

ANALYSIS AND STRATEGIC CONSULTING

Online presence analysis

Where you are losing customers and budget today, what proves it and in which order to act. This is the document you receive at the end of the analysis.

Business analysed	Farmacia Esempio S.r.l. · Bari
Period observed	1 January to 30 June 2026
Areas examined	Site, search, campaigns, tracking, competitors
Prepared by	Giacomo Difino · Digital marketing consultant
Delivery	10 working days from collecting the credentials

This is a sample

The business name, the data, the numbers and the competitors are made up, and are only here to show how the document is built. Nothing inside concerns a real client. Your own document will have the same structure, with your business's numbers.

Summary for the owner

If you only read one page, read this one. The rest of the document is there to prove what is written here.

Every month the pharmacy spends more on advertising than the website manages to turn into enquiries. The problem is not the budget: it is that neither of the two is measured, so the money keeps going where it has always gone.

SPEND WITH NO RETURN

€1,240

per month, 61% of the budget

ENQUIRIES LOST

~ 34

estimated per month, from the site

RECOVERY POSSIBLE IN

90 days

with no extra budget

The five things that weigh most

- Contact events never reach Analytics.** The form, the phone number and WhatsApp record nothing: any judgement on how the campaigns are performing is, today, an impression. It is also the cause of every point that follows.
- 61% of the ad budget goes to a campaign that does not convert.** The "General traffic" campaign has absorbed €7,440 in six months and has not produced a single traceable enquiry. It is still running because nobody has the data to switch it off.
- The site takes 4.8 seconds to open on a phone.** Above three seconds, about half of visitors go back. The traffic you pay for arrives and leaves before the page appears.
- The service pages never name the area.** The searches that bring customers contain a place and a need. The site answers only the second half, which is why it sits in fourteenth position where competitors are on page one.
- The Google profile is the one thing that works.** It is up to date, it collects reviews and it brings phone calls. It is also the cheapest lever to push over the next ninety days.

The verdict

There is no need to rebuild the site from scratch and no need to raise the ad budget. What is needed, in this order: fix the measurement, switch off the campaign that does not pay, lighten the site and rewrite four pages. These are a few days of work that free up budget you are already spending, and they come before any larger project.

The report card, area by area

Tracking and data		28	CRITICAL
Site speed		41	CRITICAL
Live campaigns		55	NEEDS WORK
SEO and content		62	NEEDS WORK
Google profile and reviews		84	GOOD

● healthy ● needs fixing Score from 0 to 100, calculated on the criteria described in chapter 2.

How I worked

So that you can run the same checks again in six months, with or without me, and see whether anything has really changed.

Where the numbers come from

AREA	TOOL	WHAT IT MEASURES
Speed	PageSpeed Insights, field data	Real load times on your visitors' devices
Structure and SEO	Search Console, site crawl	Indexed pages, rankings, titles, technical errors
Campaigns	Ads manager, 6-month history	Spend, declared results, cost per result
Tracking	Analytics 4, Tag Manager, Pixel	Events recorded, events missing, duplicates
Local presence	Google profile, incognito searches	Position on the map, reviews, information
Competitors	The same tools, applied to them	Comparison on what is verifiable from outside

How to read the score

Each area is worth from 0 to 100. It is not an aesthetic judgement: it adds up yes-or-no checks, each weighted by how much it affects customers. An area below 50 means it is costing you money right now, between 50 and 70 that it half works, above 80 that it can be left where it is while you concentrate elsewhere.

What I looked at

Six months of data, so that both the busy season and the quiet one are included. Everything verifiable from outside was checked again without using your credentials, so the comparison with competitors is made with the same yardstick.

What I did not look at

Margins, management software and stock data stay out: that is a different analysis. Where tracking is missing I say so, and the estimate is declared as an estimate instead of being presented as a certainty.

On the missing data

Some questions have no certain answer today: without recorded events there is no way to know how many enquiries genuinely came from the site. Where that happened you will find the word "estimate" and the reasoning behind it. Once the measurement is fixed, those estimates become numbers, and that is the first reason why it is action number one in the plan.

The site

Score 41 out of 100. It is where most of the traffic you already pay for gets lost.

