

FREE MARKETING GROWTH GUIDE

A Data-Led Approach to Outsmart Competitors

Communications Edge combines technical SEO analysis, competitor intelligence and real performance data to help businesses uncover growth opportunities and improve marketing performance. This guide explains the structured process used to analyse performance, benchmark competitors and create a strategy for sustainable business growth.

The Benefits of a Data-Led Approach



FACT FIND RESEARCH SESSION 1 DATA-LED MARKETING & COMPETITOR INTELLIGENCE WORKSHOP

A comprehensive analysis using real data from Google Analytics, Search Console, Lighthouse and SE Ranking to benchmark performance and identify growth opportunities.



Google Analytics 4



Google Search Console



Google Lighthouse



SE Ranking



SESSION OBJECTIVE

Establish complete marketing clarity. Understand current performance, uncover opportunities, benchmark against competitors and build a data-backed growth roadmap.

1 DISCOVERY & BUSINESS OBJECTIVES

- Business goals & revenue targets
- Lead generation objectives
- Current marketing activity
- Challenges & opportunities
- Target audiences & geographies
- Sales process & key services
- Budget allocation

Deliverable:
Business Growth Baseline Document

2 GOOGLE ANALYTICS 4 AUDIT

- TRAFFIC ANALYSIS**
 - Users, sessions & channels
 - Organic vs Paid performance
- ENGAGEMENT METRICS**
 - Engagement rate & bounce rate
 - Top landing & exit pages
- CONVERSION ANALYSIS**
 - Goal completions & leads
 - Conversion paths & events
- AUDIENCE INSIGHTS**
 - Geographic & demographic data
 - User behaviour trends

Deliverable:
GA4 Performance Scorecard

3 GOOGLE SEARCH CONSOLE ANALYSIS

- SEARCH PERFORMANCE**
 - Clicks, impressions & CTR
 - Average position & trends
- KEYWORD INTELLIGENCE**
 - High impression / low CTR
 - Keyword gaps & opportunities
 - Branded vs non-branded
- TECHNICAL SEO SIGNALS**
 - Indexing & crawl errors
 - Core Web Vitals
 - Mobile usability & sitemap health

Deliverable:
Organic Search Visibility Report

4 GOOGLE LIGHTHOUSE TECHNICAL AUDIT

- PERFORMANCE**
 - Load speed & user experience
- ACCESSIBILITY**
 - Usability & accessibility compliance
- BEST PRACTICES**
 - Security, standards & technical health
- SEO**
 - Technical SEO & crawlability

TARGET SCORES

- 90+ Performance
- 90+ Accessibility
- 90+ Best Practices
- 95+ SEO

Deliverable:
Technical Performance Audit Dashboard

5 SE RANKING MARKET INTELLIGENCE

- KEYWORD RANKINGS**
 - Primary keyword positions
 - Visibility & ranking trends
- COMPETITOR COMPARISON**
 - Shared keywords
 - SERP overlap & traffic
- BACKLINK INTELLIGENCE**
 - Referring domains
 - Authority & link quality
- LOCAL SEO PERFORMANCE**
 - Google Business visibility
 - Local keyword rankings

Deliverable:
SEO Competitive Landscape Report

6 5 COMPETITOR RESEARCH ANALYSIS

COMPETITOR BENCHMARKING FRAMEWORK		
Website UX	●●●●●	/10
SEO Visibility	●●●●●	/10
Content Strategy	●●●●●	/10
Technical Performance	●●●●●	/10
Brand Messaging	●●●●●	/10
Conversion Journey	●●●●●	/10
Social Proof	●●●●●	/10
Trust Signals	●●●●●	/10

COMPETITOR RESEARCH AREAS				
Brand Positioning	SEO Strategy	Paid Advertising	Website Experience	Authority & Trust

OPPORTUNITY MATRIX		
OPPORTUNITY	PRIORITY	REVENUE IMPACT
Quick SEO Wins	HIGH	HIGH
Technical Fixes	MEDIUM	HIGH
Content Gaps	HIGH	MEDIUM
Conversion Improvements	HIGH	HIGH
Local SEO Growth	MEDIUM	MEDIUM



