



Independent, Honest & Actionable

Your guide to why you need an Independent Digital Audit

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“ *A business’ online presence has never been more vital to its success.*

Steve Douglas

Managing Director

Independent Digital Audit

About IDA

Independent Digital Audit – or IDA for short – is an Australian company helping SMEs access quality, affordable and honest recommendations that improve their online marketing.

Backed by a team of proven online marketing experts with global experience, our auditors are passionate about providing every small business owner with access to transparent, affordable and quality digital advice.

What we do

We review all the main points of a business' digital status in order to identify areas impacting its potential. Our bespoke reports include clear and unbiased recommendations, and easy-to-follow, actionable advice on how a business can improve their online marketing and return better results. Our recommendations are prioritised to help businesses organise their budgets and workflow.

Businesses are empowered with the choice to implement the recommendations, and gain knowledge to make smarter decisions that put their financial investments to the best uses.

**Get answers.
Take action.**



Online Marketing can be Confusing

Understanding your digital health status is the essential first step towards being able to make effective marketing decisions.

Small business owners are constantly in the business and not working on it. Few have the capacity to learn about, and stay up to date with the complexities of a holistic marketing strategy. Other times, businesses believe that they are on top of their digital game. Yet, in reality, they don't even realise that they are wasting their marketing budget and impacting their bottom line.

A lack of knowledge, missteps and cracks in a marketing strategy can lead to a drop in search ranking, reduced exposure and incorrect audience targeting. It affects conversions and fails to achieve the desired results.

Knowledge is power.

An Independent Digital Audit is the only way of truly knowing whether a business is doing things right. It gives a business the knowledge required to take control of its digital presence, and enjoy improved online visibility, performance and outcomes.



*We have Google Analytics but I find it **overwhelming**. It gives us an overview, but it's too **confusing**. Before IDA, our marketing decisions were primarily **intuitive**.*

Nicole Kennedy
Marketing Manager, La Casa del Caffe

The Importance of an Independent Auditor

Call to regulate 'cowboy' digital marketers with code of conduct

'Like an accountant': Businesses urged to audit digital marketing

An audit, by nature, must be unbiased. It's the only way to guarantee that the findings are objective and trustworthy.

In the same way as an accountant shouldn't audit its own business, a digital audit should be performed by an independent third party.

Agencies profit from the amount of money a business spends on digital marketing. In many cases, small business owners are blindly spending on the advice of an agency.

Results often go unchecked. Data may be presented with subconscious bias.

IDA, as an objective third party auditor, doesn't implement the recommendations that it makes. Nor does it profit from them. Our job is to assess online performance and provide a customised, clear, honest and prioritised action plan.

Business owners, empowered with the findings and actionable advice, then have the confidence to do the rest, executing recommendations at their own discretion, either in-house or with the help of an external digital agency.



So Much More than Just an SEO Audit

A strong digital presence is a complex ecosystem that requires a holistic approach.

Digital health is multifaceted. An IDA audit reviews a business' online structure, (website, SEO, SEM, organic traffic & audience profile), and the relationship they have with each other. In this new digital age, how you show up organically to your audience can be just as important as your paid media. A minor issue in one area can substantially impact success in another. Therefore, digital audits must take a holistic approach.

Unlike a traditional SEO Audit, an IDA audit considers a business' entire digital landscape.

Our analysis is tailored to each business' specific industry, online presence, current activity and business goals. The process is quick, safe, simple and cost-effective.



Website

We start with your foundation—your website. We look at all the building blocks (platform, speed, meta data, backlinks to name a few) and help set you up for success.

Paid Media

We look at your existing paid media and advise on how to optimise towards best industry practice, helping drive quality traffic to your site.

Organic Growth

We look at your organic status, and the ways in which to improve your content. This will help grow organic traffic and potential new customers, without solely relying on paid media

Will an Audit be Worth the Money?

Digital marketing, while essential, can feel prohibitive for small business, due to a limited budget. To thrive, businesses must put every dollar to its best use.

