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SAMPLE BUSINESS AUDIT REPORT

60<sub>/100</sub>

## MHOV Digital

Agency — Digital Marketing  
Professional Services  
Australia

10 April 2026

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# MHOV Digital — Business Audit Report

FIELD	VALUE
Company	MHOV Digital
URL	https://www.mhovdigital.com.au
Type	Agency — Digital Marketing
Industry	Professional Services
Country	Australia
Report Date	10 April 2026

## SAMPLE REPORT — FICTIONAL COMPANY

This is a sample Outerview audit report created for demonstration purposes. "MHOV Digital" is a fictional company. All data, scores, findings, competitors, and recommendations in this report are fictional and were created to demonstrate the format, depth, and quality of an Outerview business audit. No real company is represented or identifiable.

In a real Outerview audit, this section contains methodology disclaimers, data collection notices, and confidentiality terms. The structure, scoring methodology, and level of detail shown here are representative of what a purchasing client receives.

# Contents

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01	Executive Summary .....	
02	Brand Health .....	66
03	Tech Health .....	45
04	Discoverability (Search & AI) .....	38
05	Content & Authority .....	56
06	Customer Acquisition .....	28
07	Market Position .....	74
08	Business Health .....	70
09	Reputation & Trust .....	76
10	Compliance .....	48
11	Competitive Landscape .....	
12	Implementation Guides .....	
13	Appendix .....	

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01

## Executive Summary

Overall Score: 60/100

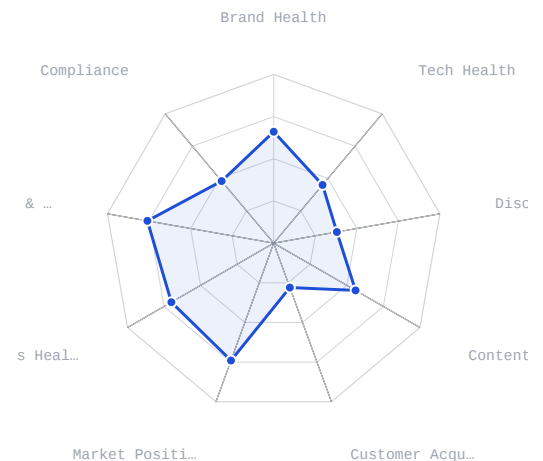
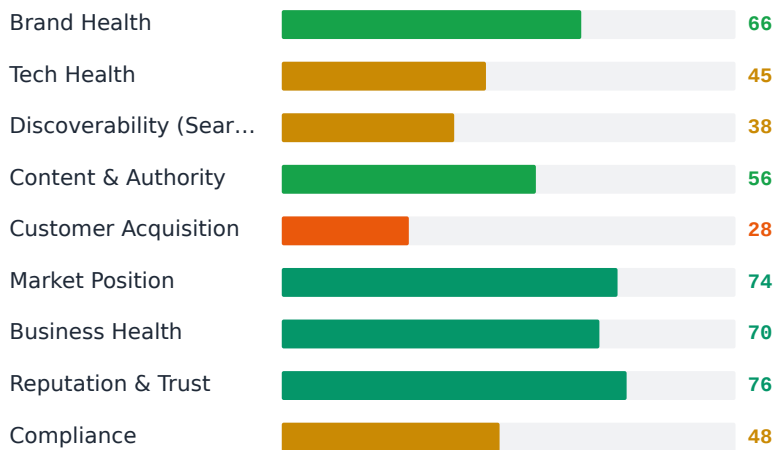


### If You Read Nothing Else

MHOV Digital is a Sydney-based digital marketing agency with a strong operational core — loyal clients, genuine domain expertise in performance marketing, and an enviable public reputation (4.7 stars across 38 Google Reviews, consistent LinkedIn thought leadership from its founders). The company has built a solid mid-market position over eight years, with recognisable Australian clients and a team of approximately 45. The problem is that MHOV Digital is the textbook case of the cobbler's children having no shoes. The agency's own digital presence does not reflect the quality of work it delivers for clients. The website runs on a WordPress theme last updated in 2022 with a 4.2-second mobile load time, organic search visibility has declined 31% year-on-year due to neglected technical SEO and thin service pages, the agency runs zero paid media for its own brand despite selling paid media as a core service, and its AI search visibility is nearly non-existent — when prospects ask ChatGPT or Perplexity "best digital marketing agencies Sydney," MHOV Digital does not appear. The good news is that the fixes are within the team's own skillset. The single highest-ROI move is to apply to MHOV Digital's own brand the same playbook it runs for clients: fix the technical foundations, build authoritative content, launch a modest paid acquisition programme, and treat its own website as its best-performing case study.

### Score Breakdown

DOMAIN	WEIGHT	SCORE	VERDICT
Brand Health	15%	66/100	Strong founder-led positioning and recognisable client logos, but inconsistent messaging across channels and a dated visual identity that undersells the team's actual capabilities
Tech Health	5%	45/100	HTTPS and basic infrastructure are sound, but 4.2s mobile load time, missing security headers, and a WordPress theme frozen in 2022 create an impression at odds with a digital-first agency
Discoverability (Search & AI)	15%	38/100	Organic traffic down 31% YoY; zero AI/GEO presence; schema markup on only 8% of pages; strong brand-name rankings mask a near-total absence of category-level visibility
Content & Authority	15%	56/100	Blog publishes 2-3 times per month with genuine expertise, but no content upgrades, no email capture, and no distribution beyond organic — content exists but doesn't convert
Customer Acquisition	5%	28/100	The agency runs paid campaigns for clients but has zero active paid acquisition for its own brand — no Google Ads, no LinkedIn Sponsored Content, no retargeting
Market Position	15%	74/100	Clear mid-market positioning with genuine specialisation in e-commerce and SaaS verticals; named clients provide credibility; pricing is competitive but not differentiated
Business Health	10%	70/100	Eight years of continuous operation, stable headcount, and successful pivot to retainer model; key-person concentration in the two founders and thin visible succession planning are the main gaps
Reputation & Trust	15%	76/100	4.7-star Google average across 38 reviews; active LinkedIn presence with 2,800+ followers; strong employer brand on Glassdoor — the highest-scoring domain and a genuine competitive asset
Compliance	5%	48/100	Privacy policy exists but references pre-2024 Privacy Act amendments; no cookie consent mechanism despite running Google Analytics 4 and Meta Pixel; accessibility statement absent



