

THE OBSIDIAN CO™

2025

Digital Marketing & Branding Audit

Audited Disciplines: Branding, Social Media Marketing, Google Ads, SEO

Letter from the COO

Michalis Nikolaou



Branding Audit

by Chris Athanasiou - Branding Director

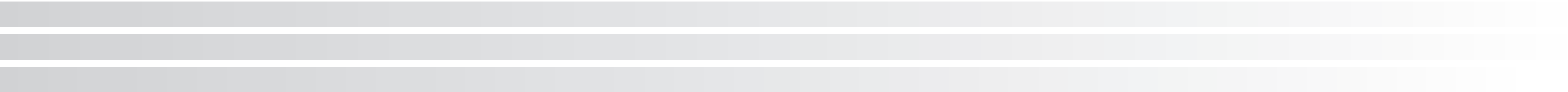
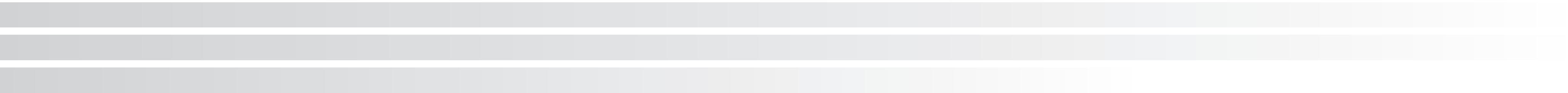
Touchpoint	What’s Evaluated	Score
Logo	Clarity, recognition, and adaptability across desktop and mobile.	10/10
Typography	Readability, consistency, and hierarchy of fonts; alignment with brand style.	10/10
Imagery	Quality and consistency of product and lifestyle visuals; do they build trust and desirability?	10/10
Colour Palette	Consistent use of brand colours; support for recognition, mood, and readability.	10/10
Brand Elements Alignment	How well logo, fonts, colours, and imagery work together as one system.	10/10
Visual System Consistency	Consistent design across layouts, buttons, menus, and other UI elements.	10/10
Product/Service Presentation	Clarity and appeal of product pages; do they showcase items effectively and reflect the brand?	10/10
Emotional Engagement	Does the website create a positive emotional connection with visitors, or does it feel generic and transactional?	10/10
Brand Differentiation	How well the site stands out from competitors in look, tone, and experience.	10/10
Cultural Relevance	Alignment with customer values, lifestyle, and market expectations.	10/10

Branding Audit

by Chris Athanasiou - Branding Director

100%

Overall score from all touchpoints.



Social Media Marketing Audit

by Elena Chimona - SM Performance Specialist

Touchpoint	What’s Evaluated	Score
Profile Optimization & Branding	Profile and cover photos, bios, links, and cross-platform consistency of logo, brand colors, and tone.	10/10
Content Consistency	Posting frequency and mix of formats (images, video, reels, carousels).	10/10
Visual Identity & Creativity	Visual quality and alignment with brand aesthetics.	10/10
Messaging & Tone of Voice	Captions, hashtags, CTAs, and consistency of brand voice across posts.	10/10
Audience Engagement Signals	Likes, comments, shares, saves, replies, and follower base quality.	10/10
Content Relevance & Value	Relevance and value of content (informative, entertaining, inspiring vs. overly sales-driven).	10/10
Content Variety & Format Use	Use of varied formats (reels, carousels, stories, polls) and features.	10/10
Paid Ads Presence & Effectiveness	Ad creative quality (design, copy, branding, CTAs) and alignment with organic content.	10/10
Paid Ads Strategy & Targeting	Targeting settings (locations, age, gender, interests/lookalikes), reach, and precision.	10/10
Pixel & Tracking Integration	Pixel/tag setup: installation status, event firing accuracy, and support for conversions/retargeting.	10/10

Social Media Marketing Audit

by Elena Chimona - SM Performance Specialist

100%

Overall score from all touchpoints.



