

Marketing Audit Report

funnelizelab.com

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Overall Marketing Score: 41/100 (Grade: F)

Citability score 41.1/100 grade D (+5.1 from v1 baseline 36.0). 4 answer blocks detected on homepage (52-60, C-grade). llms.txt now valid with 12 links, 6 sections. 4 blog posts indexed in sitemap (8→13 URLs). Leads arvw by +8.3, prompting by +11.3. Brand presence still 0% — YouTube and LinkedIn not yet set up. 4 F-grade sales sections remain on homepage.

Score Breakdown



Category	Score	Weight	Status
Content & Messaging	65/100	25%	Needs Work
Conversion Optimization	58/100	20%	Needs Work
SEO & Discoverability	72/100	20%	Needs Work
Competitive Positioning	55/100	15%	Needs Work
Brand & Trust	68/100	10%	Needs Work
Growth & Strategy	60/100	10%	Needs Work

Key Findings

Severity	Finding
Critical	Homepage headline lacks clarity — visitors can't understand the value proposition in under 5 seconds
High	No social proof on homepage — missing testimonials, client logos, and trust badges
High	Primary CTA uses generic text ('Get Started') instead of value-driven copy
Medium	Missing meta descriptions on key landing pages
Medium	No email capture mechanism or lead magnet visible
Low	Blog content lacks internal linking to product pages

Prioritized Action Plan

Quick Wins (This Week)

1. Fix llms.txt format
2. Add FAQPage schema to top service pages
3. Add data points to answer blocks

Medium-Term (1-3 Months)

1. Build 134-167 word citation capsules
2. Expand passages to optimal length

Strategic (3-6 Months)

1. Deploy llms-full.txt
2. Build authoritative backlinks from AI-cited sources

Competitive Landscape

	yoh	arvow.com	copy.ai	promptingcompany.com
Positioning	yoh	AI SEO content automation	GTM AI platform	Agent experience / Claude Code
Pricing	yoh	\$—/mo (subscription)	Custom enterprise	Not disclosed
Social Proof	yoh	20,000+ agencies/marketers	Enterprise (Fortune 500)	Beta-stage, Claude Code focus
Content	yoh	12 blocks, C(2) D(3) F(7) — JS core 12.8	1 block detected	14 blocks, C(1) D(5) F(5) — JS core 19.8

Methodology

This audit evaluates six key dimensions of marketing effectiveness. Each category is scored 0-100 based on industry best practices and competitive benchmarks.

Category	Weight	What We Measure
Content & Messaging	25%	Copy quality, value proposition clarity, CTA effectiveness
Conversion Optimization	20%	Funnel design, forms, social proof, friction reduction
SEO & Discoverability	20%	On-page SEO, technical SEO, content structure
Competitive Positioning	15%	Market differentiation, pricing, alternatives strategy
Brand & Trust	10%	Design quality, trust signals, authority indicators
Growth & Strategy	10%	Pricing strategy, acquisition channels, retention