualifies leads by service and budget (3–5K, 5–10K, 10K+). The leaks are in the path to that form. The homepage never shows it. The phone number can't be tapped. And on mobile the main content takes 6 seconds to appear.

Homepage, first screen on a phone (390px)



Headless Chrome render, 12 Oct 2026. The only button on the first screen is [redacted] which goes to About, not to an enquiry. The hero media area appeared empty in our render (it may be a video that loads later).

What's working

- One clear enquiry form with **budget qualification**, the right instinct for a boutique agency.
- Forms on 6 pages (services, about, contact, 3 location pages).
- Testimonials [redacted] and named client work on the homepage.
- Low layout shift (CLS 0.003–0.044), fast server (160–200 ms).

What's leaking

- **No enquiry ask on screen 1.** Visitors have to scroll or find "Contact" in the menu.
- **No tap-to-call.** [redacted] is plain text on every page.
- **Dead CTA:** [redacted] on /contact/ isn't a link.
- **Slow mobile.** The largest item is the hero heading, which shows at ~6 s. Lighthouse flags 743 KiB of unused JavaScript (~590 ms) and 447 KiB of oversized images. Tag Manager scripts block the main thread for ~490 ms.
- **Accessibility 71:** unnamed buttons and links, missing alt text, and zoom is disabled.
- 16 of 18 case studies end without a "want results like this?" link.

Lighthouse lab results

Lighthouse CLI, 11–12 Oct 2026 · lab scores vary run to run, so we took the median of 3 for the homepage

PAGE	PERFORMANCE	LCP	TBT	CLS	WEIGHT	ACCESS.	BEST PR.	SEO
Home (mobile ×3)	50 / 49 / 54 → 50	6.0–6.4 s	640–760 ms	0.019	2,691–2,882 KiB	71	79	92
Home (desktop ×3)	61 / 63 / 98 → 63	1.0–4.1 s	10 ms	0.005	2,689–2,813 KiB	71	78	92
/services/ (mobile)	47	6.4 s	830 ms	0.044	2,205 KiB	85	79	100
/contact/ (mobile)	51	5.6 s	720 ms	0.003	1,890 KiB	90	79	92
/brisbane... (mobile)	50	7.9 s	520 ms	0.042	2,399 KiB	78	79	100

Conversion path, page by page

PAGE	MAIN CTA	ENQUIRY FORM	TEL LINK	ISSUE
Home	[redacted] → About	None (newsletter only)	No	Hero H1 has no location; enquiry CTA only lower down [redacted]
/services/	Contact form at the foot	Yes + budget field	No	Only H1 is the contact-block heading [redacted]
/contact/	Form	Yes (name, email, phone, services, budget, message)	No	[redacted] is plain text with no link
[redacted]	Contact form at the foot	Yes	No	Same H1 issue
Location pages ×3	Contact form at the foot	Yes	No	Not linked from any other page (orphaned)
/work/ + 18 case studies	Nav "Contact" only	No	No	/work/ has no H1 and 36 words; 16 of 18 case studies have no link to /contact/ in the page body

Search & SEO: page-by-page audit

The homepage basics are good (title, one H1, HTTPS, sitemap, Lighthouse SEO 92). The problems sit one level down. Key pages have the wrong H1, half the site's pages (14 of 28) have no meta description, there's no local business markup, and the three location pages that should win "social media agency Brisbane / Gold Coast / Byron Bay" are near-copies that nothing links to.

54

URLs in the sitemap (28 pages, 26 posts), all indexable

18

pages with no meta description (33%)

6

key pages whose only H1 is

0

internal links into the 3 location pages from any other page

Site-wide checks every sitemap URL fetched, 12 Oct 2026

CHECK	FINDING
Pages in sitemap	28 pages + 26 journal posts = 54 URLs, all return 200, all self-canonical, all indexable
Titles	All 54 present. 12 are over 60 characters (9 journal posts). Case-study titles are just the client name, e.g. -
Meta descriptions	18 of 54 missing (14 of 28 pages, incl. /contact/ and 12 case studies). 10 are over 160 characters, incl. the homepage (222)
H1 headings	6 key pages have the contact-block line as their only H1 (services, about, contact, 3 location pages). /work/, /journal/ and /privacy-policy/ have no H1
Schema	Yeast WebPage/WebSite/Breadcrumb (+ Article on posts). No LocalBusiness/ProfessionalService with the
Images	124 of 215 images (58%) have no alt text, incl. every journal feature image
robots / sitemap	robots.txt allows all; its Sitemap line and the index still point to http:// URLs (they redirect, but should be https)
Indexing & rankings	NOT VERIFIED: needs Search Console. All pages are indexable (no noindex found)

