

# **SCIPION**

**S**trategy & **M**arketing

# **Digital Audit**

## **Service offer**

# Introduction

Increase your performance and be more competitive on the web. Get a clear vision of your digital situation so you can design your strategy and make the right choices.

## Why conduct an audit?

Digital auditing is the state of your digital presence and your digital impact on the web. It allows you to know where you agree to better understand where you want to go. Understand your strengths and weaknesses to better capture future opportunities.

## Objectives of the audit

Our digital audit looks into your business strategy, your website's architecture, social media presence and much more. We can focus on helping you improve everything digital within your company's framework, such as ensuring your website has valuable content – which can provide you with three times the leads that paid search advertising does.

## Advantages of the audit

**Expertise:** You benefit from our unique expertise of full audits made with large & innovative firms.

**External:** You benefit from independent, professional and external advice by an expert with helicopter view.

**Specific/Full Diagnostic:** We either assess all management functions of the firm or we focus on priority and hot topics for you.

**Time:** Thanks to our team, we're able to conduct the audit in a reasonable time frame.

**Operational Solutions:** Within our audit, there's a full detailed report of the different solutions that you need to implement.

**Value for money:** You access high value advice and specialized expertise at a fair and affordable price.

## Methodology

### Call briefing

An exchange of information prior to the real time meeting.

### Documentation

Submission of all the useful information to us.

### Confidentiality

A golden rule and a contractual obligation for us.

### Tailor made

We adapt our questions & strategy to your situation.

### Report

Detailed report according to our experts.

### Coaching

Follow-up during implementation.

# Stages of the audit

1. Analysis of the company
  - a. Current digital situation
    - i. Analysis of the digital situation
    - ii. Analysis of the E-reputation
    - iii. Determine the objectives
  - b. Identify the digital Impact
    - i. Analysis the digital maturity of the market
    - ii. Determine the digital maturity of competitors
    - iii. Identify the impact of digital technology on the company
2. Website audit
  - a. Website health
    - i. Description of a website health
    - ii. Global score of the website
    - iii. Analysis of the links
    - iv. Analysis of the competitors
    - v. Establish an action plan
  - b. Website referencing
    - i. Analysis of the SEO
    - ii. Analysis of the keywords
  - c. Website design
    - i. Analysis of the UX & UI
    - ii. Analysis of the global design
    - iii. Establish an action plan
3. Social media & Content
  - a. Content
    - i. Analysis of the global web content
    - ii. Determine a content strategy
  - b. Social media
    - i. Analysis of the social media
    - ii. Determine a social media strategy
4. Digital marketing strategy
  - a. Content
    - i. Analysis of the current digital strategy
    - ii. Analyze & Determine a conversion funnel
    - iii. Establish an action plan
5. Conclusion

## Schedule

The meeting can be organized during a weekday or a weekend (partners' retreat). It starts at 9.00 AM and ends at 6 PM). A lunch break can be organized. Schedule can be adapted to the wish of the partners with prior notification to ensure we align with the methodology of the Check-up.

## Budget

A determined Package is budgeted and includes the methodology described above. Extra services such as practical implementation and coaching will be performed separately upon a dedicated service offer.

Price for the **audit**

**4990  
Euros**

## About Us

**SCIPION** is an International Leader in Strategy & Marketing for Professional firms.

### **Value for Money**

Our niche structure and mode of organization enable us to offer an extremely high value-added service without excessive overheads. We have an exceptional understanding of the domestic legal markets. We are currently extending our activities towards Eastern Europe. We are a multicultural team of consultants who work in English, Dutch, French, Italian, German, Arabic.

### **We know your environment**

We work on a regular basis with firms, companies, investment funds or public entities active in your jurisdiction and we benefit from exclusive market intelligence.

SCIPION advises and trains 27 firms of the IFLR Top 100 global firms. We are contacted by major US, UK & EMEA based firms which have or are opening branches globally. Our clients include global law firms, international law firms, domestic full-practice firms, niche law firms and ex-MDP practices.

### **Our contact & team for you**

Our services are customized and adapted to your needs. A single account manager will be your point of contact and will coordinate your project with the various specialists. We look forward to our long-term relationship, in which we get to know your business and follow its developments, locally or globally.

On this particular project, your main contact would be **Mr Laurent Marliere** (mobile +32 475 42 21 49 – Direct mail : LM@scipion.net ). He will ensure the team lead for this offer and coordinate the different consultants. He speaks English, French, German, Italian, Dutch.