



SAMPLE CLIENT



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Executive summary

This report serves as a high level pulse check of the current state of the website and digital marketing efforts for [REDACTED]

For this purpose, recommendations have been made on how to improve the design/organic ranking of the website and to build up the brand the performance for both the residential and commercial sector.

The intention is to then work with [REDACTED] to ensure these recommendations are implemented. This will be best done via a one-off planning session and ongoing monthly management of said plan.

The recurring follow-up will help to increase enquiry, engagement and brand awareness, as well as maintain consistency so we can reach desired outcomes.



Objectives

- Drive an increase in prospect engagement and brand awareness, across the greater Perth area
- Focus on improved attraction of higher end residential (\$30k+) and commercial (\$100k) projects
- Increase sales enquiry across digital platforms i.e. website, LinkedIn, etc.
- Generate commercial and residential leads for the business
- Improve position of [redacted] to be more accessible and appealing to commercial prospects
- Measure and track all marketing activity so we can calculate the return on investment
- Improve the client experience



Objectives+

- Increase commercial (\$100k) sales
- Increase higher end (\$50k+) sales
- Position [REDACTED] as the pre-eminent authority in it's area of the Perth landscaping industry
- Set up predictable systems to ensure predictable growth in the above areas



Audit objectives

- Review website (Design, SEO, Development)
- Identify key areas of improvement (performance, engagement) across the website
- Provide recommendations on how to improve performance and ranking
- Review Google ad campaign
- Identify key areas of improvement
- Provide recommendations
- Review Content marketing campaign (Facebook, Instagram, Email)

WEBSITE

& analytics audit





Website audit process

- Ranking results
- Primary keywords
- Secondary keywords
- Backlink profile
- Competitor analysis
- Analytics, crawling & reporting
- Design/UI review
- Home page review
- Content review
- Indexing review
- Mobile page speed test
- Desktop page speed test

Ranking results

- Authority Marketing Audit

Keywords	Search vol.	Competition	2025-09-25	2025-09-26
landscaping design Perth	590	0.46	-	-
landscaper Perth	590	0.49	33	33
landscapers perth	590	0.48	35	49
landscape architects Perth	480	0.25	-	-
commercial landscaping	320	0.17	-	-
landscape designers Perth	320	0.36	-	-
landscaping perth	270	0.48	33	31
landscape gardeners Perth	260	0.42	-	-
garden landscaping perth	260	0.42	-	-
landscaping and gardening perth	260	0.42	34	47
landscape gardeners perth wa	260	0.42	67	60
affordable landscaping perth	210	0.77	27	28
landscaping company Perth	170	0.39	33	26
Perth pool landscaping	170	0.48	-	-
Perth landscaping companies	170	0.39	56	34
pool landscaping Perth	170	0.48	-	-
landscapers wa	170	0.17	-	-
landscaping companies perth	170	0.39	45	45

Ranking results cont'd

- Authority Marketing Audit

Keywords	Search vol.	Competition	2025-09-25	2025-09-26
commercial landscaping Perth	110	0.10	-	-
residential landscaping perth	110	0.26	57	60
landscaping services Perth	90	0.21	36	56
best landscapers in perth	90	0.38	38	39
landscaping designs	70	0.38	-	-
perth landscaping	60	0.48	36	36
landscaping contractors perth	50	0.33	-	-
landscape contractors perth	50	0.33	-	-
outdoor landscaping Perth	10	0.64	-	61
landscaping service	10	0.23	-	-
landscape maintenance Perth	10	0.20	74	97
landscaping Perth wa	10	0.48	47	54
Perth landscape design	10	0.46	-	-
landscaping companies	10	0.33	-	-
landscape design Perth	10	0.46	-	-
perth landscaping & gardening	10	0.00	25	24
landscaping perth reviews	10	0.00	52	50
best landscaping services	10	0.00	-	-

Primary keywords

Based on the initial objectives, we have researched and created a list of the top 10 primary keywords to be used throughout your website.

They are the keywords that relate directly to your residential and commercial goals, and should be used through all pages on your website.

This will assist in improving visibility in search engine results.

Your keywords have been selected by reviewing the provided keywords and search engine results pages.

- landscaping design Perth
- landscaper Perth
- landscapers perth
- commercial landscaping
- landscaping perth
- landscape gardeners Perth
- landscaping and gardening perth
- landscaping company Perth
- pool landscaping Perth
- commercial landscaping Perth

Secondary keywords

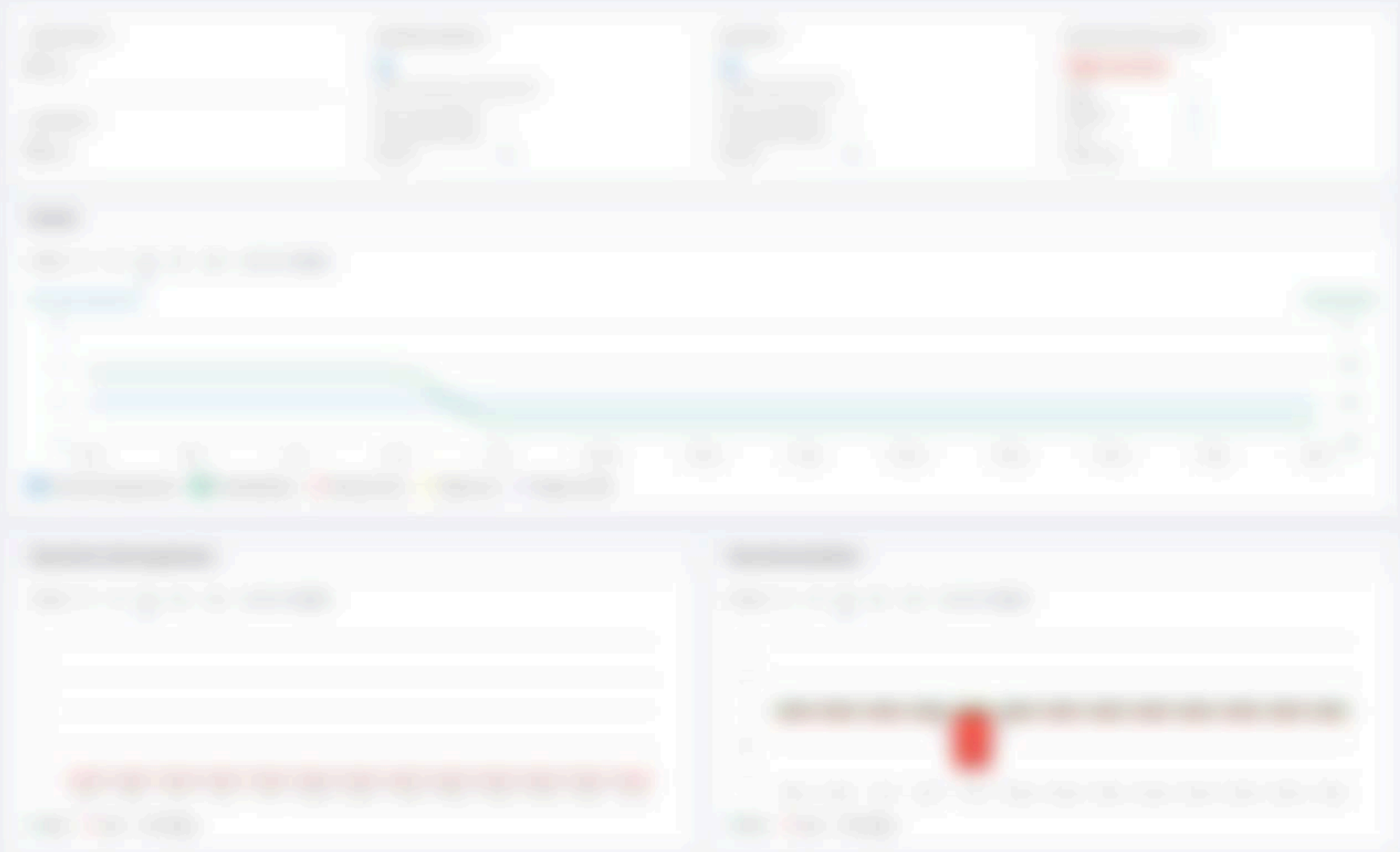
Secondary keywords are used after the primary keyword has been implemented on a page and is only required on the specific page of the relevant content.

Secondary keywords can be used to strengthen primary keywords, and increase the chances of visibility in search engine results.