SESSION 1 DELIVERABLES

- Marketing performance summary
- Technical website audit
- SEO visibility report
- Competitor benchmarking
- Growth opportunity roadmap
- Priority recommendations
- Quick wins
- 90-day action plan



FINAL OUTCOME

- Complete visibility of current marketing performance
- Clear competitor benchmarking
- Technical SEO insights
- Lead generation weaknesses identified
- A prioritised growth roadmap
- Data-backed recommendations
- Strategic clarity on what to fix first

TURNING DATA INTO MEASURABLE GROWTH

ANALYSE THE DATA

BENCHMARK THE MARKET

IDENTIFY OPPORTUNITIES

BUILD A PLAN THAT GROWS



Clarity Through Data.
Growth Through Strategy.

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The Benefits of a Data-Led Approach – Explainer

A data-led strategy removes guesswork and creates clarity across performance, SEO, user behaviour and competitor activity. Using Google Lighthouse, Google Search Console, Google Analytics 4 and SE Ranking together creates a complete view of:

- Technical SEO and website health
- Search visibility and rankings
- User engagement and conversions
- Competitor positioning and gaps
- Revenue-driving opportunities

This allows businesses to focus resources on the actions that will deliver the greatest commercial impact and long-term growth.

Fact Find Research Session 1



FACT FIND RESEARCH SESSION 2

TURNING INSIGHTS INTO ACTION & GROWTH

Building on Session 1 insights, Session 2 turns data into direction. We fix the basics, analyse opportunities and create a strategy to unlock measurable growth.



Google Analytics 4



Google Search Console



Google Lighthouse



SE Ranking

1

STEP 1 FIX THE BASICS

Revealed from Google Search Console, Google Lighthouse & Analytics.

KEY AREAS TO FIX



TECHNICAL SEO ISSUES

Fix indexing, crawl errors, sitemap, redirects & 404s.



SITE PERFORMANCE

Improve page speed, Core Web Vitals, mobile experience & loading times.



MOBILE USABILITY

Resolve mobile usability issues impacting rankings & UX.



CONTENT & ON-PAGE SEO

Optimise titles, meta descriptions, headers & internal linking.



ANALYTICS & CONVERSION TRACKING

Fix tracking gaps, events, goals & conversion paths.



OUTCOME

A clean, fast, indexable and measurable website that performs.



2

STEP 2 PRESENT THE INSIGHTS & OPPORTUNITY

Revealed from competitor research & market intelligence.

WHAT WE PRESENT



COMPETITOR LANDSCAPE

How you compare across SEO visibility, content, authority, paid & UX.



KEY OPPORTUNITIES

High impact opportunities to outrank competitors & capture more traffic.



CONTENT GAPS

Topics & keywords competitors rank for that you don't.



LOCAL & MARKET OPPORTUNITY

Local SEO gaps & visibility opportunities in your target areas.



STRENGTHS TO LEVERAGE

What you do better than competitors & how to maximise it.



OUTCOME

Clear visibility on opportunities, gaps and the fastest paths to growth.

3

STEP 3 DISCUSS THE RESOURCES, TIMESCALES & STRATEGY

To unlock the potential.

WHAT WE DISCUSS



RESOURCES

- Internal resources & capabilities
- External support required
- Budget considerations



TIMESCALES

- 30 / 60 / 90 day plan
- Milestones & key deliverables
- Quick wins vs long term wins



STRATEGY TO UNLOCK POTENTIAL

- SEO strategy
- Content strategy
- Conversion & UX improvements
- Paid media opportunities
- Measurement & reporting plan



OUTCOME

An agreed strategy, timeline & resource plan to drive sustainable growth.



THE RESULT:

UNLOCK MEASURABLE GROWTH



A solid foundation that ranks & converts



Clear opportunities to outperform competitors



A realistic plan with timelines & priorities



Alignment on resources & expected outcomes



**SUSTAINABLE GROWTH.
MAXIMUM IMPACT.**



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Fact Find Research Session 1 – Explainer

Session 1 is focused on analysis, benchmarking and discovery. Communications Edge reviews performance data, technical SEO, competitor visibility and user engagement to identify strengths, weaknesses and growth opportunities.