Speed

The three measures below are the ones Google uses to judge the browsing experience, and they are collected from real visitors' devices, not from a laboratory test. Two out of three do not pass the threshold.

MEASURE	WHAT IT INDICATES	TODAY	THRESHOLD	RESULT
LCP	When the main content appears	4.8 s	2.5 s	FAILING
INP	How quickly it responds to taps	310 ms	200 ms	FAILING
CLS	How much the page shifts while loading	0.04	0.10	PASSING

Where the 4.8 seconds come from

- Eleven full-resolution images on the home page, 6.2 MB in total: on their own they account for roughly three seconds on a mobile connection.
- Twenty-three active plugins, at least nine of which are not used by any page.
- Two font libraries loaded from external servers, one of which never appears on screen.
- No caching in place: anyone who comes back downloads everything again.

What changes once it is fixed

Compressing the images, removing the unused plugins and turning on caching brings loading below one and a half seconds. This is configuration work, not a rewrite: the current site can stay as it is. Under two seconds, the share of visitors who leave before seeing the page is halved.

Structure and conversion

CHECK	RESULT	NOTE
Readability on a phone	OK	The text is legible, the buttons can be reached
Contact form	NEEDS WORK	Eleven required fields, only at the bottom of the page
WhatsApp button	MISSING	The channel your customers use most is not on the site
Opening hours and address	NEEDS WORK	Only on the contact page, not on every page
A page per service	MISSING	One page lists everything: nothing ranks
Security certificate	OK	Valid, automatic renewal active

Estimate of lost enquiries: with 1,000 visits a month and a conversion rate of 3.5% expected for the sector, the site should produce around 35 enquiries. The enquiries the pharmacy reports receiving are 1 or 2. The difference is the estimate given in the summary.

Search and local presence

Score 62 out of 100 on content, 84 out of 100 on the Google profile.

Where they find you, and where they do not

SEARCH	SEARCHES PER MONTH	POSITION	WHO IS ON PAGE ONE
pharmacy open near me	1,900	14th	Competitor A, Competitor B
skincare Bari	720	22nd	Competitor A, chains
blood sugar test pharmacy Bari	260	31st	Competitor C
breast pump hire Bari	140	not present	nobody: open ground
Farmacia Esempio	390	1st	you

The site ranks well only on its own name, which means only for people who already know you. On everything else it appears beyond the second page, where traffic is practically zero. The cause is not technical: the pages exist, but they never name the city, the neighbourhood or the service in the way people search for it.

The easiest opportunity

"Breast pump hire" gets 140 searches a month in your area and no local pharmacy holds it: the top positions belong to national sites. One dedicated page, written properly, can take them within a few weeks. It is action number 4 in the plan.

Google profile

REVIEWS

38

average 4.6 out of 5

OWNER REPLIES

3

out of 38 reviews

CALLS FROM THE PROFILE

112

in the last 90 days

It is the tool that brings the most contacts by far, and it costs nothing. It already works well: correct opening hours, up-to-date photos, services listed. Two things improve it, and they cost only consistency: replying to every review, including the good ones, and asking for the review at the counter with a printed QR code. The competitors ahead of you on the map all have more than three times your number of reviews.

The advertising campaigns

Score 55 out of 100. €12,180 spent in six months, of which €7,440 cannot be tied to any result.

CAMPAIGN	SPEND, 6 MONTHS	DECLARED RESULTS	COST PER RESULT	VERDICT
General traffic	€7,440	clicks, 0 enquiries	not calculable	SWITCH OFF
Skincare promo	€2,640	61 enquiries	€43.28	NEEDS WORK
WhatsApp messages	€1,380	88 conversations	€15.68	SCALE UP
Local reach	€720	not measurable	not calculable	NEEDS WORK

What is not working

- **The most expensive campaign is set to the wrong objective.** "General traffic" optimises for clicks, not for enquiries: the system brings the people most likely to click, not the ones most likely to buy. That is €1,240 a month.
- **One single audience for every campaign.** People who do not know you and people who have already visited the site get the same message, at the same cost. Splitting the audiences usually lowers the cost per lead by 30 or 40%.
- **The same two images for seven months.** Frequency has climbed to 6.8: the same people have seen the ad almost seven times. Beyond three or four views performance collapses and the cost rises.
- **The WhatsApp campaign is the one that performs best** and it has the smallest budget. It is the first place to move the freed-up money.

