SAMPLE AUDIT · SCORECARD

B2B MARKETING STRATEGY AUDIT

LadyBugz

Where your B2B marketing stands, and what to fix first

A strategist-reviewed read of your B2B marketing across six dimensions: strategy and positioning, website and technical, search and AI visibility, brand and content, channels, and credibility. A real LadyBugz strategist reads and sanity-checks every score before it reaches you. This is LadyBugz's own audit, run with the same method and checks we use for clients.

SAMPLE REPORT: Audit of LadyBugz, October 2026

SAMPLE

Prepared for LadyBugz

Website https://www.ladybugz.co.za

Date 20 October 2026

LADYBUGZ

YOUR SCORECARD AT A GLANCE

Marketing & Visibility Score

69/100

ESTABLISHED, OPTIMISING

In one line: LadyBugz scores 69/100 (Established, optimising). Strongest on LinkedIn and AI visibility. The clearest upside is proof buyers can check, and a faster homepage on phones.



Maturity across six dimensions (0 to 10)

Strategy & Positioning	Website & Technical	SEO / AEO Visibility	Brand & Content	Channels & Social	Credibility & Trust
7/10	6/10	7/10	7/10	8/10	6/10
STRONG	SOLID	STRONG	STRONG	STRONG	SOLID

Your social footprint

LinkedIn (company)	LinkedIn (personal)	Instagram	Facebook	X / Twitter	TikTok	YouTube
ACTIVE	ACTIVE	COULD NOT VERIFY	ACTIVE	RETIRED	COULD NOT VERIFY	ACTIVE

Checked live on 20 October 2026. ACTIVE means we found a recent, dated post. COULD NOT VERIFY means the platform hides activity from visitors who are not logged in, so we do not guess. X was retired on purpose in August 2026.

Site speed and reputation

74/100
Phone speed score
Homepage, tested 20 Oct 2026

80/100
Desktop speed score
Same test on desktop

5.0 s
Main content on a phone
Good is 2.5 s or less; over 4 s is poor

5.0 stars
Google rating
From 4 reviews on your Google Business Profile

Scope: ladybugz.co.za checked live on 20 October 2026 across the website, site speed, social channels, the Google Business Profile and AI visibility. This is LadyBugz's own audit, run with the same method we use for clients.

WHAT WE FOUND

Findings, Competitors & Next Steps

Findings by dimension

- **Strategy & Positioning:** You say what you do, who it is for and what it delivers. The homepage leads with AI search, but the core offer is B2B strategy. INFERENCE — **7/10**
- **Website & Technical:** Links and redirects work, but on a phone the homepage's main content takes 5.0 seconds to show, and security settings are missing. FACT — **6/10**
- **SEO / AEO Visibility:** AI Visibility Score 87/100 and first for your name in South Africa, but on 3 pages 10 FAQ answers in your schema differ from the page. FACT — **7/10**
- **Brand & Content:** Strong question-led articles, but 2 posts give a different years-of-experience figure from the rest of the site, and some meta descriptions run too long. FACT — **7/10**
- **Channels & Social:** Active on LinkedIn, YouTube and Facebook, with Noleen and the team posting in their own voice. X was retired on purpose. FACT — **8/10**
- **Credibility & Trust:** 11 case studies with real numbers and a 5.0 Google rating from 4 reviews, but 9 of 11 clients are unnamed and testimonials anonymous. FACT — **6/10**

Confidence tags: FACT = we saw it or sourced it directly. INFERENCE = reasoned from the evidence. UNCONFIRMED = not yet verified. Technical terms are explained on the last page.

