

# DIGITAL AUDIT



## WHAT IS A DIGITAL AUDIT?

Through our partners, **AdMall** and **Website Grader**, we can generate a real-time data capture of any local business's digital presence. Our audit tools are widely used by approximately 14,000 media professionals and over 2,000 media properties such as Gannett Co., Comcast, Gatehouse Media, Hearst, Lee Enterprises and McClatchy.

## THESE ARE SOME OF THE FEATURES OF A DIGITAL AUDIT:

- ▶ Uses real-time big data to analyze the advertiser's activity and findability in: digital advertising, local search, search engine optimization, social networking, and incoming website traffic
- ▶ Provides a Digital Opportunity Score to tell you where improvements are most needed
- ▶ Compares your use of digital to the customers who intend to buy what you're selling in the next 12 months, helping you better target and find your best customer
- ▶ Compares your business to your top local competitors
- ▶ Website grader data scrapes your website and grades your site's performance based on page size, speed, mobile-friendliness, SEO, and security

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