Deliverables include:

- Google Analytics 4 audit
- Search Console analysis
- Lighthouse technical review
- Competitor benchmarking
- SEO opportunity analysis
- Strategic growth roadmap

Fact Find Research Session 2



THE BENEFITS OF A DATA-LED APPROACH

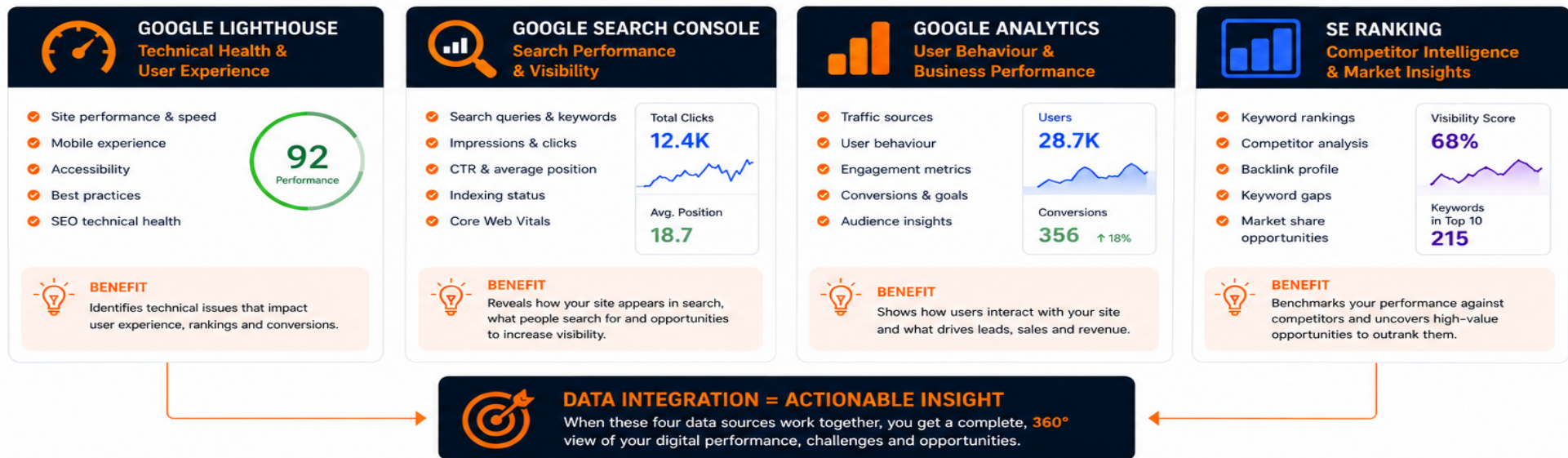
Better Data. Better Decisions. Better Results.

A data-led approach removes guesswork and provides clarity on what to fix, what to prioritise and how to grow.



CLARITY THROUGH DATA.
GROWTH THROUGH STRATEGY.

FOUR POWERFUL SOURCES OF DATA. ONE CLEAR PICTURE OF GROWTH OPPORTUNITY.



THE BUSINESS BENEFITS OF A DATA-LED APPROACH

- SMARTER DECISIONS**
Make confident decisions based on real data, not assumptions.
- PRIORITISE WHAT MATTERS**
Focus on the issues and opportunities that deliver the biggest impact.
- IMPROVE PERFORMANCE**
Fix technical issues, improve visibility, user experience and conversion rates.
- OUTPERFORM COMPETITORS**
Use competitor insights to find gaps, win more visibility and grow market share.
- DRIVE MEASURABLE GROWTH**
Turn insight into action that drives leads, sales and long-term revenue.



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Fact Find Research Session 2 – Explainer

Session 2 transforms insight into action. The focus is on prioritising fixes, reviewing resources, agreeing timelines and building a practical strategy to unlock measurable growth.

Key outcomes include:

- Technical fixes and SEO priorities
- Conversion and UX improvements
- Competitor opportunity planning
- Resource and timeline alignment
- Sustainable growth roadmap

Next Steps

Communications Edge helps businesses turn marketing uncertainty into measurable growth through data, strategy and competitor intelligence. By combining technical analysis, search visibility insights and performance benchmarking, businesses can make better decisions, prioritise investment and build scalable marketing systems that drive results.

Contact Communications Edge

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Clarity Through Data. Growth Through Strategy.