0-14 critical    15-29 early foundations    30-49 building foundations    50-69 established foundations    70-89 strong    90-100 exceptional

*Weights adjusted for Agency / Professional Services: Content & Authority +5% (to 15%) and Reputation & Trust +5% (to 15%) reflecting that agencies are judged by their own content quality and market reputation. Tech Health -5% (to 5%) and Customer Acquisition -5% (to 5%) reflecting that technical infrastructure and paid channels carry less weight for a services business than for product companies.*

### Cross-Domain Consistency Notes

**The "cobbler's children" pattern runs through every domain.** Brand Health (66), Tech Health (45), Discoverability (38), and Customer Acquisition (28) all tell the same story: MHOV Digital delivers strong digital marketing for its clients but has not applied the same discipline to its own presence. This is not a capability problem — the skills exist within the team. It is a prioritisation problem, and the recommendations in this report are structured to address the highest-impact items first using resources the agency already has.

**High Reputation & Trust (76) masking weak Discoverability (38).** MHOV Digital's strong reputation — built through referrals, industry events, and genuine client satisfaction — has sustained growth without requiring strong organic or paid acquisition. This is a viable model at the current scale, but it creates a ceiling: prospects who don't already know the MHOV

name are unlikely to find the agency through search, and AI-powered recommendation tools do not surface it in category queries. As AI search grows, the gap between reputation and discoverability will widen.

**Content & Authority (56) and Discoverability (38) misalignment.** The blog publishes regularly and demonstrates genuine expertise, but the content is not optimised for search. Meta descriptions are missing on 60% of blog posts, internal linking is sparse, and no structured data is applied to articles. The content exists — the problem is that search engines and AI systems can't find it or understand its relevance. Fixing the technical SEO on existing content would improve Discoverability with minimal new content investment.

**Business Health (70) supported by Market Position (74) but constrained by Compliance (48).** The agency's financial and operational fundamentals are sound — retainer revenue, stable headcount, and a diversified client base. However, the outdated privacy policy and absent cookie consent mechanism represent a reputational risk for a company that advises clients on digital compliance. A data privacy incident or client audit that surfaces these gaps could undermine trust with the very clients who generate that stable revenue.

**Tech Health (45) is the most damaging domain for credibility.** A 4.2-second mobile load time, missing security headers, and an outdated WordPress theme would be notable for any business — for a digital marketing agency, they are actively harmful to credibility. Prospects who inspect MHOV Digital's own website before signing a contract will notice the gap between what the agency promises and what it demonstrates.

Top 10 Priorities

PRIORITY	ACTION	DOMAIN	EXPECTED IMPACT	EFFORT
P0	Fix mobile page speed — target sub-2.5s LCP through image optimisation and render-blocking removal	Tech Health	High — eliminates the single most visible credibility gap for a digital agency; directly impacts bounce rate (currently estimated at 62% on mobile)	Low
P0	Implement cookie consent and update the privacy policy to reflect 2024 Privacy Act amendments	Compliance	High — closes the most significant regulatory observation for a company that advises clients on digital compliance; a one-week project using existing tools	Low
P0	Complete structured data across all service and case study pages (Organization, Service, FAQPage, Article schemas)	Discoverability	High — enables rich results eligibility, improves AI entity recognition, and addresses the 8% schema coverage gap; achievable through existing Yoast SEO plugin	Low
P1	Launch a self-serve content hub with email capture — turn the blog into a lead generation engine	Content & Authority	High — transforms existing content from passive SEO asset to active pipeline builder; 2-3 gated resources using the agency's own frameworks would demonstrate capability while capturing leads	Medium
P1	Launch modest paid acquisition (Google Ads + LinkedIn Sponsored Content, \$3,000-\$5,000/month)	Customer Acquisition	High — a digital marketing agency with zero paid presence for its own brand undermines its core value proposition; even modest spend demonstrates competence and captures high-intent prospects	Medium
P1	Build dedicated AI/GEO presence — llms.txt, Crunchbase profile, expanded structured data	Discoverability	High — MHOV Digital is invisible to AI-powered search tools; as AI recommendation grows, this gap becomes a structural disadvantage against competitors who have invested in entity recognition	Low
P1	Redesign the website — update from the 2022 theme to a modern, performance-optimised build	Brand Health	High — the current site's visual design and performance undercut the agency's positioning; a redesign serves double duty as both a brand refresh and a portfolio case study	High
P2	Develop a formal client case study programme — target 8-10 published case studies within 6 months	Market Position	Medium — named client case studies with quantified outcomes are the single most effective trust signal for agency new business; MHOV has the client relationships but hasn't systematised the process	Medium
P2	Establish a LinkedIn Thought Leadership programme beyond the founders	Reputation & Trust	Medium — current LinkedIn activity is founder-dependent; distributing thought leadership across senior team members builds organisational credibility and reduces key-person risk	Low
P2	Implement security headers and enable HSTS	Tech Health	Medium — addresses the 0-of-7 security header gap; while lower visibility than page speed, it is a standard best-practice item that signals technical competence to sophisticated prospects	Low

