

Marketing Growth Roadmap Preview

Discover opportunities & build your roadmap to success.

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Growth Roadmap

Areas We Explore

Online Presence

SEO Review

Google Adwords

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Social Media

Website UX

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Online Presence Top Opportunities Found

Streamline Brand Story

- Look into third-party sites where people may be talking about your brand and seize opportunities to collect feedback for your use and reference
- Updating your GBP can enhance your online presence and help an average of 300+ users a month find your current information
- Claiming your Bing PFB profile could net you a further potential 100+ prospect a month
- Claiming your Yelp profile allows you to flag false reviews and encourage more positive feedback from clients.

Build Brand Credibility

- Strengthen trust by showcasing more independent proof of your services and client experiences.
- Use press releases and consistent social content to take a more active role in shaping your brand reputation online.
- Build a stronger digital presence through testimonials, thought leadership, social media, and press coverage to better represent your expertise and client experience.

Strengthen Search Visibility

- Improve on-site search signals to increase visibility for relevant, high-intent searches.
- Improving page load speed could help reduce homepage drop-off and keep more visitors engaged.
- Publishing thought leadership and professional content can create more opportunities to compete for high-intent keywords.
- Keep clinic hours and location information clear and consistent across your website and third-party platforms, making it easier for prospective clients to find accurate information.



Online Presence Business Impact

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Improvement	Revenue Growth	Priority
Implemented Reviews/Testimonials	High	High
Enhanced Homepage Messaging	Medium	Medium
Business Listing Management	Medium	High
Improved Business Information Accessibility	High	High
Expanded Press Release Strategy	Medium	Medium
Refreshed SEO Content	Low	Medium
Improved Site Speed & Performance	High	High



Online Presence Roadmap

1

Claim Your Listings

Nearly all listing sites are free to claim and update. Once these listings have been claimed and updated with current business information, prioritize maintaining GBP and BPB to start. Ensure your info and messaging is consistent across all of them.

2

Use Your Social Proof

Add high-quality reviews into your brand content via your socials, website, blog, email marketing, newsletters, print assets, and press releases. We recommend creating a control document for all your reviews for ease of reference when creating new assets, and to keep track of what ones have been used and where. A campaign to collect more good reviews on your GBP will help bolster online reputation.

3

Press Releases

Make a plan to create 1 press release a month for the next 4 - 6 months. This can cover general company service announcements for the season, new science in the field, new awards/recognition, new hires, events, etc. The goal is to get your name out there, build backlinks to your site, and take control of your online brand narrative.