For growth, a business should look at investing around 10%-15% of profits into its overall digital footprint. This includes website maintenance, paid ads and social media advertising. This will help dominate over any competitors with comparable revenues.

When calculating the amount that a business spends on digital staff salaries, website design, SEO, paid advertising, e-commerce platforms etc, the annual spend can quickly add up. Any business spending at least \$50,000 a year should consider employing an independent digital audit.

“ Even before receiving the report, we thought it sounded like **value** for money. After seeing the report, we thought, **Yes!** This is definitely value for money.

Eunbi Lee

Marketing Director,
Australian Pork Limited

“ If a business' online presence affects their revenue then the cost of the audit is going to be **worthwhile**. It sets you up for success and it **delivers** on your return.

Blake Vanderfield-Krame

Co-founder, Feels Botanical



Due Diligence, Exit Planning and Credibility

An independent digital audit is more than just a checklist; it's a third party review and certification of a business' online health status.

Just like an independent financial audit, an IDA report can provide credibility to any business thinking of:

- Gearing up for sale
- Looking for equity or investment
- Providing annual reports to shareholders, franchisees
- Starting up a franchise

Craig West, CEO & Founder of Succession Plus, Australia's largest business succession and exit planning firm, explains the importance of due diligence and providing independent third-party auditing around online marketing:

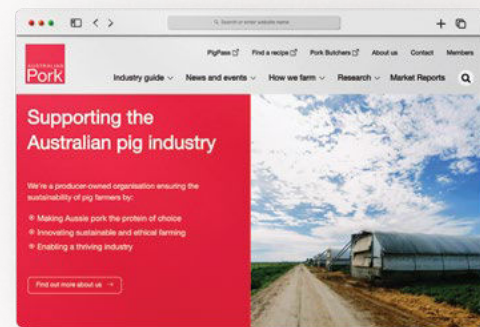
“ Independent third-party auditing around online marketing should be handled in the same way as all other areas of due diligence. It's **imperative** for any business to understand their ROI and in particular, to anyone gearing up for sale.

In our line of work, buyers, lenders and investors are **constantly** asking us about people's marketing channels.



It's so **important** to know where leads and sales are coming from, and structures around digital marketing. Third party auditing reports help to give **credibility**. It also allows the opportunity to correct errors and optimise their business prior to sale, ultimately giving them the best chance of **achieving their desired outcomes**.

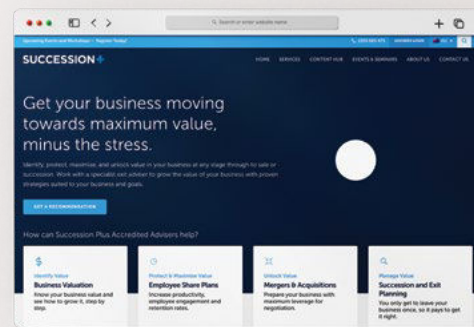
All clients are unique ...



Bringing different divisions together

The **Australian Pork** brand strategy department is in a separate division to their digital and social channels departments. It can be challenging to maintain cohesion; managing the big picture strategy and the minor details between the different departments. This segregation creates one of the organisation's biggest online marketing challenges.

“ This factor really spurred the **motivation** to obtain an IDA report. We knew that we needed help looking **holistically** at our online marketing strategy. Also, the price of IDA's audit was so **competitive** that it seemed like a no-brainer.



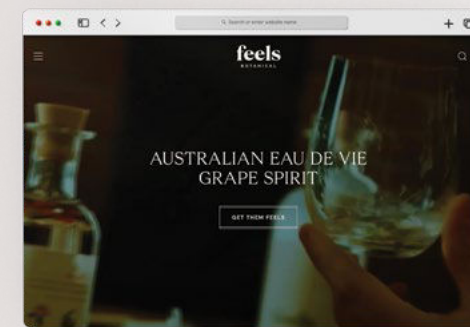
Digital agency appreciates the honest approach

Succession Plus, a business advisory, forwarded their IDA report to their external digital agency. Straight away, the agency recognised the report's value and implemented many of the actionable recommendations.

