



SAMPLE REPORT

WEBSITE COMPETITIVE INTELLIGENCE ANALYSIS

Your strategic report to
out-maneuver the competition.

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FOREWORD

Hi John,

Increased competition means knowledge is more valuable than ever.

That's why this report offers valuable insights for improving both your website and the experience people have when they're using it.

Improve these two factors and you'll have an easier time converting visitors into buyers—and you'll face the competition more confidently.

You can use this report to quickly and efficiently evaluate your brand's strengths compared to your competitors.

You'll also be able to do a simple "health check" on 40+ points related to your website and your presence on the web.

It's easy to read and even easier to understand—so you can decide where to allocate time and resources to gain a competitive edge.

Report structure

This report has been divided into a few different categories, from user experience and performance to search engine optimization. We've compiled the most important and actionable points to evaluate in order to help your business be successful in 2019.

Since this Competitive Analysis is comprehensive and includes dozens of points, we've provided you with a "high-level" overview. If you want more details, please review the comprehensive website audit that accompanied this report or request one.

How to use this report

Work your way through the report to identify challenges and areas of opportunity. You'll quickly realize you have a prioritized "to-do" list to help you make your online presence as strong as it can be.

If you have any questions about this report or how to speed up your site and get better results, just contact us to schedule an online consultation.

Thanks

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REMODELMARK
ETINGPROS.CO
M

FOOTBRIDGEME
DIA.COM

CONTRACTORG
ORILLA.COM

User Experience	88/100	100/100	82/100
Professional Website Design	Passed	Passed	Passed
Professional Digital Branding	Passed	Passed	Passed
Relevant Headlines & Page Copy	Passed	Passed	Passed
Mobile Friendly	Passed	Passed	Failed
User Friendly Navigation	Passed	Passed	Passed
Relevant use of Images & Video	Failed	Passed	Passed
Custom 404 Page	Passed	Passed	Passed
Conversion Optimization	67/100	89/100	48/100
Unique Selling Proposition (USP)	Passed	Passed	Passed
Relevant Trust Factors	Passed	Passed	Passed
Testimonials / Reviews	Passed	Passed	Failed
Primary Call To Action (CTA)	Passed	Passed	Failed
Secondary Call To Actions	Passed	Passed	Passed
Noticeable Phone No.	Passed	Passed	Failed
Lead Capture Forms	Failed	Passed	Passed
Online Chat Functionality	Passed	Passed	Failed
Social Media Share Buttons	Passed	Passed	Failed

Newsletter Signup	Failed	Failed	Failed
Thank You Page	Failed	Passed	Passed
SEO / Online Visibility	52/100	62/100	58/100
FB Pixel	Passed	Passed	Failed
Local Map Pack Listing	Failed	Failed	Failed
AMP Enabled	Failed	Failed	Failed
WWW Resolve	Passed	Passed	Passed
Sitemap.xml File	Passed	Passed	Passed
Google Analytics / Tag Manager	Passed	Passed	Passed
Google My Business (GMB)	Failed	Passed	Passed
Blog / Resource Center	Passed	Passed	Passed
Schema Markup	Passed	Passed	Failed
Sufficient Page Content	Passed	Passed	Passed
Keyword Ranking on Page #1	Failed	Failed	Failed
Accessible to Search Engines	Passed	Passed	Passed
Meta Title & Descriptions	Failed	Passed	Passed
Optimal Page Title Length	Passed	Failed	Passed
Keyword Used in Page Title	Passed	Failed	Failed
Meta Description Length	Failed	Passed	Passed
Keywords in the Meta Description	Failed	Failed	Failed

Optimal Use of Keywords in H1 Tags	Failed	Failed	Failed
Map & Address	Failed	Passed	Passed
Keywords in Image Alt Attribute	Passed	Passed	Failed
Alt Attribute	Failed	Failed	Failed
Your Google Listing	Passed	Passed	Passed
Open Graph	Failed	Passed	Passed
Performance & Security	69/100	77/100	38/100
Browser Caching & Compression	Passed	Passed	Passed
HTTPS	Passed	Passed	Passed
Google Page Speed	Failed	Failed	Failed
Desktop Page Speed	70/100	59/100	34/100
Mobile Page Speed	42/100	26/100	10/100
CAPTCHA	Passed	Passed	Failed
Utilizes Content Delivery Network	Failed	Passed	Failed
GTmetrix Page Speed	Passed		
Accessibility	53/100	82/100	82/100
Alternative (ALT) Text for Images	Failed	Failed	Failed
Captions / Transcripts for Audio & Video	Failed	Passed	Passed
Text Size & Readability	Passed	Passed	Passed

Color Contrast	Passed	Passed	Passed
Descriptive Link Text	Passed	Passed	Passed
Navigation & Site Structure	Passed	Passed	Passed
Fields & Forms	Failed	Passed	Passed
Content Format & Copy	65/100	100/100	100/100
Compelling Messaging / Calls to Action	Failed	Passed	Passed
Easily Readable	Passed	Passed	Passed
Relevant Headlines	Passed	Passed	Passed
Captivating Headlines	Passed	Passed	Passed
Consistent formatting	Failed	Passed	Passed
Spelling	Passed	Passed	Passed
Easy to Scan	Failed	Passed	Passed
No Placeholder Text / Loremipsum	Passed	Passed	Passed
Legal	18/100	73/100	18/100
GDPR	Failed	Failed	Failed
Privacy Policy	Failed	Passed	Failed
Terms & Conditions	Failed	Passed	Failed
Cookie Policy	Failed	Passed	Failed
Website Copyright in Footer	Passed	Passed	Passed

WHOIS

Passed

Passed

Passed

DOUBLE YOUR WEBSITE LEADS!

We can help! We'll share with you the exact system, philosophy and formula we've used to transform hundreds of sites into lead-generating, money-making marketing machines in just a matter of weeks – AND for a fraction of the cost you'd normally pay.

If you have any questions about this report or how to speed up your site and get better results, just contact us to schedule an online consultation.

Thanks

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REMODEL MARKETING PROS
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HOME WEB DESIGN MA

We grow companies by doubling their leads using the website & digital marketing.

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IS YOUR WEBSITE GENERATING

Your website is only as good as the leads it generates.

