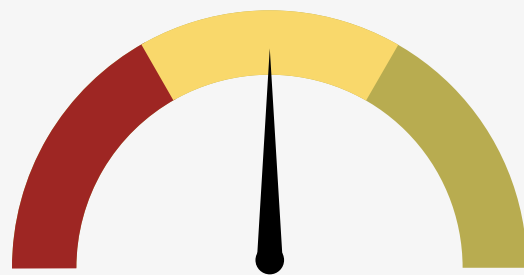


# Moderate Performance. Hidden Gaps Holding You Back.



Health Score:

## 65-84%

Your digital marketing is solid—but gaps in targeting, content strength, or analytics may be limiting your results. With focused improvements, you can close those gaps and unlock stronger ROI.

### Here's **what your score reveals.**



#### **Audience Targeting.**

Your campaigns reach the right people sometimes—but not consistently.

● Mid-performing



#### **Content Strength.**

Your messaging works in places but lacks clarity or resonance.

▲ Inconsistent



#### **Conversion Readiness.**

Your funnels could perform better with testing and refinement.

● Mid-performing



#### **Measurement Strategy.**

You may be collecting data—but not using it effectively for strategy.

● Mid-performing

#### Strategic next steps.


### Refine your targeting, content, and conversion strategies to boost performance.

Strengthening your audience insights, refining content relevance, and making smarter use of analytics will help you move from good to great—and close the gaps holding you back from stronger ROI. Integrate new SEO strategies that align with how search is evolving, especially as generative AI becomes the norm.



- 1 Audit your targeting strategy.**  
Review your audience insights, segmentation, and ensure your campaigns align with each stage of the buyer's journey.  
  - ☰ [Understand the buyer's journey](#)
  - ☰ [See the three key stages](#)
- 2 Clarify your content messaging.**  
Ensure every asset speaks directly to your ideal customer.  
  - ☰ [Content clarity tips](#)
- 3 Optimize conversion pathways.**  
Test landing pages, offers, and CTAs for stronger performance.
- 4 Use SEO to drive more qualified traffic.**  
Fix gaps with an actionable SEO checklist.  
  - ☰ [SEO checklist](#)
- 5 Adapt for generative search.**  
Update content to be more semantically rich and timely—so AI tools see your brand as relevant and trustworthy.  
  - ☰ [Use this content checklist](#)
- 6 Review analytics regularly.**  
Set a cadence for reviewing data and making strategic updates.

### How to do it?



**Need help turning insight into action?**

[Book a free 30-minute consult](#) for a digital audit or campaign strategy refresh.

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