

# Inbound Health Check



The Revenue Marketing Agency™

## The TPG Inbound Health Check – your roadmap to revenue-generating inbound

The digital marketing landscape is in a constant state of change. Navigating these changes and staying on top of the latest information and trends can be overwhelming – especially in the world of inbound marketing. Most organizations know it's important to develop a strong inbound strategy, but many are left wondering – *How do we keep up with the changes? Can we really directly impact revenue through inbound?*

The TPG Inbound Health Check is the perfect starting point. This diagnostic engagement is an in-depth visual and functional analysis of your overall website health and marketing opportunities as they relate to inbound marketing and net new demand generation.

Our comprehensive Inbound Health Check is built around our unique Eight Keys to Inbound Success:

- Authority / Trust
- Mobile Responsiveness
- Website Errors & Penalties
- Advanced Tracking / ROI
- Advanced Targeting
- Social
- Competitor Research & Strategy
- Fresh Content / Research

## Key Benefits & Deliverables

- Complete and accurate benchmark of your current website effectiveness and tactical next steps
- Competitive analysis to assess your position in the marketplace
- A game plan for implementation and ongoing reporting to assess what's working and what to adjust
- Gain insight to spend less on paid traffic with improved lead quality

## Our Credentials Include

- We boast several of the industry's original inbound pioneers (they've been inbound experts for 16 years!)
- Our team holds technical expert certifications in all traffic platforms
- Hundreds of successful client consultations on inbound best practices, training and shortening funnel durations



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Having all of these in place allows you to attract the right prospects, regardless of system updates or algorithm changes that take place frequently on digital platforms. The outcome is your roadmap to a strong inbound marketing strategy that drives more business for your company and increases your ROI from digital marketing initiatives.

## Our Approach

Our Inbound Marketing team will do a thorough assessment of:

- Website performance
- Keywords used for ranking and ad placement
- Mobile capability
- Competitor performance and strategy

We analyze and perform a gap analysis using our Eight Keys (listed above) to provide you with both a qualitative and quantitative look at the effectiveness of your current digital footprint. From there, we draft a roadmap detailing what, how and where you can make changes to become even more effective with your inbound marketing efforts.

*"With our previous agencies, I was spending a lot of money but with very little to show for it. Our inbound results post-TPG have been astounding. They didn't just 'set it up and let it run' but took a strategic approach, constantly monitoring and improving."*

– Kae Kronthaler-Williams,  
GM & VP of Marketing (Cloud Solutions),  
Exact Software North America, Inc.

**= exact**

## Health Check Components

- **Competitor Analysis** – Detailed analysis of your top competitors for both paid and organic search. Includes a comparison to your search performance
- **Competitor's Best Ads/Key Terms Inventory** – Detailed analysis of your top competitor's ad placement, structure and results. Keyword gaps for future keyword/ad strategy



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## Health Check Components – Continued

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- **Website Performance Audit (Inbound Search and Structure)** – Website audit outlining performance within the 6 key areas: Visibility, Meta, Content, Link, Image, Semantic
- **Metrics Assessment** – Audit and benchmark of your current-state metric rankings. Recommendations on action steps to improve all metrics associated with website and search rankings
- **Mobile Experience Audit** – Audit of your website’s mobile capabilities and overall mobile experience for your visitor. Includes improvement recommendations to increase mobile-friendly readiness
- **Traffic Strategy Review** – Website review based on 4 leading factors: Analytics, Remarketing, Social and Content
- **Action Plan and Roadmap** – Presentation of key recommendations and findings for both paid and organic search, including a proposed inbound marketing plan to increase awareness, search results, traffic and ultimately, revenue

## Why TPG?

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What makes TPG different than other agencies? Our strength is in our breadth of expertise. We aren’t just experts in driving traffic – we are also the industry’s leading experts in marketing automation and CRM. We uniquely integrate inbound activities, tracking and monitoring with our clients’ marketing automation platform and their outbound activities. It’s not just about clicks and page views – it’s about driving qualified leads that result in measurable revenue for your business. The proof is in the funnel.

We work with key stakeholders to ensure a strong understanding of your buyer personas, to gauge optimal marketing placement of your digital ads and leverage your marketing automation system and lead management process. We then work alongside you to create effective inbound and outbound marketing campaigns to drive qualified leads and pipeline.