Location pages: near-duplicates

Brisbane vs Gold Coast text is **98% identical**, and Brisbane vs Byron Bay is **94%**. Only the eyebrow line and the first paragraph change. All three titles are over 60 characters, and each page's only H1 is the contact-block heading. Google tends to pick one of a set of near-duplicates and ignore the rest. With no internal links, these pages are found only through the sitemap.

Fix: give each page a local H1 ("Social media agency in Brisbane"), local proof (clients, shoots at the Gold Coast and Byron clients you already have: The a local FAQ, and links from /services/ and the footer.

Journal: publishing rhythm, 2026 posts per month



Key pages title (characters) · meta description (characters) · H1 · ✕ = fails the check

PAGE	TITLE	META	H1	FIX
Home	(47)	222 ✕	Slogan, no "Brisbane"	Trim meta; add Brisbane to H1
/services/	Services - (18)	94 ✕		Title + H1 "Social media services, Brisbane"
/contact/	Contact - (17)	none ✕		Add meta with phone +
	(15)	119 ✕		H1 about the team / studio
Brisbane page	Brisbane - Social Media Marketing... (64)	120 ✕		H1 "Social media agency Brisbane"
Gold Coast page	Gold Coast - Social Media... (66) ✕	127 ✕		Shorten title; local H1 + proof
Byron Bay page	Byron Bay - Social Media... (65) ✕	121 ✕		Shorten title; local H1 + proof
/work/	Work - (14)	121 none ✕		H1 + intro (only 36 words of text)
/journal/	Journal - (17)	128 none ✕		H1 "Social media insights"

Google Maps profile & paid ads

Google Business Profile read directly on Google Maps, 11–12 Oct 2026

ITEM	FINDING
Name	[REDACTED]
Category	Marketing agency
Rating / reviews	5.0★ from 15 reviews
Owner replies	3 of 3 visible reviews have an owner reply (limited view)
Newest visible review	About 2 months ago. 30-day recency is NOT VERIFIED
Address / phone / web	4006 · [REDACTED] These match the website
Hours & attributes	Hours listed ("Closes 5 pm"); "Identifies as photos present"
Facebook page	"Not yet rated (0 reviews)"; category "Product/service"

Read: the profile is complete and well looked after. The gap is volume: 15 reviews against 18 named case-study clients and the many brands on your site. The rubric's first review band starts at 30 (100+ for 3 points). Every visible review praises the team and the partnership, which is ideal proof for an agency.

Quick wins: send a review link at every campaign wrap-up and quarterly report. Add "Social media agency" as a secondary category (**NOT VERIFIED** whether it's already set). Post your case studies as Google updates, and put the 5.0★ on the homepage.

Google reviews vs the 9 peers bar scale = 30 reviews (first rubric band)



No agency in the group has reached 30 reviews yet. The first to 30, then 50, stands out in the Maps pack.

Google Ads Ads Transparency Center, Australia, 12 Oct 2026

3 ads shown in the last 30 days	11 Oct most recent "last shown" date	Text the only format (all 4 creatives seen)
CREATIVE	FORMAT	LAST SHOWN
Text ad A	Text	11 Oct 2026
Text ad B	Text	10 Oct 2026
Text ad C	Text	10 Oct 2026
Text ad D (older)	Text	5 May 2026

Search ads are running, and Tag Manager holds two Google Ads conversion actions plus a conversion linker, so this account can optimise for enquiries. Ad wording, keywords, spend and landing pages aren't public (**NOT VERIFIED**).