- | | |
|---------------------------------|---------------------------------|
| → landscape designers Perth | → best landscapers in perth |
| → garden landscaping perth | → landscaping designs |
| → landscape gardeners perth wa | → perth landscaping |
| → Perth pool landscaping | → landscaping contractors perth |
| → Perth landscaping companies | → landscape contractors perth |
| → landscapers wa | → outdoor landscaping Perth |
| → landscaping companies perth | → landscaping service |
| → landscaping wa | → landscape maintenance Perth |
| → residential landscaping perth | → landscaping Perth wa |
| → landscaping services Perth | → Perth landscape design |

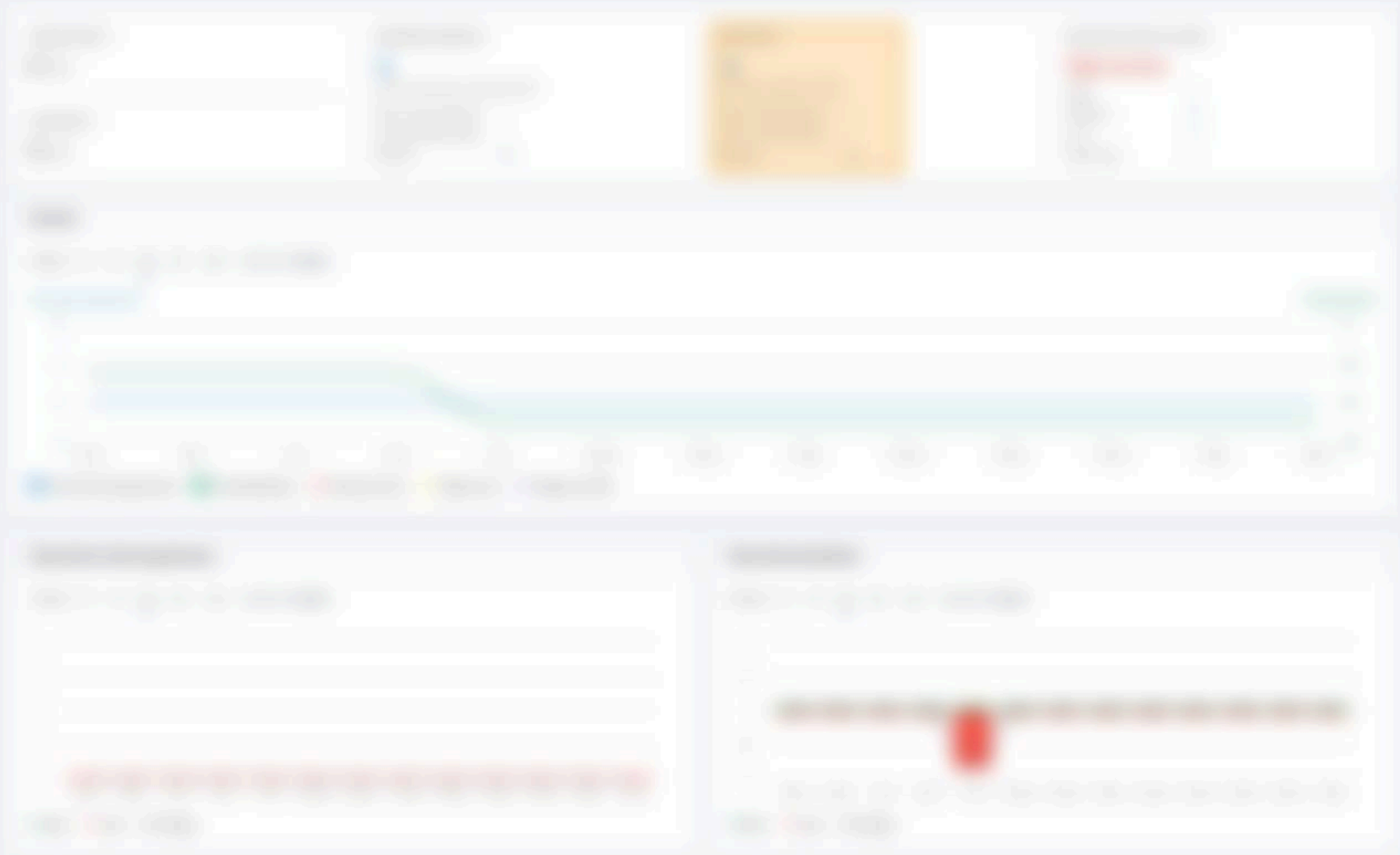
Backlink profile

Authority Marketing Audit



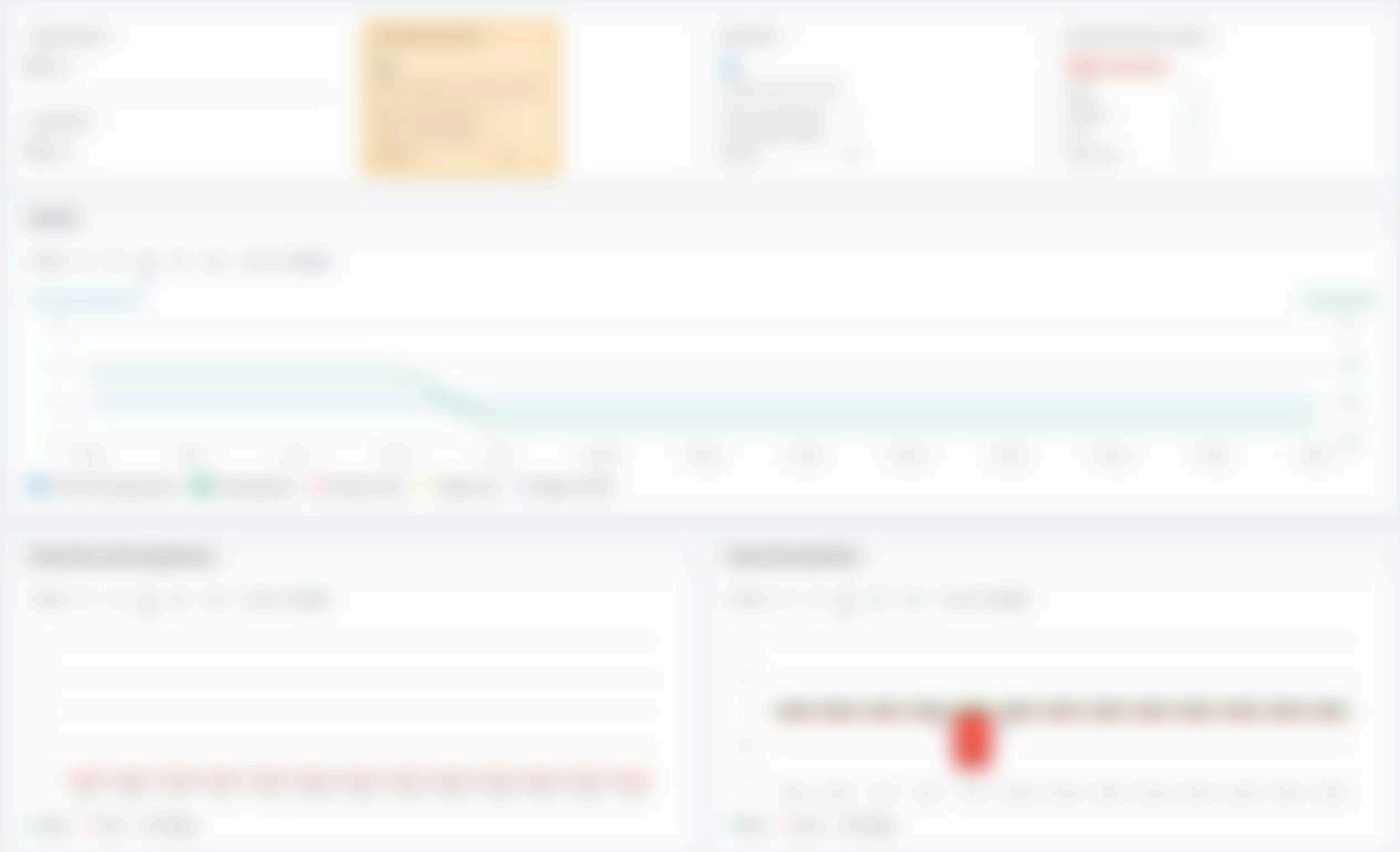
Backlink profile

Authority Marketing Audit



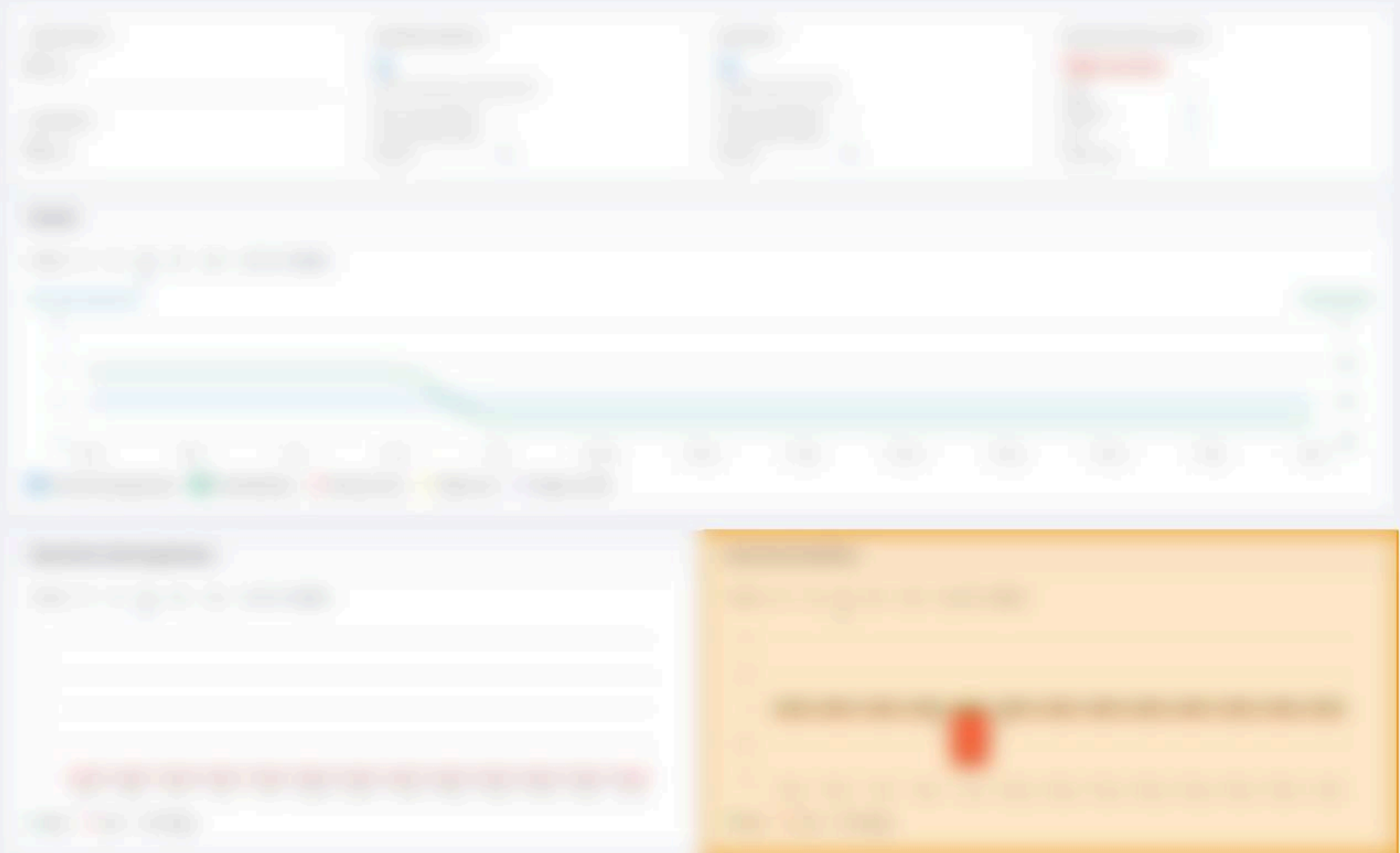
Backlink profile

Authority Marketing Audit



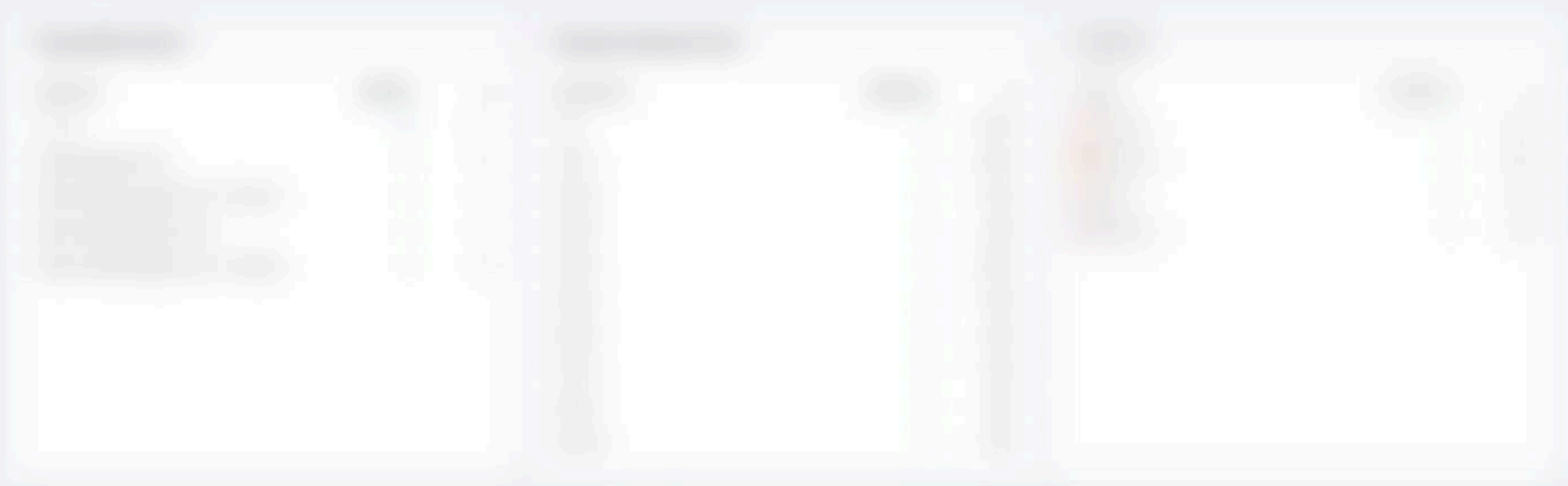
Backlink profile

Authority Marketing Audit



Backlink profile

Authority Marketing Audit



Backlink profile

Authority Marketing Audit





Competitor analysis

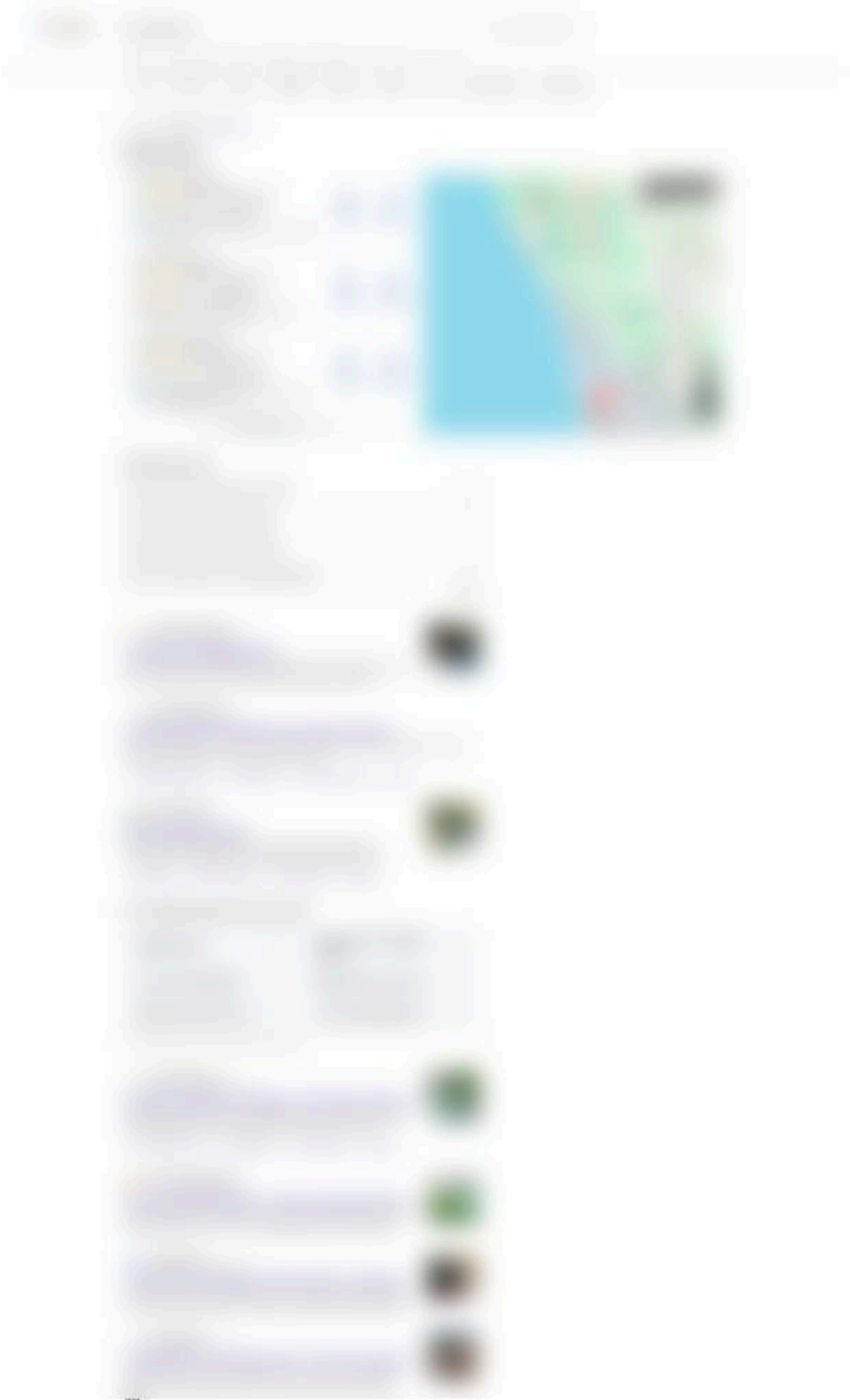
The following competitor domains have been compared against the website:

