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Digital Content Audit Report

Prepared for: ABC Insurance

Date: [Insert Date]

Prepared by: [Consultant's Name]

Service Provided: Digital Content Audit

Executive Summary

In the competitive and regulated financial and insurance sectors, maintaining a strong digital presence is vital. This report outlines the findings from our comprehensive audit of ABC Insurance's digital content. Key insights are provided across six critical areas: compliance, content performance, SEO, brand consistency, user experience, and competitor benchmarking. Recommendations are tailored to enhance compliance, improve content strategy, and drive measurable business outcomes.

1. Compliance Review

Objective: Ensure all digital content adheres to FCA regulations and communicates accurate financial data.

- **Findings:**
 - [Example] 72% of website content is aligned with FCA guidelines.
 - Identified gaps in disclosures on promotional materials.
 - Financial figures on the landing page require updated sourcing.
- **Recommendations:**
 - Add compliant disclaimers to key pages.
 - Cross-check financial figures with internal reports and add citations.

2. Content Performance Analysis

Objective: Evaluate the effectiveness of content across digital channels.

- **Findings:**
 - Blogs achieve moderate engagement but lack clear calls-to-action (CTAs).
 - Social media posts have an engagement rate of 1.8%, below the industry average of 3%.
 - No evident content addressing customer FAQs.
- **Recommendations:**
 - Introduce CTA optimisation in blogs to drive lead generation.

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- Develop a content series based on customer FAQs.
- Increase social media posting frequency and experiment with interactive formats (polls, Q&A).

3. SEO & Search Visibility Assessment

Objective: Improve organic search visibility and traffic.

- **Findings:**
 - Primary website ranks for 12 key terms but not for critical industry-specific phrases (e.g., “affordable business insurance UK”).
 - Technical SEO issues: 14 broken links and missing meta descriptions on 10 pages.
- **Recommendations:**
 - Conduct keyword research targeting customer queries.
 - Fix technical SEO issues using a site audit tool.
 - Build backlinks from reputable finance blogs to strengthen domain authority.

4. Brand Consistency Check

Objective: Maintain a cohesive brand identity across platforms.

- **Findings:**
 - Tone of voice is inconsistent between social media posts and website pages.
 - Visual branding is strong on the website but less polished on third-party platforms.
- **Recommendations:**
 - Develop a tone-of-voice guide for content creators.
 - Audit and refresh branding assets across all platforms to ensure alignment.

5. UX & Accessibility Audit

Objective: Ensure seamless user experience and inclusivity.

- **Findings:**
 - Navigation is clear on desktop but clunky on mobile devices.
 - Missing accessibility features such as alt text for images and keyboard-friendly navigation.
- **Recommendations:**
 - Optimise the mobile experience with responsive design improvements.

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- Implement WCAG-compliant features to improve accessibility.
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6. Competitor Benchmarking

Objective: Identify opportunities to outperform competitors.

- **Findings:**
 - ABC Insurance publishes 20% less content than competitors.
 - Competitors are leveraging video content and interactive tools (e.g., premium calculators).
 - **Recommendations:**
 - Introduce interactive tools to engage users.
 - Increase blog publishing frequency to match competitors.
 - Explore video content to diversify offerings.
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Action Plan

Short-term (0–3 months):

1. Address FCA compliance gaps.
2. Fix broken links and add meta descriptions.
3. Optimise CTAs on blogs and develop an FAQ content series.

Medium-term (4–6 months):

1. Implement accessibility improvements and optimise mobile navigation.
2. Conduct a competitor-led video content pilot project.

Long-term (6–12 months):

1. Establish backlink partnerships with industry sites.
 2. Maintain a consistent publishing calendar aligned with audience needs.
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Conclusion

ABC Insurance is well-positioned to enhance its digital presence by addressing compliance, content performance, and UX gaps. Implementing these targeted recommendations will not only strengthen regulatory alignment but also drive engagement, improve search visibility, and foster customer trust.

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For further assistance or ongoing support, please contact us at [Insert Contact Details].

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