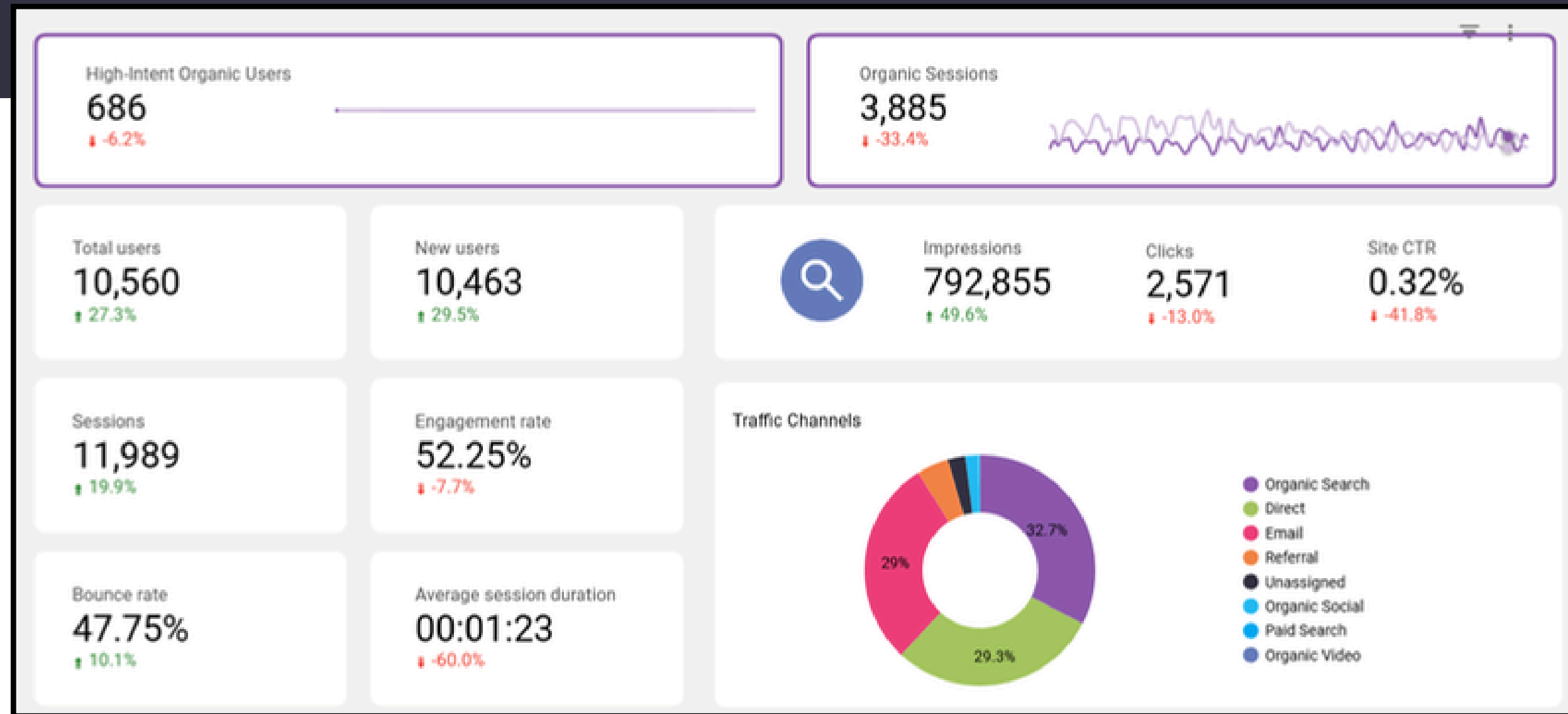
4

Refresh Website Content

Ensure all necessary business information (hours, location, and contact info) are clearly listed across website and easy to find via navigation. Plan to post 1 newsletter or thought leadership blog a month to capture high-intent keyword traffic.



Website Analytics Data Studio Reports



Your marketing performance, customized into one clear view,
to show you what matters for your business goals.

Customized Marketing
Reporting Built Around
Your Business Goals

View Customized Dashboards: View your key marketing metrics across 100+ goals with website traffic, conversions, and more.

Key Metrics: Transparent, Customized information reports that align with what's most important to achieving your business goals.

Real-Time Performance Tracking: Access your reports any time to see what's working, what isn't, and where changes or budget needs to go.

Custom KPIs & Conversion Tracking: Based on actions that matter most such as leads, calls, form submissions, bookings, or sales.

Share Dashboards: Easy to send, easy to take action, and flexible enough to evolve with your changing needs.

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Social Media Top Opportunities Found

Presence Realignment

Strengthen LightBay Counseling's social presence by updating existing profiles, correcting outdated business information, and creating a more consistent presence across relevant platforms.

Quality Improvements

Elevate content quality through polished copy and professional graphics that better reflect the credibility and expertise of the clinic.

Content Strategy & Positioning

Create more consistent messaging with stronger hooks, clear calls to action, and active community engagement to encourage interaction and build relationships with followers.

Branding Refresh

Align social graphics, fonts, colors, and logos with the updated brand identity to create a cohesive experience across social media and the website.

****LinkedIn has become one of the most-cited domains for professional queries across all AI Search platforms. LinkedIn posts (feed), newsletters, and long-form articles account for 35% of all LinkedIn citations within ChatGPT alone. LLMs will cite content published by both company profiles and individuals, linking back to original posts and publications directly.***



SEO Review

Top Opportunities Found

Resolve 404 Errors

Fix broken pages and navigation links to strengthen site health, improve user trust, and support stronger search rankings.

Optimize Metadata

Strengthen keyword targeting and metadata across service pages to improve visibility for high-intent searches.

Improve Site Structure

Optimize alt text, heading hierarchy, and keyword targeting to help search engines better understand and rank key services.