Google Ads Audit

by Sotiris Maronou - Google Ads Specialist

Touchpoint	What’s Evaluated	Score
Google Ads Competitive Landscape	The evaluation is based on the average Cost per Click (CPC) of core keywords in your industry, which reflects the number of advertisers bidding on them. A score of 0 means no competition, while 10 indicates extreme competition. In general, higher competition results in higher CPCs, while lower competition corresponds to lower CPCs. Lower competition also enables you to enter the market with a smaller budget while still running effective campaigns.	10/10
Website Google Ads Readiness	Evaluation is based on clear CTAs, visible forms, a structured conversion funnel, and proper tracking tags to determine if the site can convert ad traffic effectively and measure results accurately. A score of 0 means there are no CTAs, forms, conversion paths, or tracking, and the site is not ready for Google Ads, while a score of 10 means the site is fully optimized: fast, intuitive, with clear CTAs, mobile- and desktop-ready, and complete conversion tracking.	10/10
Google Ads Keyword Potential (See <i>Figure A</i> on the next page)	Evaluation is based on search volume strength, CPC range, and intent alignment (transactional vs. informational). High potential indicates stronger campaign viability and higher chances of achieving a positive ROAS, while low potential reflects limited search volume or overly high CPCs that make returns difficult. A score of 0 means keywords with almost no potential, such as very low search volume or extremely high CPCs that make ROAS impossible, while a score of 10 represents maximum potential with high search volume, low CPCs, and predominantly transactional intent driving strong returns.	10/10
Ad Copy Review	Evaluation is based on the strength of your unique selling points (USPs), the presence of promotions or guarantees, and the overall persuasiveness of your messaging. A score of 0 means no ads are currently running or the copy has no clear USPs or offers, making it generic and unlikely to generate clicks, while a score of 10 means it is fully ad-ready with strong and unique USPs, compelling hooks, and clear offers designed to maximize click-through rates and conversions.	10/10

Google Ads Audit

by Sotiris Maronou - Google Ads Specialist

100%

Overall score from all touchpoints.



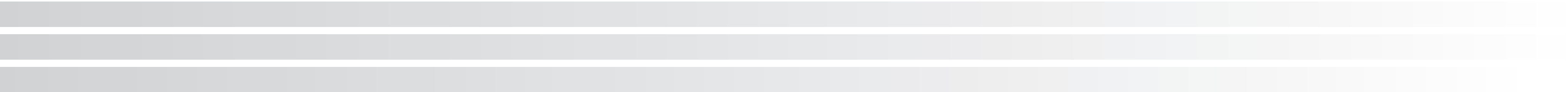
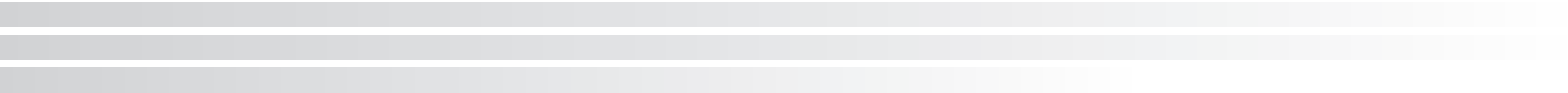
Metric	Description	Score	
Organic Traffic	Volume and growth of search traffic (excludes paid). 0 = no traffic; 10 = strong, consistently growing.	10/10	Website Performance
Keyword Rankings Analysis	Visibility and positions of site keywords. 0 = no rankings; 10 = strong rankings across relevant terms.	10/10	
Domain Authority	Overall credibility and ability to rank. 0 = very low/minimal power; 10 = high authority/strong potential.	10/10	
Backlinks	Quantity and quality of referring links. 0 = none or low-quality/spammy; 10 = many high-quality, authoritative links.	10/10	
XML Sitemap	Presence/accuracy of sitemap for crawl/index. 0 = none/broken; 10 = complete, error-free, regularly updated.	10/10	Technical SEO
Robots.txt	Correct crawler guidance. 0 = missing/blocks key pages; 10 = properly configured for efficient crawling.	10/10	
Mobile Speed	Load speed on mobile. 0 = very slow, harms UX/rankings; 10 = excellent, fast, seamless.	10/10	
Desktop Speed	Load speed on desktop. 0 = very slow; 10 = excellent, fast, smooth.	10/10	
HTTPS Security	Sitewide HTTPS. 0 = no/major issues; 10 = fully secured across all pages.	10/10	Content SEO
SSL Certificate	Valid SSL status. 0 = none/invalid; 10 = active and properly configured.	10/10	
Duplicate Content	Presence of duplication. 0 = extensive duplication; 10 = fully unique/original.	10/10	
Blog Section	Existence/quality of blog. 0 = none or low-quality/irrelevant; 10 = valuable, optimized, consistently published.	10/10	
Article Quality	Quality/relevance/optimization of articles. 0 = missing/poor/not optimized; 10 = high-quality, well-structured, fully optimized.	10/10	Content SEO
Content Freshness	Update frequency/recency. 0 = outdated/rarely updated; 10 = consistently refreshed, timely, relevant.	10/10	

SEO Audit

by Florian Moraru - SEO Specialist

100%

Overall score from all touchpoints.



Conclusion

All Things Considered

100%

Overall score from all departments.



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