

CONFIDENTIAL BUSINESS INTELLIGENCE REPORT

# Artlogic Studio

Marketing / Creative Agency

<https://artlogic.studio/>

Artlogic Studio Has Significant Untapped Growth Potential —  
Score: 59/100

**59**

Overall Score

**D**

Grade

Below Average —  
Urgent Action Required

EXECUTIVE SUMMARY

# Artlogic Studio Has Significant Untapped Growth Potential — Score: 59/100

Artlogic Studio operates in the Marketing / Creative Agency sector with a current digital maturity score of 59/100. Our analysis reveals key opportunities to improve online visibility, automate business processes, and increase revenue through digital transformation.

✓ KEY STRENGTHS

- HTTPS / SSL Certificate
- Mobile-Friendly / Responsive Design
- No Mixed Content (HTTP resources on HTTPS)

✗ CRITICAL ISSUES

- Contact Form
- Online Booking / Scheduling
- Analytics Tracking Installed
- Meta Title Optimal Length (30–65 chars)
- Contact Form Available

↗ IMMEDIATE ACTIONS

- Install Google Analytics for data-driven decisions
- Enable online booking to capture after-hours appointments
- Set up Google Business Profile for local visibility

With targeted improvements in the areas identified in this report, Artlogic Studio can significantly increase its digital competitiveness and revenue within 90 days.

BUSINESS SCORE

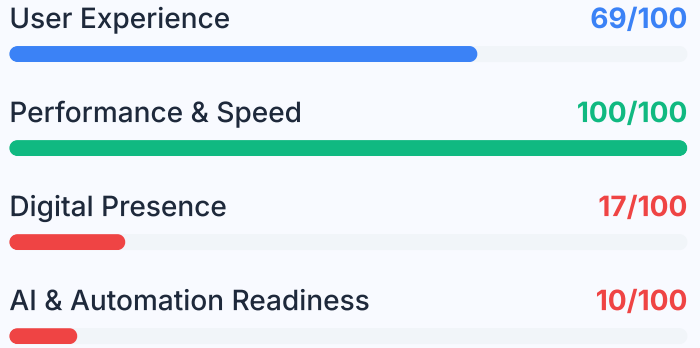
## Digital Maturity Assessment

Website Fundamentals **54/100**

Search Engine Optimisation **94/100**



Below Average — Urgent Action Required



#### DETAILED ANALYSIS

## Section-by-Section Findings



# Website Fundamentals

Section Score

54

/ 100

## ISSUES FOUND (9)

### **X** Contact Form

Add a contact form so visitors can reach you without leaving the page. Forms capture leads even outside business hours.

### **X** Online Booking / Scheduling

Integrate online booking (Calendly, Acuity, or a native system). 60% of customers prefer self-service booking.

### **X** Analytics Tracking Installed

Install Google Analytics or Google Tag Manager. You cannot improve what you do not measure.

### **X** Live Chat or Chatbot

Install a live chat or AI chatbot. Websites with chat convert 3–5× more than those without.

### **X** Facebook / Meta Pixel

Install the Facebook Pixel to enable retargeting campaigns and conversion tracking.

### **X** About / Team Page

Add an About or Team page. It builds trust and humanises your brand.

## PASSING CHECKS (9)

### **✓** HTTPS / SSL Certificate

### **✓** Mobile-Friendly / Responsive Design

### **✓** No Mixed Content (HTTP resources on HTTPS)

+6 more passing checks



## Search Engine Optimisation

Section Score

94

/ 100

### ISSUES FOUND (1)

- X Meta Title Optimal Length (30–65 chars)**  
Optimise your meta title length to 30–65 characters to avoid truncation in search results.

### PASSING CHECKS (15)

✓ Meta Title Present

✓ H1 Heading Present

✓ HTTPS URL

+12 more passing checks



## User Experience

Section Score

69

/ 100

### ISSUES FOUND (5)

- X Contact Form Available**  
Add a contact form so potential customers can reach you 24/7.
- X Sticky Header on Scroll**  
Make your header sticky so the navigation and CTA are always accessible.
- X Map / Directions Embedded**  
Embed a Google Map on your contact page to make it easy for customers to find you.
- X Hero Section with Visual**  
Add a professional hero image or video to make a strong first impression.
- X Search Functionality**  
Add site search to help visitors find information quickly.