Meta (Facebook + Instagram) ads Meta Ad Library, Australia

SEARCH	ACTIVE	ALL (INCL. PAST)
[REDACTED]	0	0
[REDACTED]	0	0

The gap: a social agency with no Meta ads and no Meta Pixel. Prospects increasingly expect their social partner to run paid social, and you have no live campaign of your own to show. A small always-on Meta campaign (case-study Reels → /contact/) with the Pixel tracking leads would close 4.1 and 4.4 and give you real cost-per-enquiry numbers to quote. Spend and results are **ESTIMATE** until it runs.

Only 1 of the 9 Brisbane peers advertises: [REDACTED] runs 3 Meta ads, and none of the peers has Google ads (page 9).

To confirm inside the Google Ads account

- Which of the two conversion actions is set as **primary**, and does it count only real form submissions?
- Is the call-from-website conversion in use? It needs a tappable number on the site first.
- Search-term report: are budgets going to "social media agency Brisbane"-type queries, or to job seekers and DIY searches?
- Landing pages: do ads point to the homepage (no enquiry ask on screen 1) or to /contact/ or the Brisbane page?
- Location targeting: "presence" in Brisbane/SEQ rather than "interest".

These can't be seen publicly, so they aren't scored (**NOT VERIFIED**).

Social media audit: every account

Social is your craft, so prospects judge your own feeds hardest. The audiences are respectable for a boutique agency (across 4 platforms), and TikTok punches above its follower count. But every channel has slowed: Instagram has been silent for 33 days, TikTok for 17, LinkedIn for about 3 months. Facebook is a placeholder.



followers across Instagram, TikTok, LinkedIn and Facebook

33 days

since the last Instagram post (9 Sep → 12 Oct)

1.30%

Instagram engagement per follower, last 6 posts

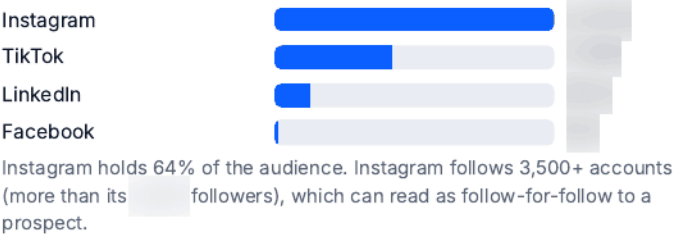
775

median TikTok plays per video (65% of followers), n=9

Platform overview public, signed-out views · 11–12 Oct 2026

PLATFORM	FOLLOWERS	LATEST POST	CADENCE	ENGAGEMENT / NOTES
Instagram		9 Sep 2026	6 posts between 27 Jul and 9 Sep, then none for 33 days	≈37 likes + comments per post (1.30% of followers), n=6
TikTok		25 Sep 2026	9 videos 15 Apr–25 Sep in the public sample (≈0.4/week)	Median 775 plays (n=9); likes; videos
LinkedIn		≈3 months ago	≈1 post a month (9 visible posts, from ≈8 to ≈3 months ago)	About section still says "a"
Facebook		9 Sep 2026	NOT VERIFIED	Category "Product/service"; 0 reviews

Audience by platform



How the numbers were measured

- Instagram:** follower and post counts from the profile. The 6 most recent posts and their likes and comments come from the public embed. Reel plays aren't shown, so they weren't used.
- TikTok:** counters from the profile. Videos and plays come from TikTok's public creator embed (11 videos, 2 of them pinned older videos, which were excluded). Likes per video: NOT VERIFIED.
- LinkedIn:** signed-out company page (followers, About, relative post dates).
- Facebook:** signed-out page (followers, latest post date). Post frequency is NOT VERIFIED.

Headline: the content is good, and the issue is consistency. Posts about the team and studio do best. Client-announcement posts do worst. And there's no regular "proof" format (results, before/after) that would make a business owner enquire.

Posts seen, Aug → 12 Oct 2026 public samples

CHANNEL	AUG	SEP	OCT (1–12)
Instagram (6 latest posts)	0	2	0
TikTok (creator embed)	0	2	0
Journal (website)	0	0	0
LinkedIn (relative dates)	0	0	0

Instagram's 6 latest posts all date from 27 Jul onwards, so August and October counts are complete for Instagram. The TikTok embed shows recent videos but may not list every upload. Facebook isn't shown because its signed-out feed is incomplete.