Reduce Duplicate Content

Differentiate overlapping content to help search engines understand which pages should rank for priority searches.

Clarify Target Audience

Refine website messaging around priority audiences so qualified prospects can quickly identify relevant services.

Improve Site Speed

Improve page load times to reduce visitor drop-off and keep more users moving toward key conversion points.



SEO Review Business Impact

What happens if I make these changes?

- ▶ Improved visibility for high-intent searches and create more opportunities to compete for valuable organic traffic.
- ▶ Strengthened visibility across AI platforms with more relevant content and business information.
- ▶ Give prospects more confidence in your business with accurate, consistent information across online listings.
- ▶ Build a stronger reputation through reviews, helping your business stand out when prospects are comparing providers.



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Website UX Top Opportunities Found

Improve Lead Quality & Form Experience

- Add CAPTCHA or bot protection to reduce spam submissions and improve lead quality.
- Simplify form fields to make it easier for prospective clients to complete an inquiry.
- Ensure forms across all pages submit properly so potential leads are not lost due to technical issues.
- Create a more consistent form experience across the site to support stronger conversion opportunities.

Create a Clearer User Journey

- Refine primary calls to action to better guide visitors toward the right next step.
- Balance forms with educational content so visitors can learn before being prompted to make contact.
- Simplify pathways to services and key information so visitors can find what they need faster.
- Create more intentional navigation that guides visitors from initial interest to inquiry.