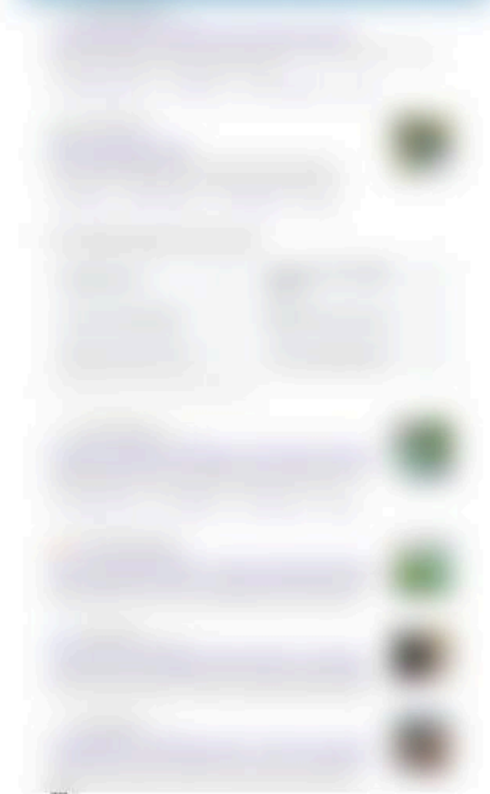
- timdavieslandscaping.com.au
- lukeslandscaping.com.au
- landscapeswa.com.au

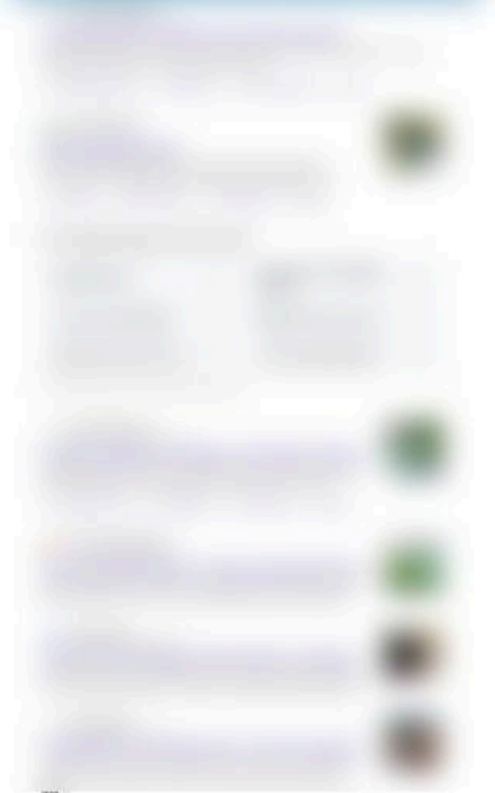


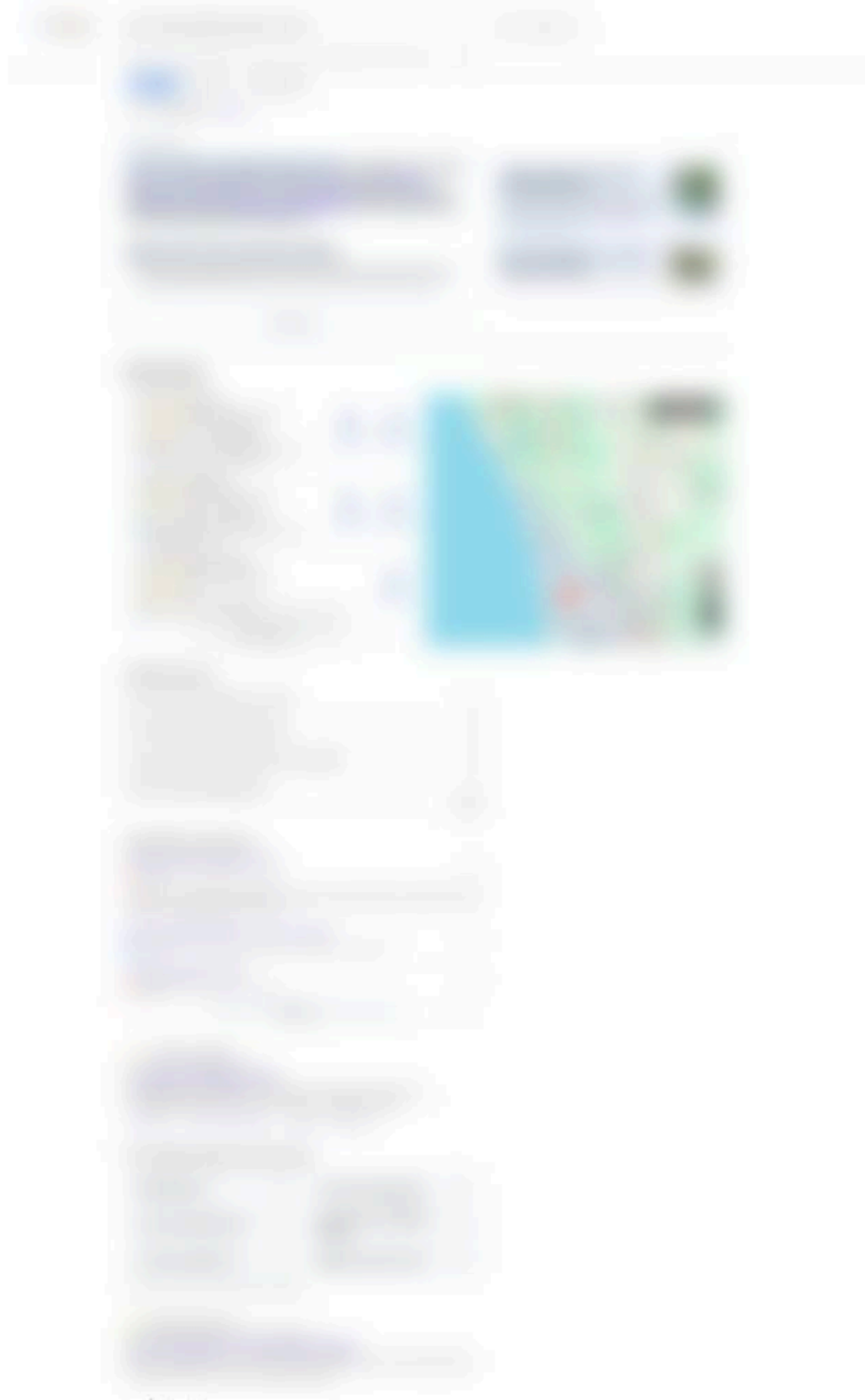
Competitor analysis 'landscaping Perth' rankings