A role for each channel suggested

CHANNEL	JOB FOR	FLOOR
Instagram	Portfolio + culture; case-study carousels	2 / week
TikTok	Reach: BTS, studio, "day in the life"	1–2 / week
LinkedIn	Buyers: results, client wins, journal posts	1 / week
Facebook	Holding page; auto-share Reels	Auto
Journal	SEO + sales enablement	2 / month

Social deep dive: content & rhythm

Instagram: the 6 most recent posts public embed · likes / comments as shown on 12 Oct 2026

DATE	TYPE	POST	THEME	LIKES / COMM.	ENGAGEMENT
9 Sep	Reel	Team day at [REDACTED]	Team / culture	39 / 10	49
4 Sep	Reel	Coffee partner shout-out	Team / culture	40 / 13	53
30 Jul	Carousel	Local creators "we love to partner with"	Creators / UGC	39 / 3	42
29 Jul	Reel	Client work: [REDACTED]	Client work	21 / 1	22
28 Jul	Carousel	Client spotlight: [REDACTED]	Client work	37 / 3	40
27 Jul	Reel	New client welcome: spray-tan studio	Client work	15 / 2	17

Engagement by theme n=6, so read as direction, not proof

THEME	POSTS	AVG ENGAGEMENT
Team / culture	2	51.0
Creators / UGC	1	42.0
Client work & spotlights	3	26.3

Formats: 4 Reels (avg 35.3 engagements) and 2 carousels (avg 41.0). Team and culture posts drew about **2x the engagement** of client announcements. Client posts list the scope ("Social Media Management, Partnerships...") but no result, so there's nothing for a prospect to react to.

Rhythm: 4 posts in 4 days (27–30 Jul), then nothing for 5 weeks, 2 posts in early September, and silence since 9 Sep. Batching is fine, but a weekly floor keeps the grid looking alive.

LinkedIn: the channel your buyers use

- **[REDACTED] followers**, "Marketing Services", 2–10 employees.
- About section: "a [REDACTED] Recent posts show a growing team and a Senior Account Manager hire, so the description is out of date.
- Posts are good (client wins, [REDACTED] studio launch, hiring), but the newest visible one is about 3 months old.
- For B2B buyers (the people who sign retainers), LinkedIn is usually a more direct channel than TikTok.

Four post ideas from your own best performers

- 1 · "Inside the strategy day" (Reel)**
Builds on the 9 Sep team-day Reel (49 engagements). Show the client-review process and finish with "Want a strategy day for your brand? Link in bio".
- 2 · "From brief to results" (carousel)**
[REDACTED] or The [REDACTED] Group: brief → shoot at [REDACTED] → content → the result + one business outcome.

TikTok: recent videos creator embed, pinned excluded

DATE	VIDEO	PLAYS
25 Sep	Office tour	737
11 Sep	Team photoshoot day	660
8 Jul	Office lunch delivery (brand-tagged)	1,000
19 May	BTS: jewellery content shoot	823
27 Apr	Learnings from the [REDACTED] conference	1,302
16 Apr	[REDACTED] founder talk	578
16 Apr	[REDACTED] reply video	1,219
16 Apr	[REDACTED] reply video	775
15 Apr	[REDACTED]	451

Pinned: a 2024 agency-journev video (6.973 plays) and a Mar 2026 "month in our lives" video (829). The [REDACTED] trip videos did best (1,302 and 1,219 plays).

What to change

- **Weekly floor:** 1 Reel + 1 carousel on Instagram. the same Reel on TikTok, and 1 LinkedIn post. Batch-film at [REDACTED]
- **Add a "results" format:** one case-study carousel a fortnight (problem → what we did → result + one business outcome).
- **Keep the culture content:** it's your best performer. End it with "Work with us → link in bio".
- **Refresh LinkedIn's About** ("team", [REDACTED] and repost the journal articles there.
- **Facebook:** set the category to "Social media agency", or keep it minimal and point people to Instagram.

- 3 · "What we learned at [REDACTED] 6 months on" (TikTok + LinkedIn)**
Your best TikTok series (1,302 plays), turned into a LinkedIn post and a journal article.
- 4 · "Creators we work with" (monthly carousel)**
The 30 Jul creators post drew 42 engagements. Make it a series that tags the creators, so it reaches their audiences too.