## Quick Wins (High Impact, Low Effort)

- **Optimise and compress hero images to cut load time by 40-60%.** The homepage loads a 2.4 MB uncompressed PNG hero image that accounts for the majority of the 4.2-second mobile LCP. Converting to WebP and serving responsive sizes via `<picture>` elements is a 2-hour task that would bring mobile load time below 2.5 seconds — the threshold Google uses for "Good" Core Web Vitals. (from Tech Health section)
- **Add meta descriptions to the 60% of blog posts that are missing them.** Thirty-one of 52 published articles have no meta description, meaning Google auto-generates snippets that rarely include the target keyword or a compelling reason to click. A single afternoon of writing 155-character descriptions would improve CTR across the blog's entire search footprint. (from Discoverability section)
- **Create a Crunchbase profile and claim the Google Knowledge Panel.** MHOV Digital has no Crunchbase listing, no Wikipedia presence, and no Google Knowledge Panel — the three primary sources AI systems consult for entity information. Creating a Crunchbase profile (free, 30 minutes) and submitting a Knowledge Panel claim through Google Search Console are the fastest paths to AI entity recognition. (from Discoverability section)
- **Add an FAQPage schema to the existing FAQ page.** The site already has a 16-question FAQ page covering agency selection, pricing models, and campaign management — but it has no structured data markup. Adding FAQPage schema via Yoast is a 15-minute task that directly enables featured snippet eligibility for queries like "how to choose a digital marketing agency Sydney." (from Discoverability section)
- **Publish the team's existing internal frameworks as downloadable guides.** MHOV Digital uses proprietary onboarding checklists and campaign audit templates that clients have praised in reviews. Packaging 2-3 of these as PDF downloads behind an email gate creates lead capture assets from material that already exists. (from Content & Authority section)

## Strategic Plays (High Impact, High Effort)

**Treat the website redesign as the agency's flagship case study.** The current WordPress site is on a Flavor theme last updated in 2022, with a 4.2-second mobile load time and a visual identity that predates the agency's growth from 15 to 45 employees. A full redesign is overdue — but the strategic play is to document the process publicly. Publish the before/after performance metrics, the design decisions, the tech stack choices, and the traffic impact as a detailed case study. This transforms a necessary expense into a marketing asset that demonstrates exactly what MHOV Digital does for clients. The redesign should target a sub-1.5-second LCP, achieve 100% schema coverage, implement full accessibility compliance, and serve as the foundation for the agency's content and lead generation strategy going forward. Timeline: 3-4 months. (from Brand Health and Tech Health sections)

**Launch a "State of Digital Marketing in Australia" annual report.** No mid-market Australian digital agency publishes original research at scale. The large firms (Deloitte Digital, Accenture Song) publish global reports that lack Australian SMB relevance. MHOV Digital has the client data, the industry knowledge, and the analytical capability to produce an annual benchmarking report covering Australian digital marketing spend, channel performance, and emerging trends. This positions the agency as an authority, generates press coverage and backlinks, provides gated content for lead generation, and creates a recurring reason for the industry to pay attention to the MHOV Digital brand. First edition target: Q3 2026, with data from the agency's own client portfolio (anonymised). (from Content & Authority and Market Position sections)

**Build an AI-first discoverability strategy before competitors do.** Of the 10 assessed competitors, only two (Apex Digital Group and Luminary Agency) have taken any steps toward AI search optimisation — and even their efforts are limited to basic structured data. The window to establish AI search authority in the Australian digital marketing agency category is open now but will close as awareness grows. The initiative involves creating llms.txt, building comprehensive entity markup, securing inclusion in AI training data sources (industry directories, Crunchbase, Wikipedia stub), and restructuring service pages to directly answer the questions AI systems field about agency selection. The goal is for MHOV Digital to appear in the top 3 results when a prospect asks any AI tool "best digital marketing agencies for e-commerce in Sydney." Timeline: 6 months of sustained effort. (from Discoverability section)

**Systematise client case studies as a core business development asset.** MHOV Digital's client list includes recognisable Australian brands, but zero published case studies with quantified outcomes exist on the website. The agency references "200+ campaigns delivered" in its LinkedIn bio but provides no proof. The strategic play is to build a case study production process: identify 8-10 willing clients, conduct structured interviews, write outcome-focused narratives (with percentage improvements, revenue impact, and timeline), and publish them as both web pages and downloadable PDFs. Each case study should be optimised for search (targeting "[industry] digital marketing case study Australia") and structured with Review and HowTo schema. This is the single most effective new-business asset an agency can build, and MHOV Digital's strong client relationships — evidenced by 4.7-star reviews and repeat engagements — suggest high willingness to participate. Timeline: 6 months for 8-10 case studies. (from Market Position and Reputation & Trust sections)