#	SEP-25 2025	#	SEP-26 2025	#	SEP-27 2025
1	timdavielandscaping.com.au	1	timdavielandscaping.com.au	1	timdavielandscaping.com.au
2	perthlandscapes.com	2	perthlandscapes.com	2	perthlandscapes.com
3	instantgardens.com.au	3	instantgardens.com.au	3	instantgardens.com.au
4	lukeslandscaping.com.au	4	lukeslandscaping.com.au	4	lukeslandscaping.com.au
5	perthlandscapinggroup.com.au	5	perthlandscapinggroup.com.au	5	perthlandscapinggroup.com.au
6	wandas.com.au	6	revell.com.au	6	wandas.com.au
7	principallandscapes.com.au	7	principallandscapes.com.au	7	revell.com.au
8	revell.com.au	8	thegreenscapecollective.com.au	8	principallandscapes.com.au
9	thegreenscapecollective.com.au	9	gradientlandscapes.com.au	9	thegreenscapecollective.com.au
10	gradientlandscapes.com.au	10	martincuthbert.com.au	10	martincuthbert.com.au
11	martincuthbert.com.au	11	landscapeswa.com.au	11	landscapeswa.com.au
12	landscapeswa.com.au	12	landscapesforlife.com.au	12	perth-landscaping.com.au
13	landscapesforlife.com.au	13	perth-landscaping.com.au	13	landscapesforlife.com.au
14	perth-landscaping.com.au	14	benslandscapingandgardeningpe...	14	gustolandscape.com.au
15	benslandscapingandgardeningpe...	15	gustolandscape.com.au	15	benslandscapingandgardeningpe...
16	gustolandscape.com.au	16	exactlandscaping.com.au	16	exactlandscaping.com.au
17	exactlandscaping.com.au	17	indianoceanlandscapes.com.au	17	indianoceanlandscapes.com.au
18	indianoceanlandscapes.com.au	18	landscapedesignerperth.com.au	18	landscapedesignerperth.com.au
19	landscapedesignerperth.com.au	19	westearthlandscaping.au	19	gradientlandscapes.com.au
20	superiorlsr.com.au	20	houzz.com.au	20	superiorlsr.com.au
21	houzz.com.au	21	mitschgardening.com.au	21	houzz.com.au
22	westearthlandscaping.au	22	wandas.com.au	22	mitschgardening.com.au
23	mitschgardening.com.au	23	jimsmowing.com.au	23	springgreen.com.au
24	springgreen.com.au	24	northshorelandscapes.com.au	24	facebook.com
25	northshorelandscapes.com.au	25	landscapebydesign.com.au	25	northshorelandscapes.com.au
26	jimsmowing.com.au	26	yellowpages.com.au	26	jimsmowing.com.au
27	landscapebydesign.com.au	27	gardensaustralia.com.au	27	landscapebydesign.com.au
28	yellowpages.com.au	28	hipages.com.au	28	yellowpages.com.au
29	gardensaustralia.com.au	29	landscapeswa.com.au	29	gardensaustralia.com.au
30	landscapeswa.com.au	30	perthlandscapeguys.au	30	landscapeswa.com.au
31	oneflare.com.au	31	springgreen.com.au	31	oneflare.com.au

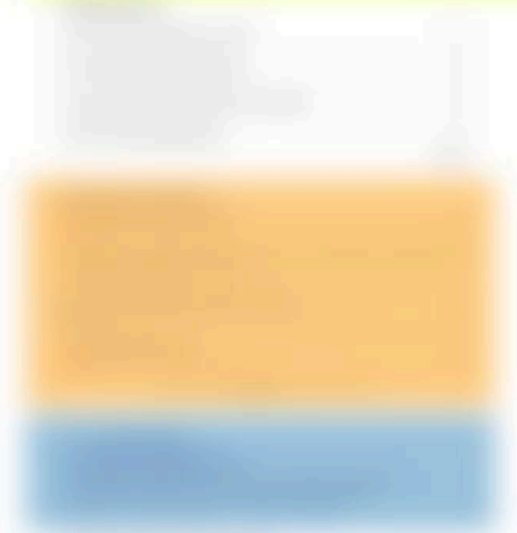






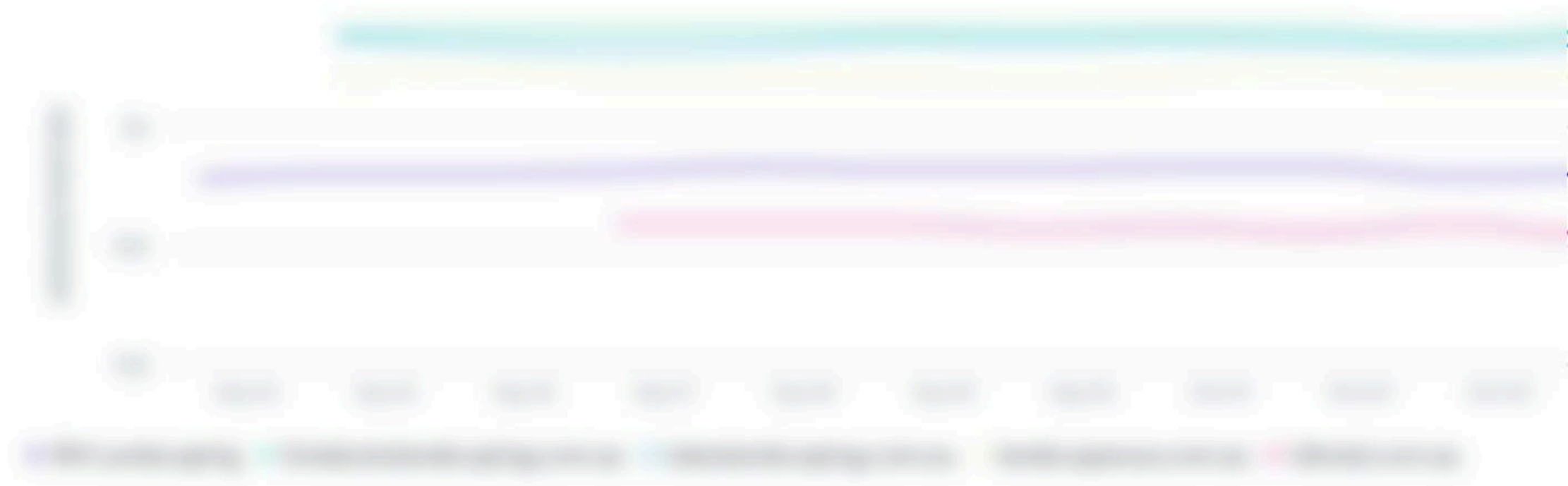








Competitor analysis - domain ranking





Competitor analysis

Backlink comparison

Authority Marketing Audit

Competitor analysis

Tim Da

Landsc

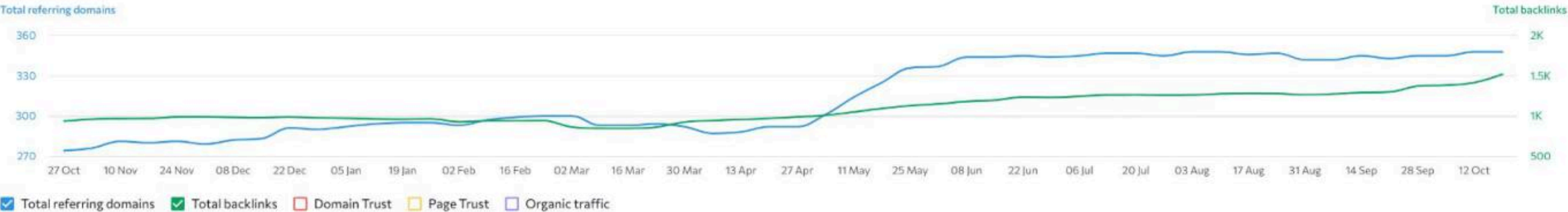
Luke's I

Competitor Analysis - Tim Davies Landscaping

- Authority Marketing Audit

Overall

PERIOD: 7D 1M 3M 6M 12M GROUP BY: WEEKS



New & lost referring domains

PERIOD: 7D 1M 3M 6M 12M GROUP BY: WEEKS



New & lost backlinks

PERIOD: 7D 1M 3M 6M 12M GROUP BY: WEEKS



Top backlink anchors

Anchor text	Backlinks	%
View Website	497	36.8
www	321	23.8
timdaveslandscaping.com.au	152	11.3
No text	82	6.1
Tim Davies Landscaping	79	5.8