Tracking & measurement

This is [redacted] strongest area and the best setup in the group we scored. It's also where the quickest points are. The Google side is properly instrumented: Tag Manager, GA4, Google Ads conversions and a contact-form event. The Meta side is missing entirely, and the GA4 setup has a duplicate that should be removed before it causes trouble.

Tag inventory page source, public gtm.js container and network requests, 11–12 Oct 2026

ITEM	ID / DETAIL	STATUS
Google Tag Manager	[redacted]	✓ Loads on every page
GA4	[redacted]	✓ Page views send. Configured twice: in GTM and by the Site Kit plugin [redacted]
GA4 events (GTM)	"ContactFormSubmit", "all_clicks"	✓ In the container; firing on a real submission is NOT VERIFIED
Google Ads	[redacted]	✓ Google tag + conversion linker (gclid)
Google Ads conversions	2 conversion tags + 1 call-conversion tag	✓ In the container; which trigger fires each is NOT VERIFIED
Listeners	Form submit, link click, element visibility	✓ In the container
Meta Pixel	None	× Not in the source, the container or the network
Consent	Consent-mode default command present	No cookie banner seen
Privacy policy	/privacy-policy/	× Not linked from the homepage
Other scripts	Mailchimp newsletter form + Mailchimp/Intuit event collector	The Mailchimp validation script alone is ≈140 KiB

What you can and can't measure today

QUESTION	TODAY
Which Google ad / keyword produced an enquiry?	Yes (Ads conversions + gclid)
How many contact forms were sent, by source?	Yes (GA4 ContactFormSubmit)
Did an Instagram/TikTok visitor enquire?	Partly: GA4 referral data only; UTM tags on bio links NOT VERIFIED
Can you retarget site visitors on Meta?	No (no Pixel)
Phone enquiries from the site?	No (no tel: link to click)
Enquiry → signed client → revenue?	NOT VERIFIED (CRM not visible)

Fixes, in order

- 1. Remove the duplicate GA4.** Turn off Site Kit's Analytics snippet and keep GA4 in GTM. Check real-time reports show one page_view per load. (Rubric 6.2: +2)
- 2. Add the Meta Pixel in GTM** with PageView + Lead (on the same ContactFormSubmit trigger). Add Conversions API later. (6.3: +3)
- 3. Test-submit the form once** and confirm in GTM Preview that GA4 ContactFormSubmit and the Ads conversion both fire on the Contact Form 7 success event, not just the click.
- 4. Make the phone number a tel: link** and track "phone_click" (GA4 + Ads call conversion).
- 5. UTM-tag your bio links** (Instagram, TikTok, LinkedIn), if not already done, so GA4 credits your own social properly.
- 6. Link the privacy policy** in the footer. It should mention GA4, Google Ads and the Pixel. (6.7: +1)

Why this matters for an agency: these same steps (one clean GA4, a Pixel with Lead events, tracked calls, UTM discipline) are what your clients need before social can be credited with enquiries. Getting your own house exemplary turns it into a demo you can walk prospects through.

Competitor benchmark

We scored 10 Brisbane social media agencies and managers with the same public, Rubric v1.5 method. [redacted] leads the group overall (65 vs a peer average of 40.7) and is first or joint-first in 4 of 6 categories. Peers beat you in two places: the website [redacted] 16 vs 15) and social, which is your home turf.

AGENCY	TOTAL	WEB	SEO	LOCAL	PAID	SOCIAL	TRACK.	GOOGLE	INSTAGRAM	LH MOB.	TRACKING STACK	ADS SEEN
[redacted]	65	15	12	13	7	5	13	5.0★ · 15	[redacted]	50	GTM + GA4 + Ads conv.	3 Google
[redacted]	57	13	10	13	6	6	9	5.0★ · 5	11.9K	14	GA4 + UA + Pixel	3 Meta
[redacted]	48	16	9	13	0	5	5	5.0★ · 10	663	55	Pixel only	None
[redacted]	47	15	11	11	0	5	5	5.0★ · 12	420	52	GA4 only	None
[redacted]	42	13	11	11	0	3	4	5.0★ · 5	3,296	46	Pixel only	None
[redacted]	40	12	11	11	0	5	1	5.0★ · 6	816	38	None	None
[redacted]	39	11	8	8	0	7	5	4.7★ · 15	1,011	43	GA4 only	None
[redacted]	35	11	7	9	0	7	1	5.0★ · 3	2,895	25	None	None
[redacted]	32	13	8	11	0	0	0	5.0★ · 10	– (FB 256)	61	None	None
[redacted]	26	5	5	11	0	4	1	5.0★ · 19	1,430	49	None	None
Average of the other 9	40.7	12.1	8.9	10.9	0.7	4.7	3.4					