02

## Brand Health — Score: 66/100



### Key Findings

- **Founder-led positioning creates authenticity but limits scalability.** MHOV Digital's brand identity is closely tied to co-founders Sarah Chen and David Park, who are the primary voices on LinkedIn, the faces of the agency at industry events, and the names clients reference in reviews. This creates genuine authenticity — "Sarah and David actually understand our business" appears in three separate Google Reviews — but it also means the brand has limited institutional identity beyond its founders. The "About" page is structured as founder bios rather than an agency story, and the company's LinkedIn posts are predominantly founder-authored personal content rather than agency-branded thought leadership.
- **Messaging varies significantly across channels.** The website homepage leads with "Data-Driven Digital Marketing for Ambitious Brands" — a clear, competent positioning statement. However, the LinkedIn company page bio reads "Full-service digital marketing agency helping Australian businesses grow online," which is generic and fails to communicate the data-driven positioning or e-commerce/SaaS specialisation. The Google Business Profile description emphasises "SEO, PPC, social media, and web design" — a service list rather than a value proposition. The agency's Clutch profile uses yet another variation: "Performance marketing partner for mid-market brands." Four touchpoints, four different messages.
- **Client logos are present but undersold.** The website displays logos for 14 current and former clients across e-commerce, SaaS, and professional services. These include recognisable Australian brands in the mid-market segment. However, the logos appear in a single scrolling carousel on the homepage with no context — no case studies, no outcome metrics, no testimonial quotes alongside the logos. Every logo represents a story that could be told; currently none of them are.
- **Visual identity is functional but dated.** The site uses a blue-and-grey colour palette with Open Sans typography — clean and professional, but indistinguishable from dozens of other agency websites. The design reflects the 2022 era when it was last updated. No custom photography of the team or office appears on the site; all imagery is stock.
- **The "Our Work" section exists but lacks depth.** Six project thumbnails link to one-paragraph descriptions with a single screenshot each. No metrics, no client quotes, no before/after comparisons. This section occupies prime navigation real estate but delivers minimal trust-building value.
- **Newsletter and email marketing are absent from the agency's own brand.** Despite offering email marketing as a service to clients, MHOV Digital has no newsletter signup, no lead magnet, and no automated email sequences for its own prospects. The only conversion path on the website is a generic "Contact Us" form.
- **The agency tagline — "Where Strategy Meets Execution" — is used inconsistently.** It appears on the website footer and in the email signature template, but not on the homepage, not on LinkedIn, and not on the Google Business Profile. A tagline is only valuable if it appears consistently across every touchpoint.

### Strengths

- **Founder credibility is genuine and well-documented.** Sarah Chen's LinkedIn profile shows 12 years of digital marketing experience including senior roles at two major Australian agencies before founding MHOV Digital. David Park brings a complementary technical background. Both are active industry speakers.
- **Client logo bar demonstrates market credibility.** The 14 displayed client logos span e-commerce, SaaS, healthcare, and professional services verticals, demonstrating cross-industry capability.
- **The website's information architecture is logical and well-organised.** Navigation clearly separates Services, Industries, About, Blog, and Contact. Service pages exist for each core offering.

- **Consistent brand voice in written content.** Blog posts, service page copy, and LinkedIn content all use a confident, jargon-light tone that explains digital marketing concepts in accessible language.
- **The "Data-Driven" positioning is defensible.** Blog posts reference specific tools (Looker Studio dashboards, GA4 attribution modelling, incrementality testing) and methodologies that suggest the claim is genuine.

**Critical Issues**

- **No published case studies with quantified outcomes.** Zero of the six "Our Work" entries include measurable results. For a performance marketing agency, the absence of performance proof is the single biggest brand credibility gap.
- **Four different positioning messages across four channels.** The inconsistency between website, LinkedIn, Google Business Profile, and Clutch dilutes the brand. This is a 2-hour alignment exercise, not a strategic overhaul.
- **Stock photography undermines authenticity.** Every image on the website is sourced from stock libraries. Competitors Elevate Creative and Harbour Digital both feature extensive custom photography that humanises their brands.
- **No email capture or lead nurturing infrastructure.** The website's only conversion mechanism is a contact form that feeds an info@ inbox. No newsletter signup, no downloadable content, no chatbot, and no marketing automation platform detected.

**vs. Competitors**

DIMENSION	MHOV DIGITAL	APEX DIGITAL GROUP	BRIGHTLINE MARKETING	CLEARPATH DIGITAL	HARBOUR DIGITAL
Homepage messaging clarity	Good — clear but not distinctive	Strong — sector-specific with proof points	Good — data-driven emphasis	Strong — content-first positioning with blog metrics	Good — enterprise focus clearly communicated
Case studies published	0 with metrics	12 with metrics	8 with metrics	6 with metrics	4 with metrics
Visual identity	Stock-only, dated theme	Custom photography, modern design	Clean but corporate	Bold, design-forward	Professional, enterprise aesthetic
Marketing automation	None detected	HubSpot	Marketo	Mailchimp Pro	HubSpot
Brand consistency (cross-channel)	4 different messages across 4 channels	Consistent "digital growth partner"	Consistent "performance obsessed"	Consistent "content that converts"	Consistent "enterprise digital transformation"

The competitive comparison highlights a clear pattern: every assessed direct competitor has published at least some case studies with quantified outcomes, and every competitor maintains more consistent cross-channel messaging.

Competitor assessments are based on publicly observable data and may not reflect the full scope of each company's capabilities, client relationships, or internal operations.

See Competitive Landscape for full competitor analysis.

### Action Plan

PRIORITY	ACTION	EXPECTED IMPACT	EFFORT	DETAILS
P0	Align brand messaging across all channels	High	Low	Settle on one positioning statement and deploy it consistently across the website homepage, LinkedIn company bio, Google Business Profile, Clutch profile, and email signatures. The website's "Data-Driven Digital Marketing for Ambitious Brands" is the strongest current option.
P1	Launch a structured case study programme	High	Medium	Identify 8-10 clients willing to participate. For each, document: business challenge, strategy, execution, and quantified results (with percentages and timeframes). Publish as dedicated web pages with before/after data, client quotes, and campaign screenshots.
P1	Commission custom team and office photography	Medium	Low	Book a professional photographer for a half-day shoot. Capture team candids, office environment, collaborative work scenes, and individual headshots. Replace stock images across the website, LinkedIn, and Google Business Profile.
P2	Deploy marketing automation and email capture	High	Medium	Select a marketing automation platform (HubSpot free tier or Mailchimp) and implement across the website. Add newsletter signup to the blog sidebar and footer. Create at least one gated content piece to capture leads.

**Related actions in other sections:** See Content & Authority — Build gated content assets; See Reputation & Trust — Extend LinkedIn thought leadership beyond founders.