Your AI Visibility Score

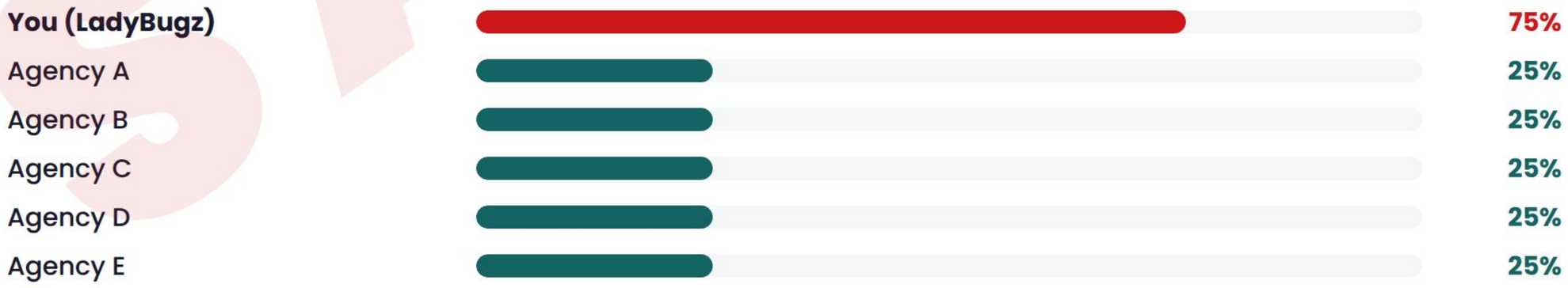
87/100

LEADING

LadyBugz's own audit. The AI did not know it was us.
Tested on AI assistants that search the web live, 20 October 2026.

Named in AI answers	75/100
Cited as a source	75/100
Versus the top competitor	100/100
Accuracy of what AI says	95/100
Recommended near the top	100/100

Who else AI names (share of AI answers that named each firm)



Your business is the **red** bar. Other firms are other South African agencies, shown without their names. One more agency was also named in 25% of answers. Bands: 0 to 24 Not yet visible, 25 to 49 Emerging, 50 to 74 Competitive, 75 to 100 Leading.

Where to start

- Phone speed: your homepage's main content takes 5.0 seconds to show on a phone, twice the 2.5 seconds Google rates as good. Slow pages lose buyers before they read a word.
- Proof buyers can check: 9 of 11 case-study clients are unnamed and the testimonials are anonymous, so buyers and AI assistants have less to trust.
- AI visibility (87): AI does not yet name you for one of your core service searches, and FAQ answers in your schema differ from the page, which sends AI mixed signals.

SAMPLE

IN PLAIN LANGUAGE

A quick guide to the terms

We have kept the report jargon-light on purpose. Here is what the terms used in this report actually mean, and why each one matters for getting found and chosen.

HTTPS (the padlock)

The padlock in the browser bar. It means traffic to and from your site is encrypted. Visitors expect it and Google favours it; without it a site looks unsafe.

H1 (main headline)

The single biggest headline on a page. Google and AI read it first to work out what the page is about, so each page wants one clear H1, not zero and not five.

Meta description

The short grey summary under your link in Google results. It does not change your ranking, but a clear one gets more people to click through to you.

Canonical tag

A behind-the-scenes note that tells Google which version of a page is the official one, so near-identical pages do not compete and split your ranking.

Sitemap

A simple list of all your pages that you hand to Google so nothing important is missed when it indexes your site.

Structured data / schema (JSON-LD)

Hidden labels in your page code that state facts plainly (who you are, your services, your reviews) in a format Google and AI answer engines read directly. One of the biggest levers for getting cited by AI.

SEO

Search Engine Optimisation: the work that gets you found in Google's normal blue-link results.

AEO

Answer Engine Optimisation: the newer work that gets your business named and cited inside AI answers when a buyer asks an AI assistant for a recommendation.

AI Visibility Score

One number out of 100 for how visible you are when buyers ask AI assistants that search the web. It combines five checks: how often AI names you, how often it links to your site, how you compare with the firm it names most, whether what it says about you is right, and how near the top it recommends you.

Want this for your business?

This is a sample of the LadyBugz Marketing Audit, run on our own business in October 2026. Your audit shows where your B2B marketing stands and what to fix first, and a LadyBugz strategist checks every score before it reaches you.

Request yours at ladybugz.co.za/marketing-audit

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