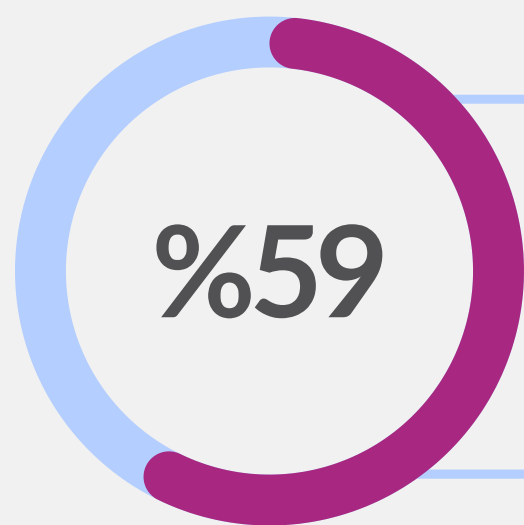

Digital Marketing Identity Checker Score



The website should be connected with social media and Google, and a uniform communication language should be developed. Page structures are fine, yet they are disjointed.

"Digital Marketing Identity is key to the success of digital advertising campaigns."

WINGAZE DIGITAL
MARKETING ID

A digital marketing identity's initial job is to ensure that search engines accurately recognize your goods and services. For efficient digital marketing, you must have a strong sales commitment and organize the website properly.

 **%34 | Sales Pitch**

Your sales promise is not obvious and is not placed correctly on the website's homepage.

 **%88 | Website Structure**

Internal page structures are great, however the main page and several intro pages lack them. All pages require this structure.

 **%64 | SEO Performance**

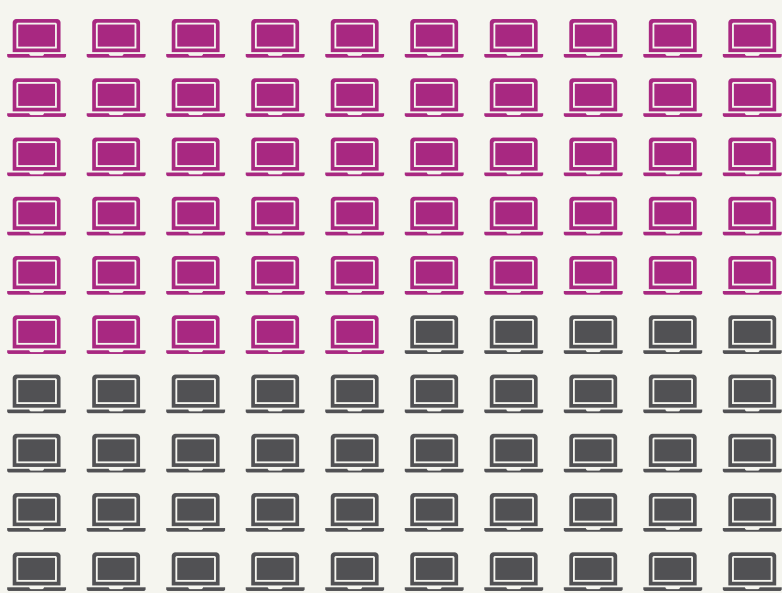
Your website's SEO should be 85%. Search engines misunderstand your offerings.



Search engines will not locate you if you do not have a strong sales commitment and it is not properly positioned on your website. SEO optimization should be carried out in accordance with the homepage's digital marketing identity. The link between other pages and the main page must be properly created.

Learn more www.wingaze.com

Wingaze Performance Report: First Gaze



DESKTOP

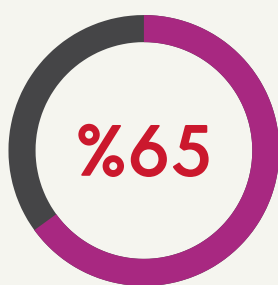
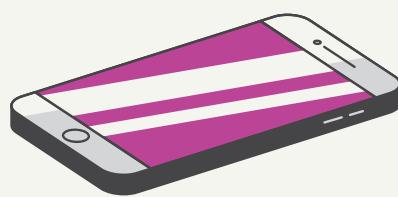


The desktop performance of your website is pretty poor. To rank high in search engines, it must be at least 80%.

The majority of people now access your website via mobile. Your mobile site performance is extremely slow, preventing you from rising to the top of search results. It also lowers the quality of your ads and raises your prices.

MOBILE

%15



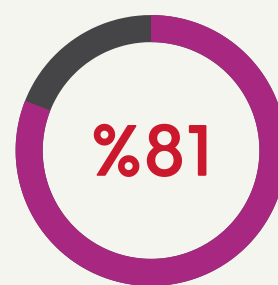
Page Quality

The website's page and content quality is high, but there are issues with mobile compatibility. On each page, different typefaces and bold letters are employed. It should be simplified.



Google Ads Performance

The advertising strategy of Google Ads is not targeted. Sub-ad groups are products that have distinct usage zones inside a same campaign. Ad conversions were also erroneously made.



Social Media Performance

The integrity and interactivity of social media design are excellent. However, considerably higher results may be obtained when combined with a digital marketing id.

You should work on improving the quality of your pages. H1 headers are incorrectly employed. This reduces your ad performance as well as your SEO performance. Your Google Ads targeting is also proportionate to the quality of your website. Promotional pages could be better organized. Your social media, on the other hand, has a lot of power. The website's efficiency will rise when it is combined with digital marketing id.



Timeline for Website Renewal

Speed up your website

Users place a high value on page speed because, well, faster pages are more productive and offer a superior on-page user experience.

Optimize your homepage

SEO optimization should be carried out in accordance with the homepage's digital marketing identity. We organize titles, meta descriptions, and content based on the digital identity.

Enhance the page content

Content is King. One of the most crucial aspects for a strong position on search engines like Google is high-quality content.

Rebuild your Google Ads

After you've completed all of this, you should start again with Google Ads. After you've completed all of these steps, you should start using Google Ads. Because advertising that are not backed by SEO and social media are expensive and have a poor conversion rate.

Creating a Sales Pitch

Search engines will not locate you if you do not have a strong sales commitment and it is not properly positioned on your website.

Edit the meta descriptions

Update your meta descriptions to reflect your new digital marketing id. These should be arranged in accordance with the SEO strategy.

Optimize your social media

You should also update your social media profiles to reflect your new digital marketing identity. Your website and social media platforms should all use the same communication language and digital marketing strategy.

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