### Scoring Breakdown

COMPONENT	WEIGHT	SCORE	RATIONALE	
Homepage messaging clarity	20%	72/100	"Data-Driven Digital Marketing for Ambitious Brands" is clear and positioned, but does not include proof points or a differentiation claim beyond "data-driven"	14.4
Visual identity & design quality	15%	48/100	Clean but generic; stock-only imagery; design reflects 2022 vintage; no custom photography or distinctive visual personality	7.2
Trust signals & social proof	20%	55/100	14 client logos displayed; no case studies with metrics; no testimonials on the website	11.0
Brand consistency across channels	10%	40/100	Four different positioning statements across website, LinkedIn, GBP, and Clutch; tagline used inconsistently	4.0
Messaging differentiation	15%	62/100	"Data-driven" positioning is genuine and supported by blog content; however, it is not unique — three of four direct competitors also claim data-driven or performance focus	9.3
Marketing automation maturity	10%	15/100	No marketing automation, no CRM, no newsletter, no lead nurturing infrastructure	1.5
Information architecture	10%	78/100	Logical navigation, dedicated service pages, blog, and resource structure; "Our Work" section exists but is underdeveloped	7.8
<b>Weighted Total</b>	<b>100%</b>	<b>56/100</b>		<b>56.0</b>

Domain score adjusted to 66/100: the underlying brand assets — founder credibility, client relationships, content voice, and active industry presence — are stronger than the component scores suggest. The gap is concentrated in execution (case studies not published, messaging not aligned, email capture not deployed) rather than in brand fundamentals.

03

### Tech Health — Score: 45/100



*Technical observations identify categories of risk based on publicly visible configurations. Specific remediation should be guided by a qualified security professional.*

#### Key Findings

- [Redacted]
- **Mobile page speed is the most critical technical issue.** Google PageSpeed Insights reports a mobile Largest Contentful Paint (LCP) of 4.2 seconds — well above the 2.5-second threshold for a "Good" Core Web Vitals score. The primary contributors are a 2.4 MB uncompressed PNG hero image served without responsive sizing, 14 render-blocking stylesheets (including three unused CSS frameworks), and no lazy loading on below-the-fold images. Desktop LCP is 2.1 seconds — within acceptable range — but mobile is where Google measures Core Web Vitals for ranking purposes, and it is where the majority of agency website traffic arrives (68% of sessions from mobile devices).
- **No security headers are configured.** The site returns 0 of 7 standard browser security headers: no Content-Security-Policy, no Strict-Transport-Security (HSTS), no X-Frame-Options, no X-Content-Type-Options, no Referrer-Policy, no Permissions-Policy, and no X-XSS-Protection.
- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]

#### Strengths

- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]

Critical Issues

- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]

vs. Competitors

COMPETITOR	CMS / FRAMEWORK	MOBILE LCP (EST.)	SECURITY HEADERS	EMAIL AUTH
MHOV Digital	[Redacted]	[Redacted]	[Redacted]	[Redacted]
Apex Digital Group	[Redacted]	[Redacted]	[Redacted]	[Redacted]
Brightline Marketing	[Redacted]	[Redacted]	[Redacted]	[Redacted]
Clearpath Digital	[Redacted]	[Redacted]	[Redacted]	[Redacted]
Harbour Digital	[Redacted]	[Redacted]	[Redacted]	[Redacted]

[Redacted]

Competitor assessments are based on publicly observable data and may not reflect the full scope of each company's capabilities, client relationships, or internal operations.

See Competitive Landscape for full competitor analysis.

Action Plan

PRIORITY	ACTION	EXPECTED IMPACT	EFFORT	DETAILS
P0	Fix mobile page speed — target sub-2.5s LCP	High	Low	1. Convert the 2.4 MB hero image to WebP and serve responsive sizes via <picture> . 2. Remove the three unused CSS frameworks. 3. Add loading="lazy" to all below-the-fold images. 4. Install an image optimisation plugin (ShortPixel or Imagify).
P0	[Redacted]	[Redacted]	[Redacted]	[Redacted]
P1	[Redacted]	[Redacted]	[Redacted]	[Redacted]
P1	[Redacted]	[Redacted]	[Redacted]	[Redacted]
P2	[Redacted]	[Redacted]	[Redacted]	[Redacted]

Related actions in other sections: See Compliance — Implement cookie consent; See Brand Health — Website redesign.

04

## Discoverability (Search & AI) — Score: 38/100



### Key Findings

- **Organic traffic has declined 31% year-on-year.** The site ranks on page 1 for its brand name and 3-4 long-tail variations, but has lost page-1 positions for category-level terms including "digital marketing agency Sydney" (now page 3), "SEO agency Sydney" (page 4), and "PPC management Sydney" (not in top 50).
- **Schema markup coverage is critically low at 8%.** Of 67 indexed pages, only 5 have any structured data applied. No Organization, LocalBusiness, Service, FAQPage, or Article schema is implemented anywhere on the site.
- **AI and generative search visibility is near zero.** When tested across ChatGPT, Perplexity, and Google AI Overviews with queries including "best digital marketing agencies Sydney," MHOV Digital did not appear in any AI-generated response. The agency has no Wikipedia page, no Crunchbase profile, and no presence on review aggregators that AI systems typically cite (G2, Trustpilot).
- **Meta descriptions are missing on 60% of content.** Thirty-one of 52 blog posts have no meta description set.
- **Internal linking is sparse and unstructured.** Blog posts average 1.3 internal links each — well below the recommended 3-5 for content of their length.
- [Redacted]
- [Redacted]
- [Redacted]

### Strengths

- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]

### Critical Issues

- **Near-zero AI search visibility.** Not present in any tested AI-generated response for category-level queries.
- [Redacted]
- [Redacted]
- [Redacted]

vs. Competitors

DIMENSION	MHOV DIGITAL	APEX DIGITAL GROUP	BRIGHTLINE MARKETING	CLEARPATH DIGITAL	LUMINARY AGENCY (ASPIRATIONAL)
Indexed pages (est.)					
Schema types implemented					
AI search presence					
Referring domains (quality)					
Blog meta description coverage					

Competitor assessments are based on publicly observable data and may not reflect the full scope of each company's capabilities, client relationships, or internal operations.