The arithmetic, briefly

Switching off "General traffic" and moving that budget onto the campaign that already works, at the same cost per conversation, would take monthly contacts from around 25 to around 100. This is a projection based on the current cost of the WhatsApp campaign and it needs checking in the field over the first thirty days, but the order of magnitude holds.

Tracking and data

Score 28 out of 100. This is action number one: without it, the rest stays an opinion.

EVENT	RECORDED	CONSEQUENCE
Page view	YES	The only reliable figure you have today
Form submitted	NO	You cannot tell which campaign an enquiry came from
Click on the phone number	NO	Calls from the site appear nowhere
Click on WhatsApp	NO	The channel that converts best is invisible
Advertising Pixel	PARTIAL	Installed, but with no conversion events attached
Server-side sending	NO	Around a third of conversions is lost to blockers
Cookie consent	YES	Banner in place and correctly connected

Why it comes before everything else

Until the advertising system gets the signal "this person contacted you" back, it cannot learn to look for more people like them: it keeps optimising for clicks, which is exactly the problem in the previous chapter. Fixing the measurement is half a day of work and costs no extra budget, but it changes the behaviour of every campaign you switch on from then on.

What it involves, in practice

- 1 Connect the four missing events through the tag manager, without touching the site.
- 2 Mark form submission, phone call and WhatsApp as conversions in Analytics.
- 3 Turn on server-side sending to recover the conversions lost today.
- 4 Check for a week that the dashboard numbers match the real calls and messages.

The direct competitors

The three businesses genuinely taking customers from you, measured with the same tools and from the outside, without using anything that is not public.

MEASURE	YOU	COMP. A	COMP. B	COMP. C
Searches on page one	9	41	27	14
Speed score	41	78	55	90
Google reviews	38	126	61	26
Average rating	4.6	4.4	4.7	4.9
Pages per service	0	12	6	3
Visible live campaigns	4	2	0	6
Online booking	no	yes	no	yes

How to read it

Competitor A is not better at this: they simply have twelve pages where you have one, and three times your reviews. Both are recovered with work, not with budget. Competitor C spends more than anyone on advertising despite having few reviews: they are buying the visibility the others have built, and that is the most expensive road.

Where you are already ahead

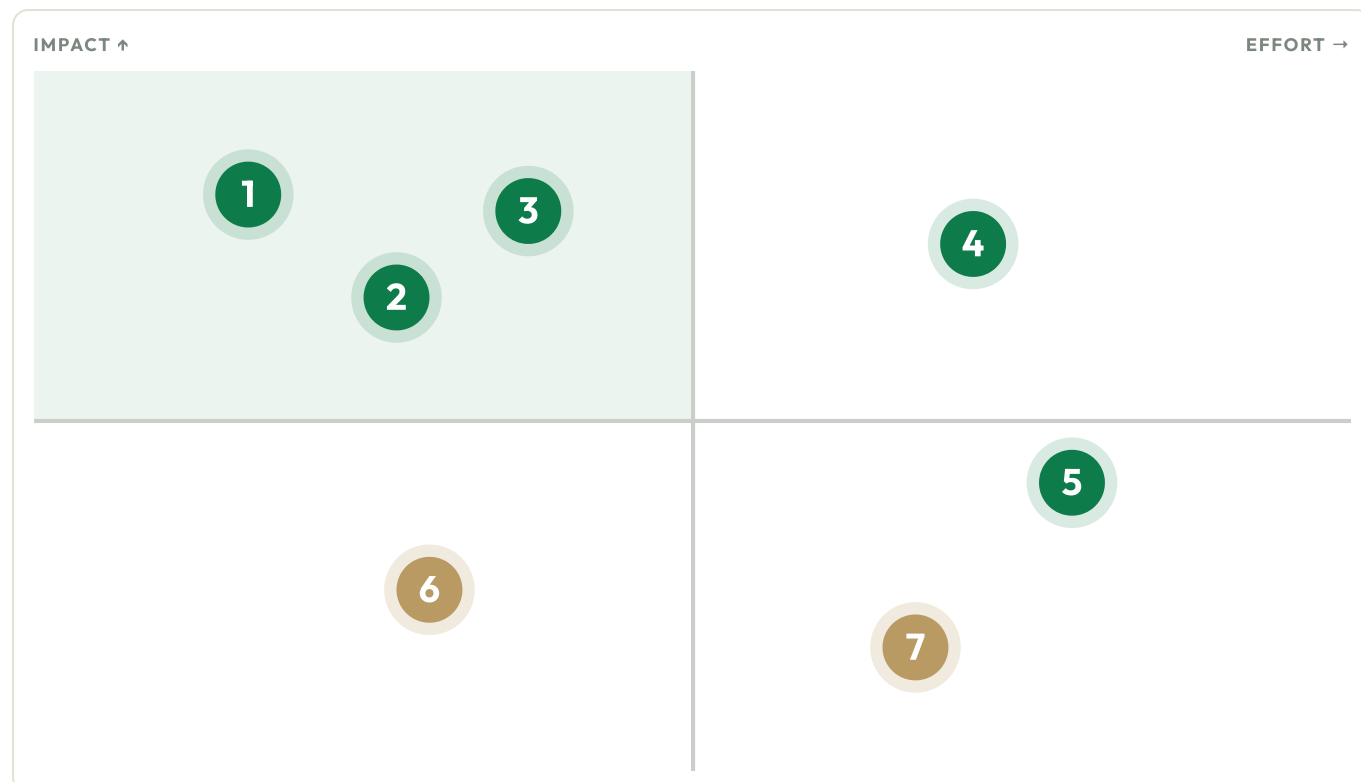
Your average rating is high and the relationship with regular customers is solid: that is the base to build on, and none of the three has an active WhatsApp channel like yours.