Category maximums: Web 20, SEO 15, Local 20, Paid 15, Social 10, Tracking 20. Peer data is from our 12 Oct 2026 scorecards. [redacted] row reflects this deeper review (65; the scorecard said 68). LH mob. = Lighthouse mobile performance (median). Instagram = followers.

Where [redacted] ranks

CATEGORY	[redacted]	RANK IN 10	PEER AVG
Website & conversion	15/20	2nd [redacted] 16)	12.1
Search / SEO	12/15	1st	8.9
Local presence & reviews	13/20	=1st (with [redacted])	10.9
Paid ads	7/15	1st (only Google advertiser)	0.7
Social	5/10	=4th (behind [redacted] 7, [redacted] 6)	4.7
Tracking & measurement	13/20	1st (next: [redacted] 9)	3.4

What the benchmark says

- **Measurement is a real differentiator.** 4 of the 9 peers have no analytics at all, and only [redacted] has both GA4 and a Pixel. Say this in pitches: "we measure our own enquiries end-to-end".
- **Reviews are table stakes, not a differentiator.** 9 of 10 sit at 5.0★, and none has 30+ reviews. The first agency to 30, then 50, stands out in Maps.
- **[redacted] is the one to watch.** 11.9K Instagram followers and live Meta ads, but a slow site (14) and legacy tracking.
- **Speed is a group-wide weakness** (mobile 14–61). Getting to 70+ would put you clearly ahead.
- **Nobody else runs Google Ads.** You own that space for now.

Your pitch & your clients' ROI

Agencies like [redacted] are judged on two things: whether a prospect believes you'll grow their brand, and whether an existing client can see the return. Industry research is consistent on the pressure. Proving ROI is one of social marketers' hardest problems, client acquisition is agencies' #1 operational challenge, and reporting quality drives retention. Here's how your own findings map to that.

PAIN POINT	WHAT WE FOUND AT [redacted]	WHAT TO DO
Proving ROI / tying social to revenue	14 case studies list 48 percentage uplifts, all platform metrics (engagement, reach, profile visits, link taps). None shows an enquiry, booking or sale; only one states a time period.	Add one business outcome per case study (enquiries, bookings, sales, cost per lead), with dates. Your own GA4 + Ads setup shows you already know how.
Tracking gaps on the client side	Your Google tracking is solid, but your Meta side isn't (no Pixel), which is the same gap most clients have.	Fix your own Pixel first, then offer a "tracking health check" as a client onboarding step.
Client churn & reporting that lands	Case-study wording [redacted] is impressive but hard for a CFO to value.	Report monthly in outcomes: tracked enquiries from social, cost per enquiry from paid, then reach and engagement.
Winning new clients	5.0★ but 15 reviews. Homepage has no enquiry button on screen 1. Location pages are hidden. Instagram has been quiet for 33 days.	Review routine, hero CTA, real local pages and a weekly posting floor (pages 3–7).
Paid social pressure	No Meta ads, active or past, for an agency selling social.	Run your own small Meta campaign and quote your own cost per enquiry.
"Cobbler's children"	Journal last updated 30 Jun; LinkedIn About still is a placeholder.	Facebook A 1-hour monthly "own house" checklist (page 11).

Your case studies today

48 UPLIFT FIGURES IN THE 14 RESULTS BLOCKS	COUNT
Engagement (engagement, comments, saves, likes, shares)	20
Reach & audience (impressions, reach, followers, views)	18
Traffic actions (profile visits, link/website taps, clicks)	9
Content output (published content)	1
Enquiries, bookings, sales, revenue, cost per lead	0
Case studies with a stated time period	1 of 14

From the 18 case-study pages on [redacted] (4 have no results block). One page quotes a client noticing "an increase in daily sales" (not quantified).