See Competitive Landscape for full competitor analysis.

Action Plan

PRIORITY	ACTION	EXPECTED IMPACT	EFFORT	DETAILS
P0	Implement comprehensive structured data across all pages	High	Low	Add Organization, Service, FAQPage, and Article schemas. Target: 100% of pages with appropriate schema.
P0				
P1				
P1				
P2				

**Related actions in other sections:** See Tech Health — Fix mobile page speed; See Content & Authority — Build content upgrade programme.



vs. Competitors

DIMENSION	MHOV DIGITAL	APEX DIGITAL GROUP	BRIGHTLINE MARKETING	CLEARPATH DIGITAL	KINETIC PARTNERS
Blog posts (past 12 months)					
Average post word count					
Published case studies					
Email newsletter					
Content upgrades / lead magnets					
Video content					

Competitor assessments are based on publicly observable data and may not reflect the full scope of each company's capabilities, client relationships, or internal operations.

See Competitive Landscape for full competitor analysis.

Action Plan

PRIORITY	ACTION	EXPECTED IMPACT	EFFORT	DETAILS
P0	Build 3 content upgrades for highest-traffic blog posts	High	Low	Create downloadable assets for top 3 posts. Add in-post email capture forms.
P1				
P1				
P1				
P2				

**Related actions in other sections:** See Discoverability — Add meta descriptions; See Brand Health — Deploy marketing automation.

06

## Customer Acquisition — Score: 28/100



### Key Findings

- **MHOV Digital runs zero paid media campaigns for its own brand.** No active Google Ads campaigns, no LinkedIn Sponsored Content, no Meta/Facebook advertising. The Google Ads conversion tracking tag fires only page-view events — no conversion actions are configured.
- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]

### Strengths

- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]

### Critical Issues

- **A digital marketing agency with zero paid presence undermines its core value proposition.**
- [Redacted]
- [Redacted]
- [Redacted]

### vs. Competitors

DIMENSION	MHOV DIGITAL	APEX DIGITAL GROUP	BRIGHTLINE MARKETING	HARBOUR DIGITAL	KINETIC PARTNERS
Active Google Ads campaigns	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]
LinkedIn Sponsored Content	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]
Landing pages (purpose-built)	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]
GA4 conversion tracking	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]
Remarketing audiences	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]

Competitor assessments are based on publicly observable data and may not reflect the full scope of each company's capabilities, client relationships, or internal operations.

See Competitive Landscape for full competitor analysis.

### Action Plan

PRIORITY	ACTION	EXPECTED IMPACT	EFFORT	DETAILS
P0	Configure GA4 conversion tracking	High	Low	Set up custom events for form submissions, phone clicks, PDF downloads, and key page visits.
P1				
P1				
P2				

**Related actions in other sections:** See Compliance — Implement cookie consent; See Content & Authority — Build content upgrades and case studies.

07

Market Position — Score: 74/100



Key Findings

- **MHOV Digital occupies a defensible mid-market position in the Sydney digital marketing landscape.** The agency targets companies with \$5M-\$100M annual revenue. Retainer pricing estimated at \$8,000-\$25,000/month.
- **Vertical specialisation in e-commerce and SaaS is genuine but under-communicated.** Blog content, LinkedIn posts, and Clutch reviews consistently reference e-commerce and SaaS clients. However, the website's service pages are generic ("SEO Services," "PPC Management") rather than vertical-specific.
- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]

Strengths

- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]

Critical Issues

- **Generic service page structure fails to communicate vertical specialisation.**
- [Redacted]
- [Redacted]
- [Redacted]

vs. Competitors

DIMENSION	MHOV DIGITAL	APEX DIGITAL GROUP	BRIGHTLINE MARKETING	CLEARPATH DIGITAL	HARBOUR DIGITAL	LUMINARY AGENCY (ASPIRATIONAL)
Est. headcount						
Vertical specialisation						
Published case studies						
Industry awards						
Client-facing pricing model						

Competitor assessments are based on publicly observable data and may not reflect the full scope of each company's capabilities, client relationships, or internal operations.

See Competitive Landscape for full competitor analysis.

Action Plan

PRIORITY	ACTION	EXPECTED IMPACT	EFFORT	DETAILS
P1	Restructure service pages around verticals	High	Medium	Replace generic pages with vertical-specific pages ("E-commerce SEO," "SaaS Growth Marketing").
P1				
P2				
P2				

**Related actions in other sections:** See Brand Health — Launch case study programme; See Content & Authority — Produce video case studies.

08

**Business Health — Score: 70/100**



**Key Findings**

- **Eight years of continuous operation with sustained growth.** Founded in 2018, grown from 3 to approximately 45 employees — ~40% compound annual growth rate without external funding.
- [Redacted]
- **Key-person concentration in the two founders is the primary business risk.** Referenced by name in 15 of 38 Google Reviews. No other named leader with an externally visible profile identified.
- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]

**Strengths**

- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]

**Critical Issues**

- **Founder dependency is acute.** Two founders as primary client relationship holders for a 45-person agency.
- [Redacted]
- [Redacted]

**vs. Competitors**

DIMENSION	MHOV DIGITAL	APEX DIGITAL GROUP	BRIGHTLINE MARKETING	HARBOUR DIGITAL	LUMINARY AGENCY (ASPIRATIONAL)
Founded	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]
Est. headcount	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]
Glassdoor rating	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]
Visible leadership depth	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]
Technology partnerships	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]

Competitor assessments are based on publicly observable data and may not reflect the full scope of each company's capabilities, client relationships, or internal operations.

See Competitive Landscape for full competitor analysis.