Domains by Domain Trust

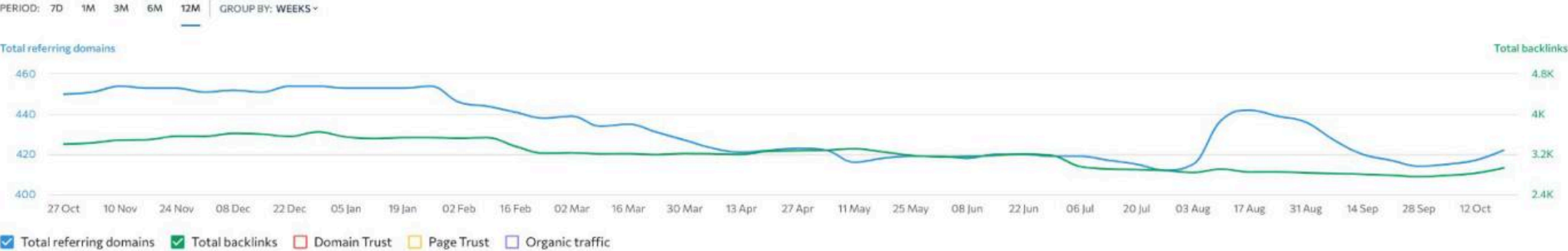
Domain Trust	Ref.domains	%
0-9	89	25.57
10-19	98	28.16
20-29	73	20.98
30-39	46	13.22
40-49	20	5.75

Countries

Country	Ref.domains	%
USA	111	39.5
Singapore	95	33.8
Australia	21	7.5
Germany	17	6
Netherlands	8	2.8

Competitor Analysis - Luke's Landscaping

Overall



New & lost referring domains



New & lost backlinks



Top backlink anchors

Anchor text	Backlinks	%
Reticulation Services	596	24.2
Reticulation and Irrigation Repair Services	485	19.7
No text	430	17.5
www	358	14.5
View Website	213	8.6

Domains by Domain Trust

Domain Trust	Ref.domains	%
0-9	119	28.20
10-19	120	28.44
20-29	94	22.27
30-39	52	12.32
40-49	18	4.27

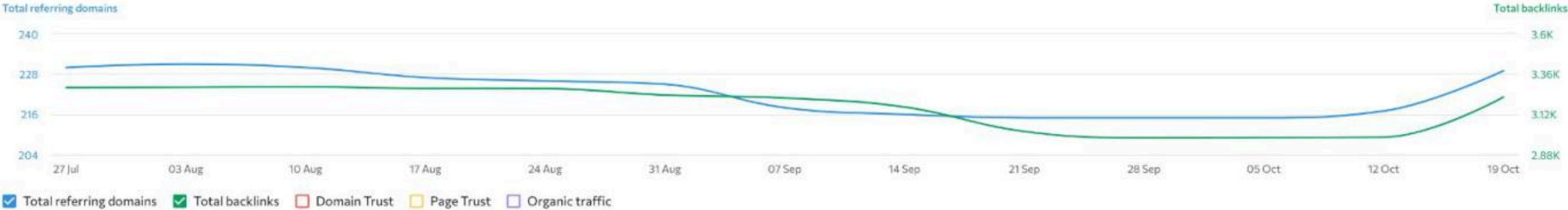
Countries

Country	Ref.domains	%
USA	285	84.3
Australia	14	4.1
Singapore	10	3
Germany	7	2.1
United Kingdom	6	1.8

Competitor Analysis - Landscapes WA

Overall

PERIOD: 7D 1M 3M 6M 12M GROUP BY: WEEKS



New & lost referring domains

PERIOD: 7D 1M 3M 6M 12M GROUP BY: WEEKS



New & lost backlinks

PERIOD: 7D 1M 3M 6M 12M GROUP BY: WEEKS



Top backlink anchors

Anchor text	Backlinks	%
link	1140	36.5
landscapeswa.com.au	798	25.5
Visit website	576	18.4
No text	311	9.9
Landscapes WA	241	7.7

Domains by Domain Trust

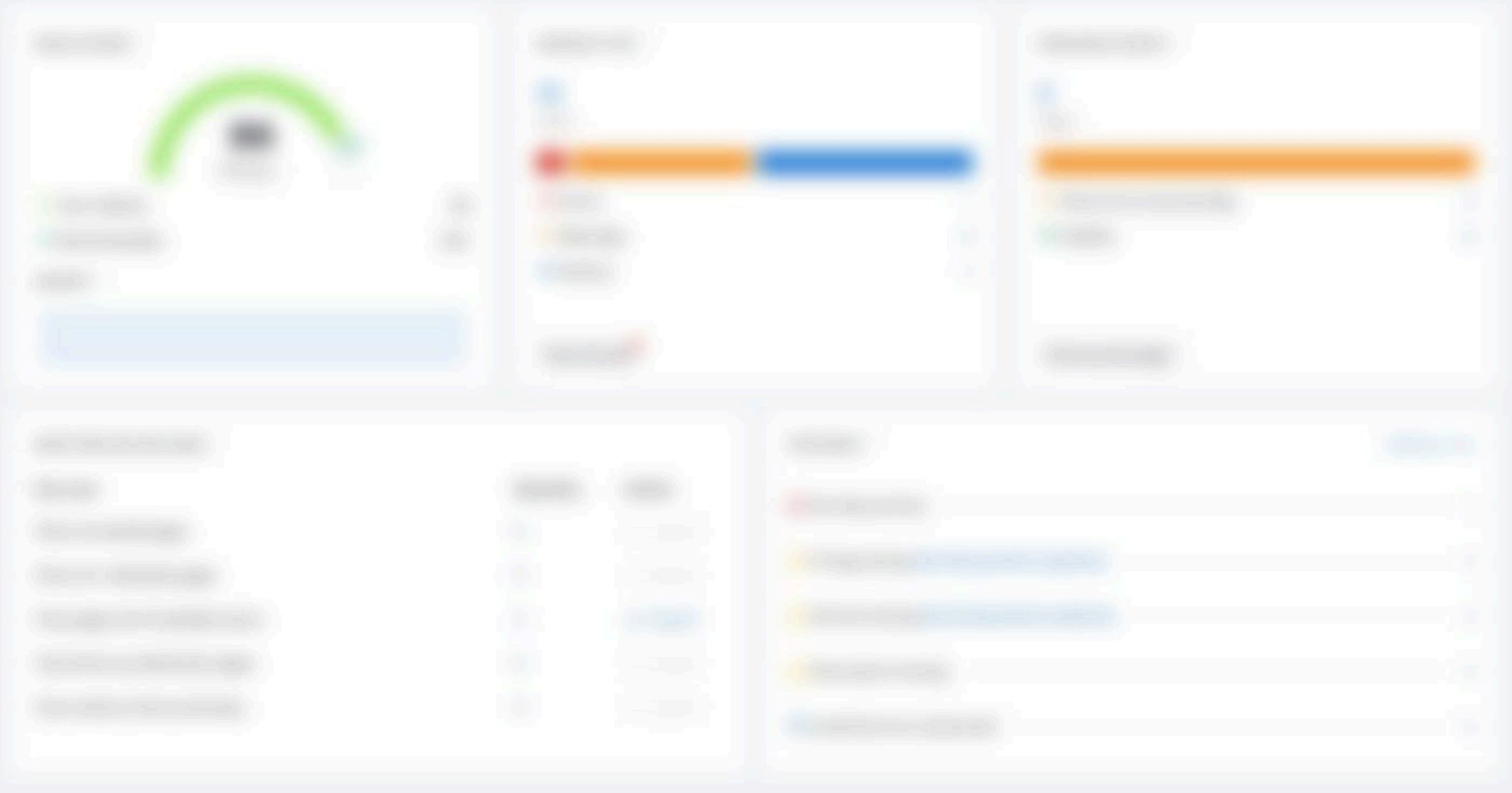
Domain Trust	Ref.domains	%
0-9	97	42.36
10-19	62	27.07
20-29	29	12.66
30-39	19	8.30
40-49	9	3.93

Countries

Country	Ref.domains	%
USA	161	80.5
Singapore	11	5.5
Germany	8	4
Australia	7	3.5
United Kingdom	3	1.5