### PASSING CHECKS (9)

✓ CTA Visible Above the Fold

✓ Clear Navigation Menu

✓ Phone Number Visible

+6 more passing checks



## Performance & Speed

Section Score

100

/ 100

### PASSING CHECKS (7)

✓ Good Performance Score (75+)

✓ Acceptable Performance Score (50+)

✓ Fast First Contentful Paint (<2s)

+4 more passing checks



## Digital Presence

Section Score

17

/ 100

### ISSUES FOUND (7)

✗ Google Business Profile

Create or claim your Google Business Profile. It is the #1 driver of local search visibility and customer trust.

✗ Google Reviews Present

Actively collect Google Reviews. 84% of people trust online reviews as much as personal recommendations.

✗ Google Rating 4.0+

Maintain a Google rating of 4.0 or above. Respond professionally to all reviews.

✗ Instagram Presence

Create an Instagram Business account to showcase your work visually and reach younger demographics.

✗ Active on 4+ Platforms

Expand your digital presence to at least 4 platforms to maximise reach and brand visibility.

✗ Listed on Review Platforms

List your business on relevant review platforms (TrustPilot, Yelp, TripAdvisor) to build social proof.

### PASSING CHECKS (2)

✓ Facebook Page

✓ LinkedIn Company Page



## AI & Automation Readiness

Section Score

10

/ 100

### ISSUES FOUND (12)

#### **X** Online Booking / Appointment System

Implement online booking. 70% of appointment bookings now happen outside business hours. An automated system captures every opportunity.

#### **X** Chatbot or AI Assistant

Deploy an AI chatbot to handle FAQs, qualify leads, and book appointments 24/7 — reducing your staff workload.

#### **X** Email Marketing Automation

Set up email automation for appointment reminders, follow-ups, and promotions. Email delivers \$42 ROI for every \$1 spent.

#### **X** CRM System

Implement a CRM to track customer interactions, follow-ups, and revenue. Businesses with CRMs increase sales by 29% on average.

#### **X** WhatsApp Business Integration

Set up WhatsApp Business for customer communication. WhatsApp messages have a 98% open rate.

#### **X** Review Management System

Use a review management tool to automate review requests and respond to feedback at scale.

### PASSING CHECKS (1)

#### **✓** Lead Capture System

# Automation Opportunities

The following opportunities have been identified based on your current technology stack and business category. Each represents a proven revenue lever available for immediate implementation.

## Email Marketing Automation

HIGH

1 week

Marketing

Set up automated email flows: welcome series, post-inquiry follow-up, promotional campaigns, and re-engagement sequences. Connect to your CRM for personalised communication.

[ROI: \\$42 return per \\$1 spent on email marketing](#) [Artlogic Email Engine](#)

## SMS Appointment Reminders

MEDIUM

3 days

Operations

Automated SMS reminders sent 48h and 2h before appointments. Includes one-click confirmation or rescheduling links.

[ROI: 20–30% reduction in no-shows](#) [Artlogic SMS](#)

## WhatsApp Business Automation

MEDIUM

1 week

Communication

WhatsApp Business integration for appointment confirmations, promotions, and customer support. WhatsApp messages are read 5× faster than email.

[ROI: 3× higher engagement vs email](#) [Artlogic WhatsApp](#)

## RECOMMENDATIONS

# Prioritised Action Plan

The following recommendations are ranked by impact and urgency. Implementing the top 5 within 30 days will yield the fastest measurable improvement.

1

### Google Business Profile **CRITICAL**

Create or claim your Google Business Profile. It is the #1 driver of local search visibility and customer trust.

**Impact:** Improves business score and digital competitiveness **Timeframe:** 1–4 weeks

2

### Online Booking / Appointment System **CRITICAL**

Implement online booking. 70% of appointment bookings now happen outside business hours. An automated system captures every opportunity.