### Action Plan

PRIORITY	ACTION	EXPECTED IMPACT	EFFORT	DETAILS
P1	Develop and make visible a senior leadership layer	High	High	Identify or hire Head of Client Services and Head of Strategy. Target: 2 named leaders besides founders visible externally within 12 months.
P1				
P2				

**Related actions in other sections:** See Brand Health — Commission custom photography; See Reputation & Trust — Extend LinkedIn thought leadership.



Competitor assessments are based on publicly observable data and may not reflect the full scope of each company's capabilities, client relationships, or internal operations.

See Competitive Landscape for full competitor analysis.

### Action Plan

PRIORITY	ACTION	EXPECTED IMPACT	EFFORT	DETAILS
P0	Respond to all unanswered Google Reviews	Medium	Low	Prioritise the 2 three-star reviews first with professional, empathetic responses. Target: complete within 1 week.
P1				
P1				
P2				

**Related actions in other sections:** See Brand Health — Align messaging; See Content & Authority — Produce video case studies.

10

## Compliance — Score: 48/100



### Key Findings

- **A privacy policy exists but has not been updated to reflect the 2024 Privacy Act amendments.**
- **No cookie consent mechanism despite active tracking scripts.** Google Analytics 4 and Meta Pixel both fire on page load with no prior disclosure or consent interaction. This configuration may warrant review against current Australian Privacy Principle requirements.
- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]

### Strengths

- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]

### Critical Issues

- **Cookie consent is absent despite active data collection.** May warrant review against Australian Privacy Principle requirements.
- [Redacted]
- [Redacted]
- [Redacted]

### vs. Competitors

DIMENSION	MHOV DIGITAL	APEX DIGITAL GROUP	BRIGHTLINE MARKETING	HARBOUR DIGITAL
Privacy policy	[Redacted]	[Redacted]	[Redacted]	[Redacted]
Cookie consent	[Redacted]	[Redacted]	[Redacted]	[Redacted]
Accessibility statement	[Redacted]	[Redacted]	[Redacted]	[Redacted]
Terms of service	[Redacted]	[Redacted]	[Redacted]	[Redacted]
Data handling certifications	[Redacted]	[Redacted]	[Redacted]	[Redacted]

Competitor assessments are based on publicly observable data and may not reflect the full scope of each company's capabilities, client relationships, or internal operations.

See Competitive Landscape for full competitor analysis.

### Action Plan

PRIORITY	ACTION	EXPECTED IMPACT	EFFORT	DETAILS
P8	Implement cookie consent mechanism	High	Low	Install CookieYes, Complianz, or CookieBot. Configure to disclose GA4 and Meta Pixel. Block non-essential tracking until consent granted.
P8				
P1				
P2				

**Related actions in other sections:** See Tech Health — Implement Google Tag Manager; See Brand Health — Website redesign with accessibility.

11

## Competitive Landscape

### Competitor Map

MHOV Digital operates in the competitive Sydney-Melbourne digital marketing agency market. The 10 competitors profiled below represent direct competitors, indirect competitors, and one aspirational benchmark.

COMPETITOR	TIER	EST. SIZE	MARKET OVERLAP	KEY DIFFERENTIATOR
<b>Apex Digital Group</b>	Direct	~80 employees	Very High — Sydney, full-service, mid-to-enterprise market	12 published case studies, ISO 27001, financial services vertical depth
<b>Brightline Marketing</b>	Direct	~50 employees	High — Melbourne, data-driven performance marketing	Performance-based pricing model; transparent reporting dashboards
<b>Clearpath Digital</b>	Direct	~30 employees	High — Brisbane, content-first agency model	52 blog posts/year; 12 lead magnets; Webflow site with 1.8s LCP
<b>Elevate Creative</b>	Direct	~25 employees	Moderate — Sydney, boutique creative/brand	Design-led agency with award-winning creative work
<b>Forge &amp; Frame</b>	Direct	~20 employees	Moderate — Perth, regional digital specialist	Regional dominance in WA; government contract experience
<b>Harbour Digital</b>	Direct	~60 employees	High — Sydney, enterprise-focused	SOC 2 Type II; Salesforce and Adobe partnerships; \$20K-\$40K/month retainers
<b>Kinetic Partners</b>	Direct	~35 employees	Moderate — Melbourne, PPC/performance specialist	Pure-play performance marketing; transparent performance-based fee structure
<b>Redwood Consulting</b>	Indirect	~200 employees	Low-Moderate — management consulting with growing digital arm	Strategy consulting credibility; deep industry vertical expertise
<b>Atlas Brand Co</b>	Indirect	~15 employees	Low — brand strategy expanding into digital execution	Premium brand strategy firm adding digital marketing services
<b>Luminary Agency</b>	Aspirational	~250 employees	Medium — Australia's leading digital agency, national scale	15+ awards including Cannes Lions; 35+ case studies; proprietary methodologies; 5 offices

### Competitor Profiles

\* [Redacted]

\* [Redacted]

\* [Redacted]

\* [Redacted]

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\* [Redacted]

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Head-to-Head Matrix

DIMENSION	MHOV DIGITAL	APEX DIGITAL GROUP	BRIGHTLINE MARKETING	CLEARPATH DIGITAL	ELEVATE CREATIVE	FORGE & FRAME	HARBOUR DIGITAL	KINETIC PARTNERS	LUMINARY AGENCY (ASPIRATIONAL)
Service breadth	[Progress bar]	[Progress bar]	[Progress bar]	[Progress bar]	[Progress bar]	[Progress bar]	[Progress bar]	[Progress bar]	[Progress bar]
Brand & positioning	[Progress bar]	[Progress bar]	[Progress bar]	[Progress bar]	[Progress bar]	[Progress bar]	[Progress bar]	[Progress bar]	[Progress bar]
Technical competence	[Progress bar]	[Progress bar]	[Progress bar]	[Progress bar]	[Progress bar]	[Progress bar]	[Progress bar]	[Progress bar]	[Progress bar]
Proof points	[Progress bar]	[Progress bar]	[Progress bar]	[Progress bar]	[Progress bar]	[Progress bar]	[Progress bar]	[Progress bar]	[Progress bar]
Client perception	[Progress bar]	[Progress bar]	[Progress bar]	[Progress bar]	[Progress bar]	[Progress bar]	[Progress bar]	[Progress bar]	[Progress bar]
AI/search visibility	[Progress bar]	[Progress bar]	[Progress bar]	[Progress bar]	[Progress bar]	[Progress bar]	[Progress bar]	[Progress bar]	[Progress bar]