When the agency first found out about the IDA audit they were sceptical. However, the report validated their good work, and Succession Plus felt reassured that they remain on track for success.

In fact, Succession Plus and their agency both agree that IDA reports should be incorporated into the due diligence checklist of every Succession Plus client.

... so are our findings

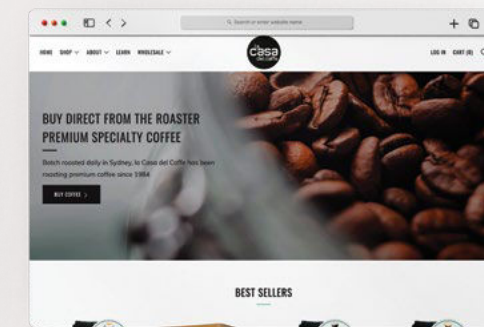


A new website check identified some targeting issues

In preparation for expansion and growth, **Feels Botanical** invested significant money in upgrading their website to a quality Shopify eCommerce site that looks and feels sleek. They conducted an IDA audit for piece of mind on their new work.

Feels Botanical had put a lot of work into learning about their audience, through consumer typology and positioning, yet this knowledge wasn't being reflected in their traffic and conversion rates.

The audit identified that the advertising wasn't targeting the right customer for the brand, explaining the higher traffic, yet lower conversions.



Google Analytics just part of the solution

Although **La Casa del Caffè** had a steady flow of customers, their digital strategy was haphazard. The website was performing, but they could tell that there was potential for it to do even more for their business. La Casa del Caffè also wanted to grow their organic social following but lacked the knowhow and time to execute it.

The audit helped the business realise how many things needed fixing.

Get answers. Take Action.

Our 4 week turnaround puts you on the path to success, sooner.

Our Journey

Each Independent Digital Audit journey starts with a guided set up, where you share secure, read-only access to your online platforms – we call it **onboarding**.

Week 1

This is where we take over. Our team pulls all your required performance data together so we can look at results holistically – ready for our **expert review**.

Week 2

Our expert auditors start to collate their insights. They conduct a full audit of the website setup, ecoms, search engine optimisation, paid search efforts or organic growth to make sure **nothing is missed**.