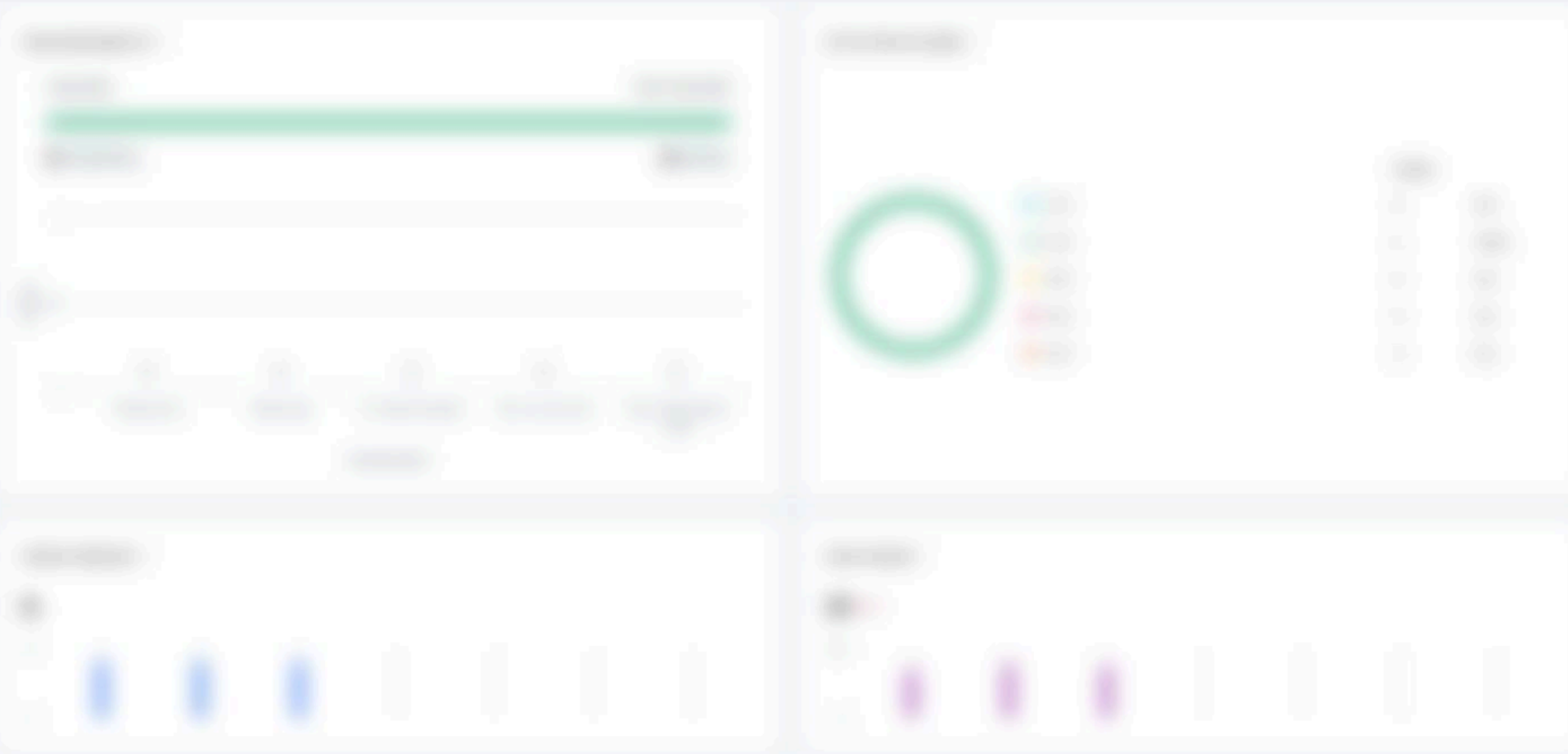
website audit - health score

Authority Marketing Audit



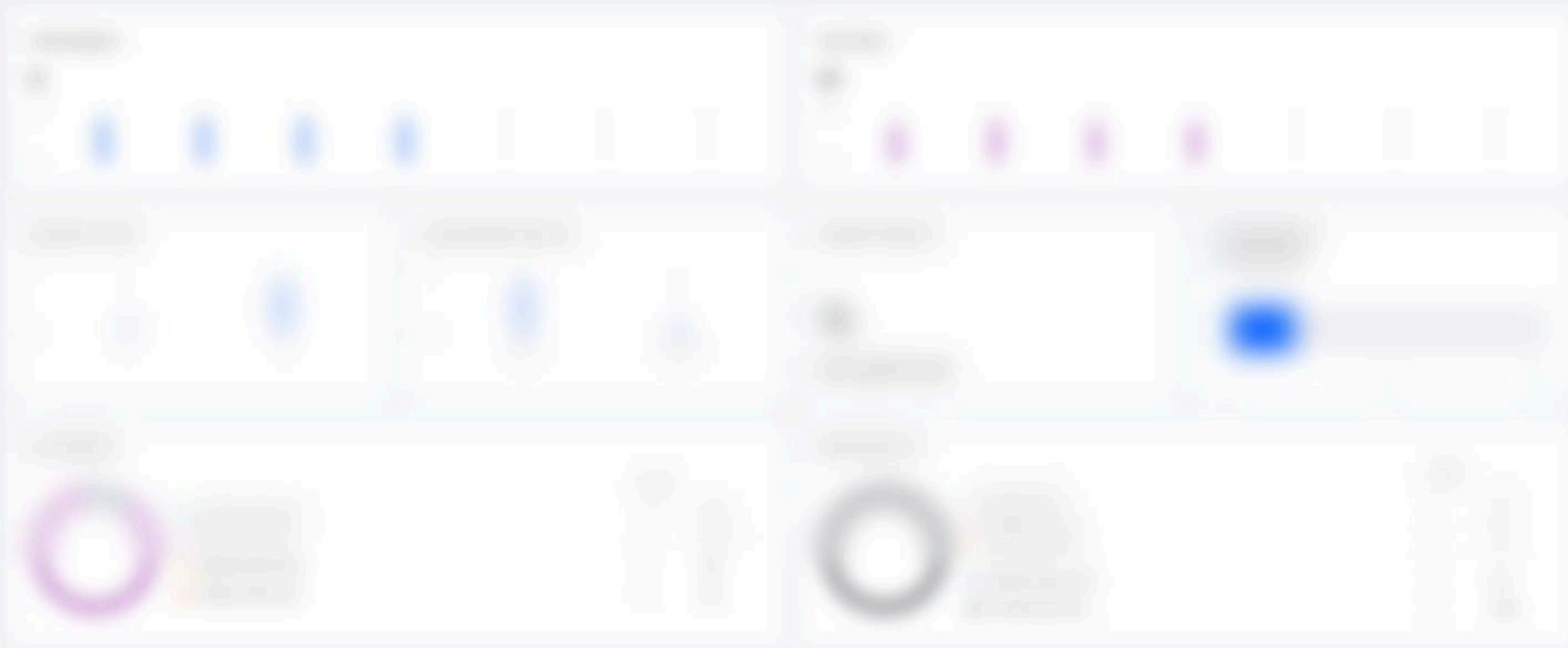
website audit - page indexing

Authority Marketing Audit



website audit - page crawling & links

Authority Marketing Audit



Does the website have a dated design?	NO	The website is clean and while not dated it lacks the following: • Clear user flow based on correct persona targeting • Complete content of all services • Efficient use of optimised imagery • Direct-response messaging • Multiple CTAs to capture leads
Does the website accurately convey the intended message to its target audience?	NO	The website doesn't communicate the company's complete value proposition to the target audiences of residential and commercial clients. This content needs to be created by [redacted] as part of an overarching marketing strategy.
Does the website accomplish the intended purpose of the company?	NO	Content needs to be reviewed and developed around the client journey. Then the website will have the correct information/imagery to persuade prospects.
Can the above issues be resolved?	YES	Yes, with a focus on the audience we are trying to connect with, we can provide better content to help them through their own client journey on the website. i.e. qualifying them at the beginning and allowing them to qualify ourselves against competitors.

Home page

Does the page contain a well crafted, clickable title?	NO	However it has been briefly keyword optimised. It needs to be updated with the correct content.
Is there a custom meta description?	YES	The home page does contain a custom meta description but it can be improved to engage with our target audience.
Is there one h1 heading tag?	YES	The home page does contain an h1 heading tag but it is not optimised for search engines.
Are there additional heading tags?	NO	The home page doesn't have any content.
Are image alt tags correct?	NO	Image alt tags need to be optimised for SEO performance.