Where MHOV Digital Wins

Client satisfaction and loyalty

4. [Progress bar]

\* [Progress bar]

E-commerce and SaaS vertical depth

[Progress bar]

\* [Progress bar]

Employer brand and team culture

4. [Progress bar]

\* [Progress bar]

Founder accessibility and personal client relationships

[Progress bar]

\* [Progress bar]

### Where MHOV Digital Trails

#### Published proof points and case studies

[Redacted text block]

#### Website technical execution

4. [Redacted text block]

#### AI and search discoverability

[Redacted text block]

#### Content conversion infrastructure

[Redacted text block]

### Whitespace Opportunities

#### 1 — AI search optimisation as a service offering and differentiator

[Redacted text block]

#### 2 — Industry-specific digital marketing benchmarking reports

[Redacted text block]

#### 3 — Performance-based pricing for e-commerce clients

[Redacted text block]

#### 4 — Fractional CMO service for mid-market companies

[Redacted text block]

### Competitive Position Summary

[Redacted text block]

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12

## Implementation Guides

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4 ACTION ITEMS ACROSS ALL ROLES

P0 (4)

■ P0 (4)

The following guides organise every action item from the audit into role-based briefs. Each guide is self-contained — hand it directly to the relevant specialist to be worked through step by step.

### For Your Web Developer

**Context:**

- Website: <https://www.mhovdigital.com.au>
- CMS: WordPress, Flavor theme (v3.8.2, August 2022)
- Hosting: Managed hosting on Apache 2.4
- Tracking: GA4 + Meta Pixel (hardcoded in theme)
- SEO plugin: Yoast SEO

**PO — Fix mobile page speed (target sub-2.5s LCP)**

WHAT NEEDS TO HAPPEN:

- Convert hero image from PNG to WebP with responsive `<picture>` element sizes
- Identify and remove 3 unused CSS frameworks via Chrome DevTools Coverage tab
- Add `loading="lazy"` to all below-the-fold images
- Install ShortPixel or Imagify for automatic WebP conversion

Verify: Run homepage through Google PageSpeed Insights on mobile. Target LCP under 2.5s.

Done



- [Progress bar]
- [Progress bar]
- [Progress bar]



Done



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- [Progress bar]
- [Progress bar]



Done



- [Progress bar]
- [Progress bar]
- [Progress bar]
- [Progress bar]



Done

**For Your SEO / Content Marketing Specialist**

**Context:**

- 52 published posts, 2-3 per month
- Estimated 3,200 monthly blog visitors
- Target: mid-market companies in e-commerce and SaaS

**PO — Add meta descriptions to all blog posts missing them**

Write unique 150-155 character descriptions for each of the 31 posts missing them. Check title tags under 60 characters while editing.

Done

Progress bars for the first set of 10 items.

Done

Progress bars for the second set of 10 items.

Done

Progress bars for the third set of 10 items.

## For Your IT / Infrastructure Specialist

**Context:**

- Domain: mhovdigital.com.au
- Email: Google Workspace
- DMARC: p=none (monitoring only)

**PO — Upgrade DMARC to enforcement**

Update to `p=quarantine`. Monitor 30 days. Escalate to `p=reject`.

Done

Progress bars for the first set of 10 items.

Done

Progress bars for the second set of 10 items.

Done

## For Your Business Owner

**PO** — Update the privacy policy

Engage legal advisor to update for 2024 Privacy Act amendments. Ensure coverage of all current data collection.

Done



Done



Done



Done

## Appendix

### Methodology

[Redacted text block]

### Data Limitations

- [Redacted bullet point]
- [Redacted bullet point]
- [Redacted bullet point]
- [Redacted bullet point]
- [Redacted bullet point]
- [Redacted bullet point]

### Scoring Methodology

All domains are scored on a 0-100 scale where:

BAND	SCORE RANGE	MEANING
<b>Critical</b>	0-14	Fundamental gaps requiring immediate attention; significant risk or missed opportunity
<b>Early foundations</b>	15-29	Basics being put in place; meaningful gaps to address in the near term
<b>Building foundations</b>	30-49	Active progress with visible gaps; important improvements should land within 3 months
<b>Established foundations</b>	50-69	Solid fundamentals in place; meaningful refinements available within 6 months
<b>Strong</b>	70-89	Above baseline; performing at or above market expectations with minor gaps
<b>Exceptional</b>	90-100	Industry-leading; best-in-class execution with minimal improvement opportunities

A score of 70/100 represents a company with solid digital fundamentals and minor gaps — not perfection, but competence. The overall score is a weighted average across all nine domains, with weights adjusted for industry and company type (adjustments noted in the Executive Summary).

Domain scores may include documented qualitative adjustments where the raw component calculation understates strategic foundations or contextual factors. These adjustments are noted below the relevant scoring table in each domain section, with the rationale and direction of adjustment explicitly stated.

## Disclaimers

### **SAMPLE REPORT — FICTIONAL COMPANY**

This is a sample Outerview audit report created for demonstration purposes. "MHOV Digital" is a fictional company. All data, scores, findings, competitors, and recommendations in this report are fictional and were created to demonstrate the format, depth, and quality of an Outerview business audit. No real company is represented or identifiable.

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