

CONFIDENTIAL BUSINESS INTELLIGENCE REPORT

# Artlogic Studio

Marketing / Creative Agency

<https://artlogic.studio/>

Artlogic Studio Are Potențial de Creștere Semnificativ  
Neexploatat — Score: 59/100

**59**

Overall Score

**D**

Grade

Below Average —  
Urgent Action Required

## EXECUTIVE SUMMARY

# Artlogic Studio Are Potențial de Creștere Semnificativ Neexploatat — Score: 59/100

Artlogic Studio activează în sectorul Marketing / Creative Agency cu un scor curent de maturitate digitală de 59/100. Analiza noastră identifică oportunități cheie de îmbunătățire a vizibilității online, automatizare a proceselor de afaceri și creștere a veniturilor prin transformare digitală.

### ✓ 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

- Instalați Google Analytics pentru decizii bazate pe date
- Activați programarea online pentru a capta programări în afara orelor de lucru
- Configurați Profilul Google Business pentru vizibilitate locală

Cu îmbunătățiri țintite în domeniile identificate în acest raport, Artlogic Studio poate crește semnificativ competitivitatea digitală și veniturile în 90 de zile.

## BUSINESS SCORE

# Digital Maturity Assessment

Website Fundamentals

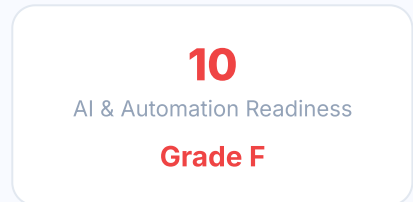
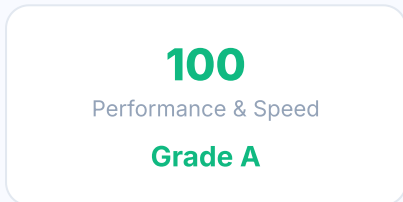
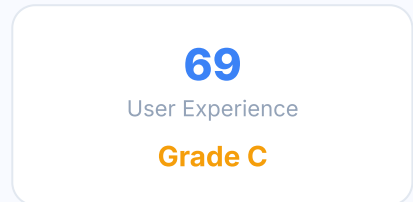
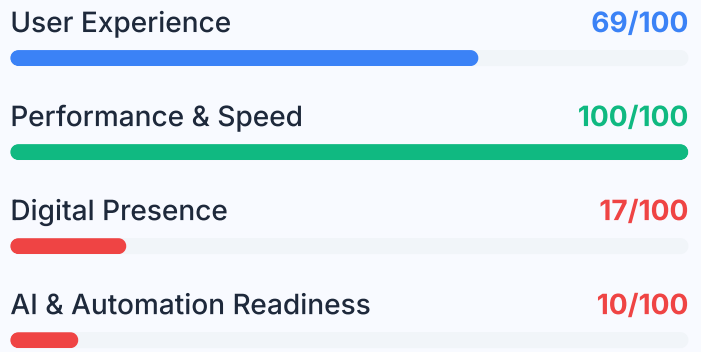
54/100

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:** Îmbunătățește scorul afacerii și competitivitatea digitală **Timeframe:** 1–4 săptămâni

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:** Îmbunătățește scorul afacerii și competitivitatea digitală **Timeframe:** 1–4 săptămâni

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:** Îmbunătățește scorul afacerii și competitivitatea digitală **Timeframe:** 1–4 săptămâni

4

**Online Booking / Scheduling** QUICK-WIN

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

**Impact:** Îmbunătățește scorul afacerii și competitivitatea digitală **Timeframe:** 1–4 săptămâni

5

**Analytics Tracking Installed** QUICK-WIN

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

**Impact:** Îmbunătățește scorul afacerii și competitivitatea digitală **Timeframe:** 1–4 săptămâni

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:** Îmbunătățește scorul afacerii și competitivitatea digitală **Timeframe:** 1–4 săptămâni

7

**Contact Form Available** QUICK-WIN

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

**Impact:** Îmbunătățește scorul afacerii și competitivitatea digitală **Timeframe:** 1–4 săptămâni

8

## Google Reviews Present QUICK-WIN

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

**Impact:** Îmbunătățește scorul afacerii și competitivitatea digitală **Timeframe:** 1-4 săptămâni

# 90-Day Digital Transformation Roadmap

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

1

## Faza 1: Fundație (0–30 zile)

Duration: 30 zile

- Instalați Google Analytics și configurați urmărirea conversiilor
- Revendicați și optimizați Profilul Google Business
- Adăugați sistem de rezervare online pe site
- Instalați certificat SSL dacă lipsește
- Adăugați formular de contact și buton WhatsApp

**Expected:** Îmbunătățire de 10–20 puncte, creștere măsurabilă a captării lead-urilor

2

## Faza 2: Automatizare (1–3 luni)

Duration: 2 luni

- Implementați chatbot AI pentru suport clienți 24/7
- Configurați secvențe de automatizare email
- Implementați remindere SMS pentru programări
- Lansați automatizarea colectării recenziilor
- Creați calendar de conținut social media

**Expected:** Reducere cu 30% a absențelor, dublarea volumului de lead-uri

3

## Faza 3: Scalare (3–6 luni)

Duration: 3 luni

- Implementați CRM cu urmărirea completă a ciclului de viață al clienților
- Lansați campanii de publicitate retargeting
- Implementați automatizare marketing avansată
- Configurați dashboard analytics pentru decizii bazate pe date
- Explorați personalizarea bazată pe AI

**Expected:** Creștere a veniturilor din canale digitale cu 50%+

# Return on Investment

PROJECTED ANNUAL REVENUE OPPORTUNITY

**€60,000**

Oportunitate de Venituri Anuale Estimată: €50.000–200.000

REVENUE INCREASE

**30–80% în 12 luni**

TIME TO ROI

**60–90 zile**

COST OF INACTION

**Fiecare lună fără automatizare costă aproximativ 20–40 clienți noi**

METRIC	CURRENT	PROJECTED	GAIN
Lead-uri Lunare	10–20	<b>30–60</b>	<b>+200%</b>
Rata Lead-to-Client	15%	<b>30%</b>	<b>+15pp</b>
Rata de Absență la Programări	20–30%	<b>5–10%</b>	<b>-65%</b>
Rata de Rezervare Online	0%	<b>70%</b>	<b>+70pp</b>

# 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)