A stronger case–study format

Brand · industry · 6 months

- Challenge: one line
- What we did: strategy, content, creators
- **Business result:** e.g. "+X% website enquiries from social (GA4)" or "bookings from Instagram up X"
- Social result: reach/engagement (as now)
- Quote from the client

Even one outcome metric per case study changes the conversation from "pretty content" to "this agency grows revenue". It's what the 5.0★ reviews already hint at.

How LetsGrow.Cloud helps: we do the data side behind the scenes. That means tracking set-up and QA (GA4, Tag Manager, Pixel/CAPI, lead events) on your site and your clients', outcome reporting that ties social to enquiries and sales, and white-label audits like this one that you can use to open new-client conversations. You keep the client relationship and the creative.

Lines your own data already supports

"We measure what matters"

- True today for Google: Ads conversions + GA4 form events, which most Brisbane peers lack (page 9). Add the Pixel and it's true for Meta too.

"Clients rate us 5.0★"

- 5.0★ from 15 Google reviews, with owner replies on every visible review. Put it on the homepage and in proposals, and grow it to 30+.

"We practise what we sell"

- Becomes credible once your own Instagram has a weekly floor and a live Meta campaign with a quoted cost per enquiry.

30 / 60 / 90–day action plan

Days 1–30: fix the foundations

- Tracking: remove the Site Kit GA4 duplicate; add the Meta Pixel + Lead event via GTM; test-submit the form in GTM Preview
- Homepage: hero CTA "Book a discovery call" → /contact/; tel: link (tracked); "Brisbane" in the H1
- /contact/: link the questionnaire; add the 5.0★ badge
- SEO: LocalBusiness schema; homepage meta ≤160; real H1s on services/about/location pages; footer privacy link
- Social: weekly floor starts; refresh LinkedIn About; fix the Facebook category
- Reviews: ask 10 happy clients this month

Days 31–60: build proof

- Launch a small Meta campaign: 2–3 case-study / culture Reels → /contact/ (Brisbane business owners); retarget site visitors
- Rewrite the 3 location pages with local proof and FAQs; link them from Services + footer
- Add the 18 missing meta descriptions and the alt text
- Add one business outcome + time period to the top 6 case studies, with a "Want results like this?" CTA
- Mobile speed: trim unused JS, resize images, delay Mailchimp; re-test Lighthouse ×3

Days 61–90: optimise & show it

- Compare cost per enquiry: Google vs Meta; move budget to the cheaper one
- Publish 2 journal posts a month (spread out, not batched) and share them on LinkedIn
- Build a monthly own-marketing dashboard (enquiries by channel) and use it as a sales demo
- Case-study carousel every fortnight on Instagram + LinkedIn
- Re-score against Rubric v1.5 (target: 85+)

Fix list with rubric points at stake

#	ACTION	AREA	EFFORT	POINTS
1	Remove the duplicate GA4 config (keep GTM)	Tracking	30 min	6.2 (+2)
2	Meta Pixel + Lead event via GTM	Tracking	2 hrs	6.3 (+3)
3	Privacy policy link in the footer	Tracking	10 min	6.7 (+1)
4	tel: link for [redacted] (tracked)	Website	15 min	1.4 (+2)
5	"Brisbane" in the homepage H1	Website	15 min	1.1 (+1)
6	LocalBusiness schema (address, phone, hours) + meta ≤160	SEO	1 hr	2.4 (+2), 2.2 (+1)
7	Meta campaign live (video), alongside Google text ads	Paid	½ day + spend	4.1 (+3), 4.4 (+2)
8	Weekly Instagram floor	Social	Ongoing	5.3 (+2)
9	Reach 30+ Google reviews, with one in the last 30 days	Local	Ongoing	3.3 (+1), 3.4 (+2)

Score outlook **ESTIMATE** : items 1–8 give Website 18, SEO 15, Local 13, Paid 15, Social 7 and Tracking 20, which is about **88 ("Strong")**. Item 9 lifts Local to 15 (about 90). Mobile speed of 90+ would add 2 more website points. Paid assumes the Meta ad's wording and landing page are verifiable once live.

