



bxb media



Marketing Audit

Part of the four a la carte business resources in the Conversion Program!
(\$1,500 value!)

What is this?

An objective and rated analysis, with comments and recommendations for your HVAC company:

- Website Design and Marketing
- Website Performance and Keywords
- Reviews and Google Business Profile
- Social Media
- Branding and Identity
- Marketing and Advertising Strategy

Ten-page report. (Sample images on the right of this page.)

Why do it?

- Gain understanding of how your website and marketing are performing.
- Education on what is happening with online search and how you can make Google work for you.
- Learn more about how to grow your business.
- Set benchmarks and goals for future improvement and growth.

Who is BxB?

BxB Media is a full-service marketing agency that focuses on the HVAC industry. They work with hundreds of HVAC companies, helping them grow and build great brands. YORK® has partnered with BxB to bring contractors cutting-edge information and tools to grow their businesses. To learn more, visit bxbknowshvac.com.

How do I sign up?

Contact your TM to get started today!

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Scorecard &

Section	Grade	Notes and Final
Site Design and Marketing	45	/100 — Overall this s as possible. A prop your internet prese more engaging an
Site Performance and Keywords	17	/25 — Many of th of these are a lo where you want report you will
Reviews and Google Business Profile	25	/30 — The G mentioned a
	18	/25 — Co brand ou using so

Grade	Feature	Screen S
5	Hosting	<div style="display: flex; gap: 5px;"> <div style="background-color: #28a745; color: white; padding: 2px 5px; border-radius: 3px;">A</div> Security score <div style="background-color: #28a745; color: white; padding: 2px 5px; border-radius: 3px;">B</div> Compress Image </div>
4	Site Speeds	
3	Organic Desktop Keywords	<div style="display: flex; gap: 10px;"> Top 3 4-10 11-20 </div>
3	Organic Desktop Traffic	<div style="display: flex; gap: 10px;"> <input checked="" type="checkbox"/> Organic Traffic <input checked="" type="checkbox"/> Paid Traffic </div>
2	Mobile Search	<div style="display: flex; gap: 10px;"> <div style="border: 1px solid #ccc; padding: 2px;">Search Performance</div> <div style="border: 1px solid #ccc; padding: 2px;">Organic Keywords</div> <div style="border: 1px solid #ccc; padding: 2px;">Traffic Tre</div> </div>