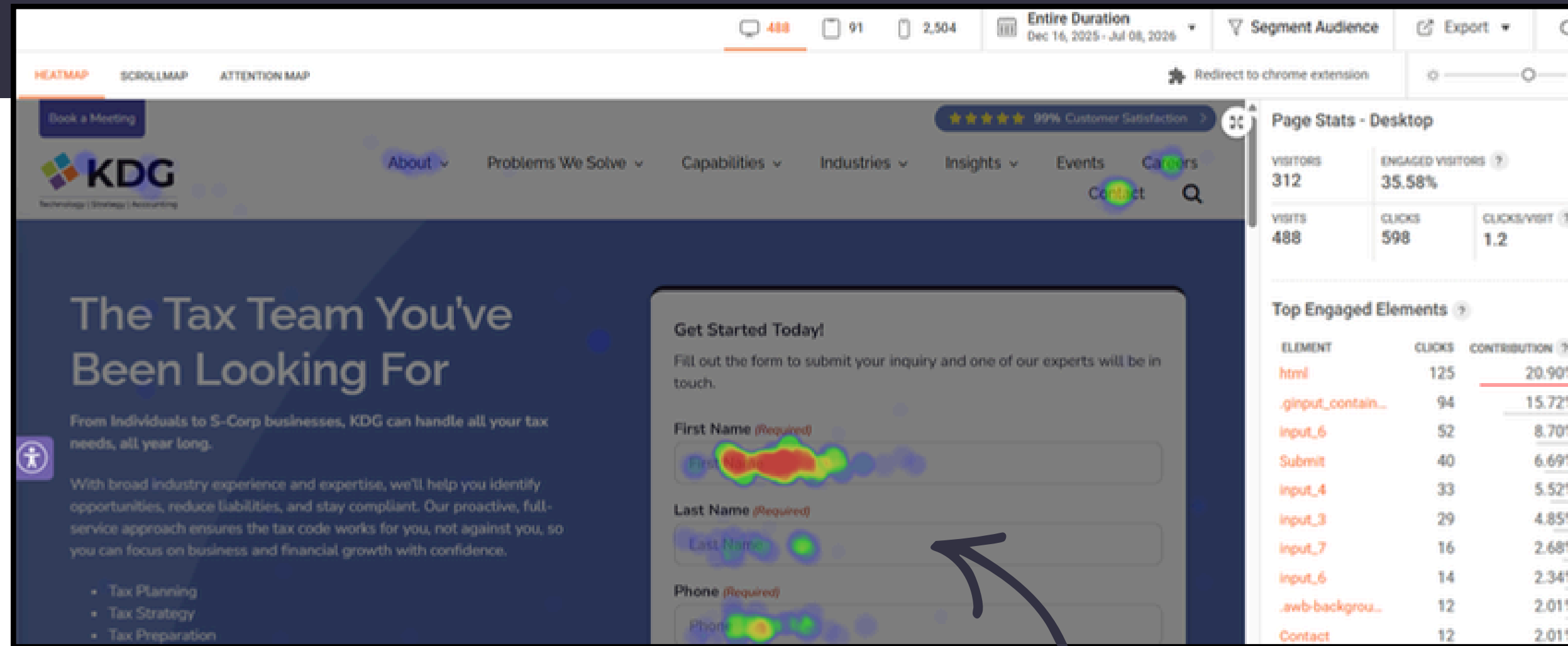
Simplify Content & Site Structure

- Rename service pages with clearer language that quickly communicates what is offered.
- Standardize interior page layouts for a more consistent and intuitive experience.
- Ensure “Contact Us” links direct visitors to clear contact information and inquiry options.
- Resolve broken links and navigation errors to keep visitors moving through the site.

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Website UX Zoho PageSense



PageSense data and insights can help you understand how users are interacting with your website, fix friction points, and scale conversions.

Real-Time User Experience Analytics for Your Website

Heatmaps: See how visitors interact with your website via clicks, scrolls, and time spent, and engagement on each section of every page.

A/B Testing: Run live A/B tests to compare content, layout, and CTAs and choose the best version based on real user data.

Session Recording: Record every visitor session on your website to see their browsing patterns and what steps they take from converting.

Funnel Analysis: Find where pages have the most drop-offs. Analyze and address visitor patterns.

Goal Tracking: Set goals for every important and track key website metrics and actions.

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Google Ad Words

During our Discovery call, improving lead quality emerged as a key opportunity based on the performance of the previous Google Ads campaign. Our audit identified several areas where a more strategic campaign structure and stronger qualification funnel can help attract more relevant prospects and make better use of ad spend.

Top Opportunities Found

Expand campaign structure to support strategy testing

Add qualifying language to improve lead quality

Refine targeting with negative keywords

Create dedicated landing pages for stronger campaign alignment

Building out a keyword database and language for ads that qualifies your leads by industry-specific needs will allow for **better targeting** and **higher quality leads**. Custom landing pages for each AdGroup can promote **better conversion rates** by tailoring the message to each specific audience. Negative keywords will help weed out unqualified individuals.

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Your Growth Roadmap

Every organization has different goals, challenges, and opportunities. While each Growth Roadmap follows the same methodology, every recommendation is built specifically for your unique business needs, budget, and goals.

Your completed audit includes:

- ✓ Review of your current marketing presence and digital channels
- ✓ Evaluation of existing marketing analytics and reporting (when available)
- ✓ Prioritized findings across each area reviewed
- ✓ Business impact and implementation priorities
- ✓ Recommended roadmap for next steps
- ✓ A recommended KDG engagement aligned to your goals and audit findings

The objective of the Growth Roadmap is to provide a clear understanding of your current marketing maturity, identify the highest-impact opportunities, and equip you with a practical plan for implementing and improving results.

KDG has helped our online presence, our communication with the patients and also has a steady flow of new incoming high quality patients



Exeter Smiles



Turn These Opportunities Into Action

KDG connects the expertise your business needs to move priorities forward without adding to your internal team's workload.



Extend Your Internal Team

KDG works alongside your team to take ownership of time-consuming marketing initiatives, ongoing tasks, and specialized projects that can be difficult to manage internally.



Access a Full Marketing Team

Gain support across strategy, content, SEO, social media, website optimization, design, reporting, and more without the cost and limitations of hiring for every specialty in-house.



Build Smarter Marketing Operations

Go beyond execution by improving how marketing work gets done. KDG can develop AI agents and automations that help internal teams streamline repetitive tasks, require less hands-on time, and create more scalable workflows.



More Expertise. Without Another Full-Time Hire.

Full-Time Marketing Hire

- ✓ Salary, benefits, & overhead costs
- ✓ Limited to one person's skill set
- ✓ Hiring, training, & management required

*\$75,000-\$90,000+
per year*

KDG Marketing

- ✓ Access to a multidisciplinary team
- ✓ Strategy & automation
- ✓ No hiring or management
- ✓ Flexible support as your needs evolve

*as low as
\$2450/month*