Targets to track baselines verified 11–12 Oct 2026; targets are **ESTIMATE**

METRIC	BASELINE	90-DAY TARGET	SOURCE
Google reviews	15 (5.0★)	30+	Google Maps
Instagram posts per week / days since last post	≈0.9 / 33	≥2 / ≤7	Instagram
Mobile Lighthouse performance (median of 3)	50	≥70	Lighthouse
Pages missing meta descriptions / wrong H1	18 / 6	0 / 0	Site crawl
Meta ads live / Pixel Lead events tracked	0 / none	≥2 / all forms	Ad Library / Events Manager
Case studies with a business outcome	0 of 14	6 of 14	[redacted]
Rubric score	65	85+	Rubric v1.5

Appendix: sources & verification

Verified vs not verified

DATA POINT	STATUS	BASIS
Google rating & review count (5.0 ★, 15)	Verified	Google Maps, 11–12 Oct
Owner replies (3 of 3 visible)	Verified (sample)	Maps limited view
Review recency (last 30 days)	Not verified	Newest visible ≈2 months
NAP across directories	Not verified	Site and GBP match; directories not checked
Google ads in last 30 days (3, text)	Verified	Ads Transparency Center
Google ad wording / landing pages / spend	Not verified	Not public
Meta ads (0 active, 0 all)	Verified	Meta Ad Library AU
Tag inventory (GTM, GA4 ×2 config, Ads, no Pixel)	Verified	Source, gtm.js, network
Form / Ads conversions firing on a real submission	Not verified	No test submission made
Instagram followers, 6 recent posts	Verified	Profile + public embed
Instagram 90-day post count, Reel plays	Not verified	Not shown signed-out
TikTok counters + 9 recent videos (plays)	Verified	Profile + creator embed
TikTok likes per video, full history	Not verified	Grid did not load signed-out
LinkedIn followers, About, post ages	Verified	Signed-out page (relative dates)
Facebook followers, latest post	Verified	Signed-out page
Facebook post frequency	Not verified	Feed incomplete signed-out
Lighthouse (mobile ×3, desktop ×3, 3 inner pages)	Verified	Lighthouse CLI
Sitemap crawl (54 URLs: titles, meta, H1, schema, alt)	Verified	Fetches 12 Oct
Search rankings / index coverage	Not verified	Needs Search Console
Peer scores	Verified	Our 12 Oct scorecards

Sources

- Website: [redacted] home, /services/, /contact/, [redacted] /work/, /journal/, 3 location pages, 18 case studies, 26 posts, robots.txt, sitemap index (54 URLs), 11–12 Oct 2026
- Lighthouse CLI: home mobile ×3 + desktop ×3; /services/, /contact/, [redacted] mobile
- Headless Chrome renders (390px + desktop) and network/dataLayer capture; public gtm.js for [redacted]
- Google Maps: [redacted] (limited view)
- Google Ads Transparency Center (Australia, last 30 days)
- Meta Ad Library (Australia; [redacted] active and all)
- [redacted] (profile + public embed); [redacted] (profile + creator embed); [redacted]
- Peer benchmark: LetsGrow.Cloud Rubric v1.5 scorecards for 9 Brisbane agencies, 12 Oct 2026
- Industry context: Hootsuite Social Trends 2025; Sprout Social Index 2025; AgencyAnalytics 2025 Benchmarks; Agency Management Institute 2025

Method notes

- Scoring follows Rubric v1.5 (Web 20, SEO 15, Local 20, Paid 15, Social 10, Tracking 20). Not verified and N/A items are excluded from the denominator. Absence of something checkable scores 0.
- Instagram engagement = (likes + comments) ÷ followers on the check date, averaged over the 6 most recent posts. TikTok plays come from the public creator embed. Pinned videos were excluded.
- Lighthouse lab scores vary between runs, so homepage figures are the median of 3. Desktop varied widely (61–98).
- "Identical" location-page text = line-by-line similarity of the visible page text (Brisbane vs Gold Coast 98%, vs Byron Bay 94%).
- Journal dates are each article's published date. Case-study metric counts come from the visible results blocks.
- Only public, signed-out data was used: no account access, no form submissions, no ad spend data. Ad scenarios and score outlooks are labelled **ESTIMATE**.
- Personal names (reviewers, staff, account holders) are deliberately left out of this report.