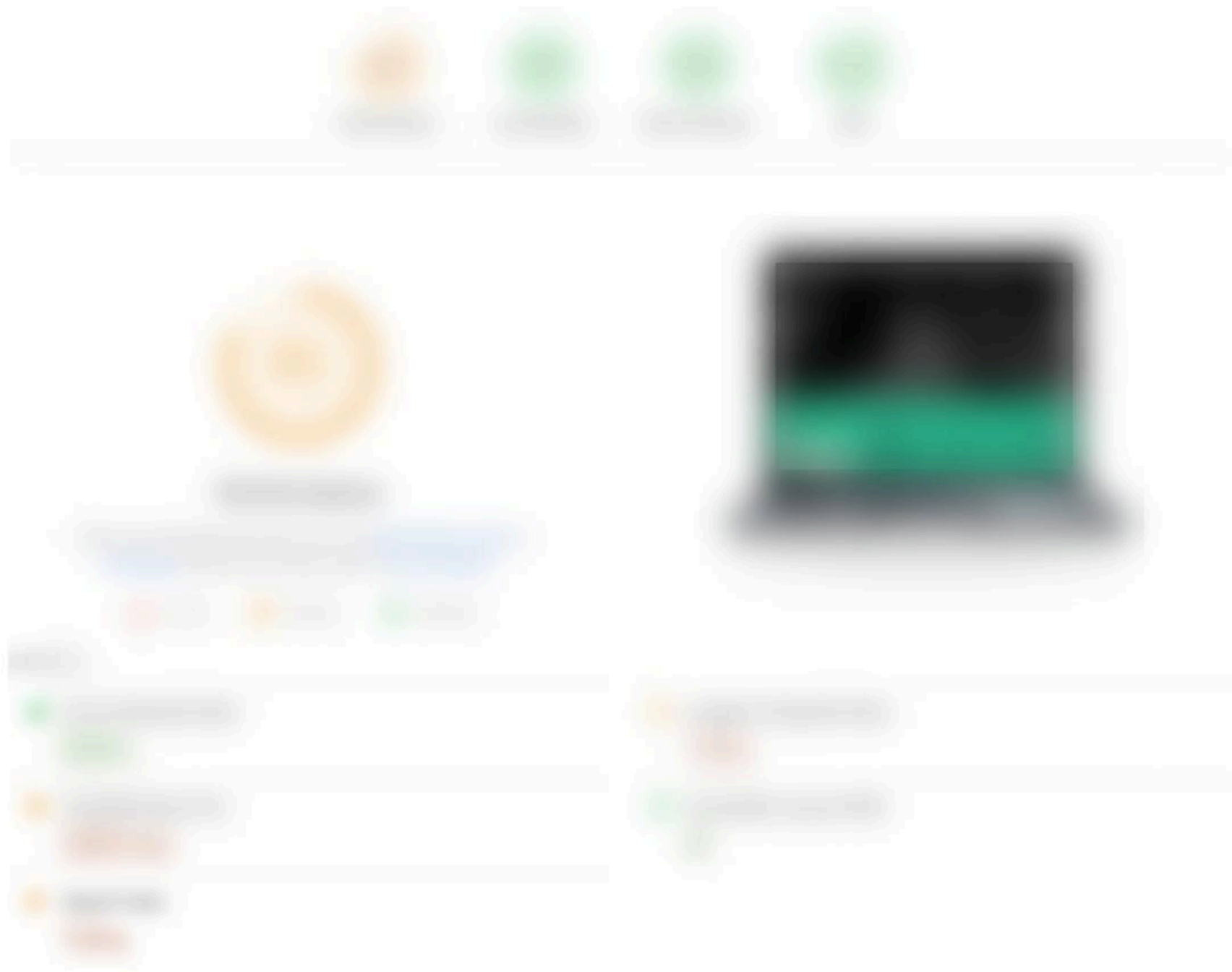
Does the site contain duplicate content?	NO	There are no pages with 'bad duplicate' content. There is an absence of content.
Does the site contain duplicate meta descriptions?	NO	There are no duplicate meta descriptions on the website.
Do pages have custom meta- descriptions?	YES	Yes but they are limited and some are missing them. The ones that are there ignore best practice. This can be resolved as part of a broader content and SEO strategy.
Does the site require redirects?	NO	Site lacks the content to warrant redirects. This needs to be corrected.
Does the site contain broken links?	NO	The website has 0 broken links.
Are there images with missing alt text?	YES	There are images on the website that are missing ALT text.
Does robots.txt need to be updated?	YES	Robots.txt does need to be updated.
Are there missing or multiple H1 tags?	YES	There are multiple H1 tags which need to be corrected.
Are there duplicate or missing page titles?	NO	There is a limited amount of content so more content needs to be written.
Do URLs/ permalinks require optimisation?	YES	Permalinks will require optimisation based on keywords.
Are keywords used in title tags?	NO	Pages do utilise keywords in title tags but they are incorrect.

Analytics, crawling & reporting

Is Google Analytics installed?	NO	No, GA is installed
Is Google Search Console installed?	NO	No, Google Search Console is installed
Is Google Tag Manager being used on the website?	NO	No, Google Tag Manager is not installed
www/non-www website indexed?	YES	Only non-www site has been indexed.
Is a SSL certificate installed?	YES	There is a SSL certificate installed on the website. Expires: xpires: Saturday, 20 June 2026 at 12:58:54 am Australian Western Standard Time".

Are there drafts or unpublished pages indexed?	NO	There are no drafts or unpublished pages that are being crawled.
Are search results indexed?	YES	Search results are being indexed but there are less than 4 pages.
Are all pages indexed?	NO	All website pages are not indexed

Desktop page speed performance



Mobile page speed performance



SEO recommendations

Home page

- The home page meta description can be created to be unique and include better keywords.
- The H1 heading on the website homepage needs to be updated with correct keywords
- Images require optimised alt descriptions and can be written by The Authority to add to the appropriate pages.
- All content needs to be developed around primary (residential) and secondary (commercial) persona

Indexing

- Pages require internal “dofollow” links

Content

- There is a lack of relevant content.
- Sitemap needs to be developed so as to improve visibility and volume of high quality enquiry.
- Open Graph tags need to be added to ensure they look good when shared on social feeds. we can add these.

SEO recommendations cont'd

Mobile Optimisation and Page Speed

- Serve images in next-gen formats - Image formats like JPEG 2000, JPEG XR, and WebP often provide better compression than PNG or JPEG, which means faster downloads and less data consumption.
- Eliminate render-blocking resources to improve page load speed by inlinking links and scripts that are required for the first paint and deferring those that aren't.
- Efficiently encode images - Optimised images load faster and consume less cellular data.
- Avoid multiple page redirects - Redirects introduce additional delays before the page can be loaded. Defer offscreen images after all critical resources have loaded to lower time to interactive.
- Properly size images to suit mobile to save mobile data and improve load time.
- Remove unused CSS from stylesheets and defer the loading of CSS not used for above-the-fold content to reduce unnecessary bytes consumed by network activity.
- Implement caching plugins to address page speed issues.

Desktop Optimisation and Page Speed

- Serve images in next-gen formats - Image formats like JPEG 2000, JPEG XR, and WebP often provide better compression than PNG or JPEG, which means faster downloads and less data consumption.
- Eliminate render-blocking resources to improve page load speed by inlinking links and scripts that are required for the first paint and deferring those that aren't.
- Efficiently encode images - Optimised images load faster and consume less cellular data.
- Avoid multiple page redirects - Redirects introduce additional delays before the page can be loaded. Defer offscreen images after all critical resources have loaded to lower time to interactive.

SEO & website actions

High Priority

Task	Responsible Team	Due Date
Approval of target keywords		
Write unique meta descriptions for pages that have the same meta descriptions as other pages to create differentiation.	The Authority	
Write unique page titles for pages with duplicate titles to improve page relevance.	The Authority	
Remove broken external links to other web pages to improve website reliability	The Authority	
Rewrite content for pages that don't have enough.	The Authority	
Optimise website for mobile	TBC	

SEO & website actions

Medium Priority

Task	Responsible Team	Due Date
Add missing image alt text to necessary images to identify the purpose of the image.	The Authority	
Optimise pages with too many on-page links to improve page relevance and user experience.	The Authority	
Restructure heading tags on pages with multiple H1 tags to help search engines determine the focus of the page.	The Authority	
Change H1 headings on pages where they match the pages title tag to avoid confusing search engines	The Authority	
301 Redirect all broken links which are indexed by Google	The Authority	
Improve slow loading web pages to increase page relevance and improve user experience.	The Authority	

SEO actions

Low Priority

Task	Responsible Team	Due Date
Work with web developer to further optimise landing pages and implement on-page optimisation best practises.	The Authority	

WHAT

we recommend



Final recommendations

The following is recommended to help [REDACTED] to attract and convert a higher number of residential and then commercial clients, through a profitable lead generation and marketing plan:

1. Immediate development of a 12-month, overarching communications strategy (digital marketing strategy, SEO, Website Optimisation, Facebook ads, Email, Lead Generation, etc).
2. Implementation of multi-channel campaigns, including the optimisation of the existing site.
3. Development of a new website to increase reach
4. Weekly pulse checks to monitor and report on campaigns.
5. Monthly in-person/Zoom campaign performance meetings.
6. Continued optimisation and adjustment of existing campaigns, to improve performance and reduce CPL (cost-per-lead).
7. Reporting

PROPOSED

gantt chart