**Impact:** Improves business score and digital competitiveness **Timeframe:** 1–4 weeks

3

### Contact Form **QUICK-WIN**

Add a contact form so visitors can reach you without leaving the page. Forms capture leads even outside business hours.

**Impact:** Improves business score and digital competitiveness **Timeframe:** 1–4 weeks

4

### Online Booking / Scheduling **QUICK-WIN**

Integrate online booking (Calendly, Acuity, or a native system). 60% of customers prefer self-service booking.

**Impact:** Improves business score and digital competitiveness **Timeframe:** 1–4 weeks

5

### Analytics Tracking Installed **QUICK-WIN**

Install Google Analytics or Google Tag Manager. You cannot improve what you do not measure.

**Impact:** Improves business score and digital competitiveness **Timeframe:** 1–4 weeks

6

### Meta Title Optimal Length (30–65 chars) **QUICK-WIN**

Optimise your meta title length to 30–65 characters to avoid truncation in search results.

**Impact:** Improves business score and digital competitiveness **Timeframe:** 1–4 weeks

7

### Contact Form Available **QUICK-WIN**

Add a contact form so potential customers can reach you 24/7.

**Impact:** Improves business score and digital competitiveness **Timeframe:** 1–4 weeks

8

## Google Reviews Present QUICK-WIN

Actively collect Google Reviews. 84% of people trust online reviews as much as personal recommendations.

**Impact:** Improves business score and digital competitiveness **Timeframe:** 1–4 weeks

# 90-Day Digital Transformation Roadmap

A phased implementation plan designed for maximum impact with minimal disruption to daily operations.

1

## Phase 1: Foundation (0–30 days)

Duration: 30 days

- Install Google Analytics and set up conversion tracking
- Claim and optimise Google Business Profile
- Add online booking system to website
- Install SSL certificate if missing
- Add contact form and WhatsApp button

**Expected:** 10–20 point score improvement, measurable increase in lead capture

2

## Phase 2: Automation (1–3 months)

Duration: 2 months

- Deploy AI chatbot for 24/7 customer support
- Set up email automation sequences
- Implement SMS appointment reminders
- Launch review collection automation
- Create social media content calendar

**Expected:** 30% reduction in no-shows, 2× lead volume increase

3

## Phase 3: Scale (3–6 months)

Duration: 3 months

- Implement CRM with full customer lifecycle tracking
- Launch retargeting advertising campaigns
- Deploy advanced marketing automation
- Set up analytics dashboard for data-driven decisions
- Explore AI-powered personalisation

**Expected:** 50%+ revenue increase from digital channels

# Return on Investment

PROJECTED ANNUAL REVENUE OPPORTUNITY

**€60,000 in missed revenue annually**

Estimated Annual Revenue Opportunity: €50,000–200,000

REVENUE INCREASE

**30–80% within 12 months**

TIME TO ROI

**60–90 days**

COST OF INACTION

**Every month without automation costs approximately 20–40 new customers**

METRIC	CURRENT	PROJECTED	GAIN
Monthly Leads	10–20	30–60	+200%
Lead-to-Customer Rate	15%	30%	+15pp
Appointment No-Show Rate	20–30%	5–10%	-65%
Online Booking Rate	0%	70%	+70pp

# The Artlogic AI Growth Engine

Artlogic is an AI-powered operating system built specifically for businesses like yours. We combine deep industry expertise with cutting-edge artificial intelligence to deliver measurable growth — guaranteed.



## AI Receptionist

24/7 intelligent chatbot that qualifies leads, answers questions, and books appointments automatically.



## Smart Booking

Self-service appointment booking that integrates with your calendar and sends automated reminders.



## Email Automation

Personalised email sequences that nurture leads from first touch to loyal customer.



## WhatsApp Business

Automated WhatsApp communication with 98% open rate — confirmations, reminders, and promotions.



## Review Manager

Automated post-appointment review requests that build your Google rating on autopilot.



## Analytics Dashboard

Real-time insights into leads, appointments, revenue, and ROI in one unified dashboard.

## Ready to Transform Artlogic Studio?

Book a free 30-minute strategy call with an Artlogic specialist. No obligation — just insights.

[Schedule Your Free Call → artlogic.studio](https://artlogic.studio)