Where you are losing ground

Content and speed. They are the two items that weigh most on search, and they are also the two that depend only on you: no agreements, no suppliers, no ad budget required.

The action plan

Every action is placed on two axes: how much impact it brings and how much it costs in time and money. You start from the ones in the top left.



#	ACTION	TIME	WHO DOES IT	WHEN
1	Connect the four conversion events	half a day	technician	NOW
2	Switch off "General traffic" and move the budget	1 hour	you or me	NOW
3	Compress images, remove plugins, turn on caching	1 day	technician	NOW
4	Four service pages with the area in the title	2 weeks	me with you	PLAN IT
5	Split the audiences and refresh the creatives	3 weeks	me	PLAN IT
6	Reply to reviews and put a QR code on the counter	ongoing	your team	IF TIME ALLOWS
7	Online booking for services	4 weeks	to assess	IF TIME ALLOWS

The times are of actual work, not of calendar. Actions 1 to 3 close within the first week and need no additional ad budget: they free up what you are already spending.

How to proceed

The plan is yours. From here you can move in three ways, and none of the three has to go through me.

On your own

Actions 1, 2 and 6 are written to be carried out without me. The document contains the steps and the criteria for checking that they worked.

With your current supplier

Chapter 8 is a work list you can hand to whoever already manages the site. In the review session we go through how to ask for the right things and how to judge the quote that comes back.

With me

If you would rather hand me the execution, we start from the first three actions, which are also the quickest, and review the numbers after thirty days. No minimum term: if after the first month the data is not moving in the right direction, we talk about it openly.

The review session

MINUTE	WHAT WE DO
00:00	We read the document together, chapter by chapter
00:15	Analytics: where the real numbers live and how to read a report
00:30	How to judge a quote and how to spot a badly managed campaign
00:45	Your questions, with no jargon

The session lasts an hour, it is recorded and you can watch it back whenever you like. Along with the recording you get the operational checklists for you and your team.

Notes and limits of this document

The analysis is based on the data available in the period stated. Where tracking is missing, the figures are estimates declared as such and should be checked again once measurement is fixed. The projections are not guarantees of results: they describe what it is reasonable to expect if the conditions observed hold. Any brands and names mentioned belong to their respective owners.

A reminder: this is a sample

Farmacia Esempio S.r.l. does not exist and every number in this document is made up. It is here to show you the structure and the level of detail of the analysis before you decide to request it.