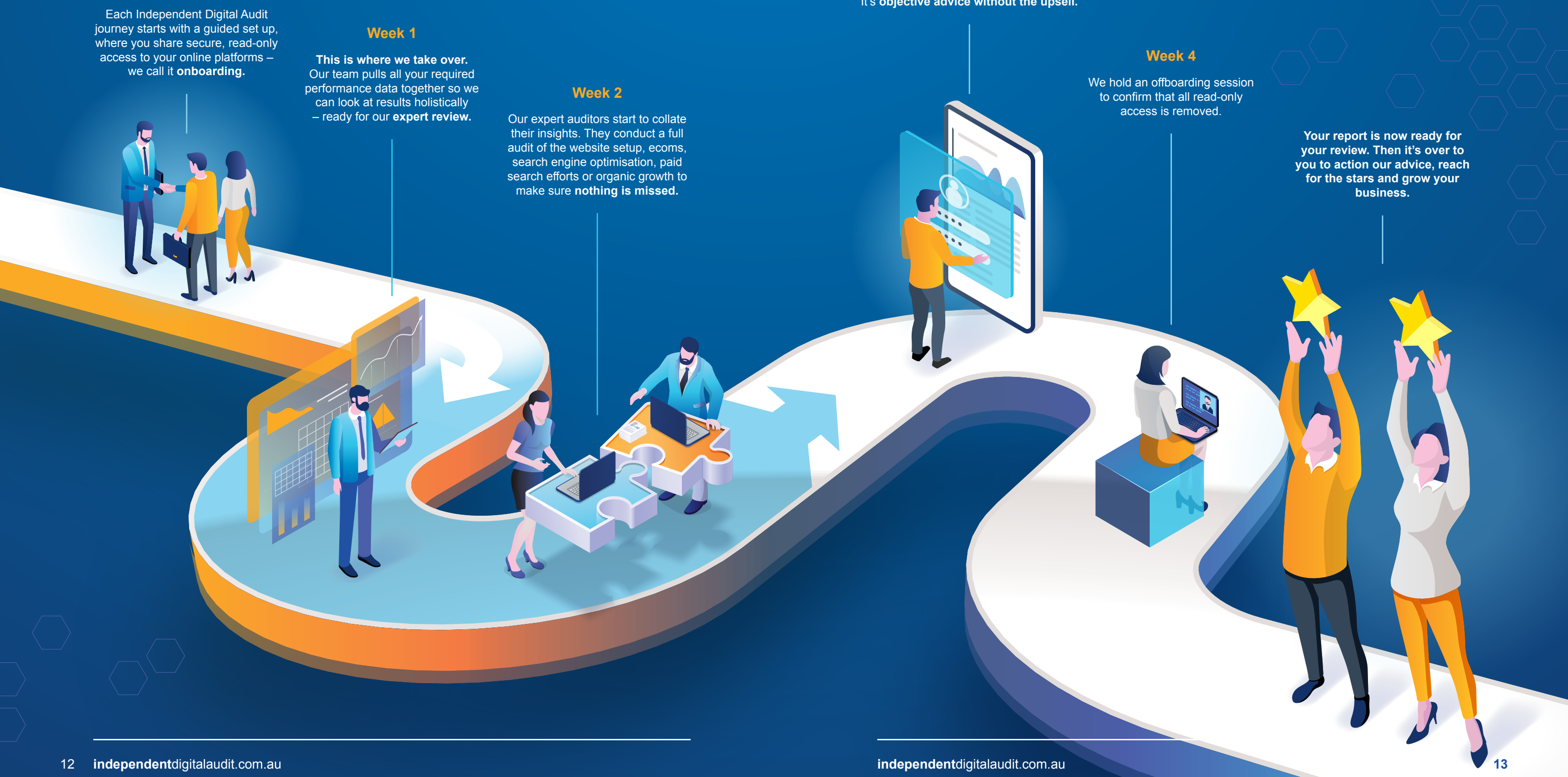
Week 3

Our completed audit report delivers honest and clear recommendations to guide your future actions. If it's broken we tell you what needs fixing. If it's working well, we tell you so. It's **objective advice without the upsell**.

Week 4

We hold an offboarding session to confirm that all read-only access is removed.

Your report is now ready for your review. Then it's over to you to action our advice, reach for the stars and grow your business.



What our clients say



The IDA report **quality** impressed us the most. Having a clear, laundry list of priorities for our team to action was so great. I liked how detailed the report was, and how it was summarised in terms that were easy for us all to understand and then **put into action**.

Eunbi Lee — Marketing Director, Australian Pork Limited

The audit helped us really work out a plan to grow these revenue streams. There are so **many opportunities** to improve our digital strategy and stop wasting money. I think it's essential for all small businesses, especially eCommerce businesses to audit every year or two.

Nicole Kennedy — Marketing Manager, La Casa del Caffè



As a rapidly expanding company, Surf Lakes wanted to gain insight into its existing digital performance. The IDA report identified a number of gaps in Surf Lakes' digital planning and provided vital data for a roadmap towards future **marketing success**. The team is now able to clearly define the capabilities of strategic partners for a global digital marketing roll out.

Wayne Dart — GM Global Ops. & Intl Media Director, Surf Lakes

Even though we use an external digital agency that we trust, the IDA report gave us a lot of comfort knowing that we aren't wasting our money. That's **value for money**.

Craig West — CEO and Founder, Succession Plus



I was **blown away** by the detail provided in the audit, and the easy-to-follow format. It's clear and precise on what needs to be done, and how to deliver it. It's really, **really amazing**.

Blake Vanderfield-Kramer — Co-founder, Feels Botanical



As trusted and independent advisors, IDA acts as the next essential service, providing businesses of all sizes with access to honest, transparent and affordable digital help.

Steve Douglas

Managing Director *Independent Digital Audit*



Get in touch

It's time to start your journey with IDA. Reach out if you have any questions or to get started on your path to better online business.

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