

GROWTH AUDIT

Northgate Interiors Ltd (sample) diagnostic website audit.

The current digital position of Northgate Interiors Ltd (sample) has been assessed across five areas: website, SEO, advertising, social media and CRM. This document contains the findings, the opportunities they open and a prioritised roadmap.

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Northgate Interiors Ltd (sample)

01 Findings & Opportunities

For every axis the current state, the issues found and the growth opportunity they create are summarised.



Website & Performance

MODERATE

The site is well built and mobile-friendly, but the pages that win enquiries (services, case studies) load slowly on mobile and hide the call to action below the fold.

✖ FINDINGS

- ✖ Largest Contentful Paint 4.1s on mobile (target under 2.5s); hero image is 1.8 MB and not lazy-loaded
- ✖ No enquiry form or phone link above the fold on service pages; visitors have to reach the footer
- ✖ Broken internal links on 3 pages (old blog paths) return 404

✔ OPPORTUNITY

- ✔ Compress and resize the hero images; expected LCP under 2.5s and a measurable drop in mobile bounce
- ✔ Add a short enquiry block to every service page; expected: enquiries from service pages, which today produce none
- ✔ Redirect the 3 old paths to their new pages



SEO & AI Visibility

NEEDS WORK

Visibility is limited to brand searches. The category terms customers actually use are not targeted anywhere on the site.

✖ FINDINGS

- ✖ "office fit-out london" and 5 related terms: no page targets them; competitors rank with dedicated pages
- ✖ Not mentioned by ChatGPT, Perplexity or Google AI Overviews for "office fit-out contractor london"; two competitors are cited in every answer
- ✖ No FAQ or structured data on service pages, so AI assistants have nothing to quote
- ✖ Google Business Profile has 4 reviews and no posts in 8 months

✔ OPPORTUNITY

- ✔ One dedicated page per core service with the search term in title, H1 and first paragraph
- ✔ Answer-first FAQ blocks with structured data on each service page; expected: citations in AI answers within 60-90 days
- ✔ Rewrite titles and descriptions per page (12 pages, half a day of work)
- ✔ Review request flow after every completed project; target 25+ reviews in 6 months



Performance Marketing

MODERATE

Search ads bring clicks but the account optimises for the wrong signal and wastes a third of the budget on unrelated searches.

✖ FINDINGS

- ✖ Conversion action counts every form attempt, including validation errors; reported conversions are 3x real enquiries
- ✖ Search terms report: 31% of spend on "jobs", "salary" and DIY searches
- ✖ Single broad-match ad group; no ad copy matches the landing page headline

✔ OPPORTUNITY

- ✔ Track enquiries as the primary conversion and feed qualified leads back to Google
- ✔ Negative keyword list of 40 terms; expected: same enquiries at roughly 30% lower cost
- ✔ Split into 3 ad groups matching the service pages, with matching headlines



Social Media & Content

MODERATE

LinkedIn is the right channel for this audience, but the page is dormant and project photography is never shown.

✖ FINDINGS

- ✖ Last LinkedIn post 4 months ago; 210 followers
- ✖ Completed projects are documented internally but not published
- ✖ No employee advocacy; the founder posts personally with 5x the reach of the page

✔ OPPORTUNITY

- ✔ Monthly plan: 8 posts built from completed projects (before/after, client quote, numbers)
- ✔ Repost founder content from the page and tag partners; expected reach 3-5x within 90 days



CRM, Data & Automation

NEEDS WORK

Enquiries arrive by email and WhatsApp and are handled from memory; nothing is measured after the first reply.

✖ FINDINGS

- ✖ No CRM; enquiries live in three inboxes, two were unanswered for 6+ days in the sample month
- ✖ No source tracking: it is impossible to say which channel produced the two projects won this year
- ✖ Quotes are written from scratch each time (average 4 hours)

✔ OPPORTUNITY

- ✔ A single pipeline with owner, next step and source per enquiry; response-time target 1 working day
- ✔ Attribution from ad click to won project, so budget follows results
- ✔ Quote template with reusable blocks; expected quote time under 1 hour

02 Priority Roadmap

Priorities are ordered by the impact they create. The work starts with the system setup, then moves through the visibility and growth stages.

PHASE 1 0-30 days System Setup

- **Measurement:** Correct conversion tracking, source capture, one pipeline for enquiries
- **Quick wins:** Image compression, redirects, enquiry block on service pages, negative keywords

PHASE 2 30-90 days Visibility & Demand

- **Service pages:** One page per core service, rewritten titles and descriptions, review flow
- **Ad account restructure:** Ad groups matched to service pages, qualified-lead feedback to Google

PHASE 3 90+ days Growth & Optimisation

- **Content and social:** Project stories on LinkedIn, case studies on the site, founder content amplified

NEXT STEP

From findings to a **scoped proposal.**

Based on the findings and priorities in this analysis, and on your feedback, the next step is a detailed proposal with a clear scope and budget. The audit fee is credited against your first project.

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This document is a preliminary assessment; findings and judgements are based on specialist analysis. A detailed audit goes deeper with access to your analytics and advertising accounts.