tanasi™

Digital Audit

Insights & Recommendations

101 VENTURES

Outbrain & Taboola Review

Paid Media
Outbrain

$1,500 monthly budget,
136 ad iterations

Image	Content Title	URL	Date Created	Date Modified			Amount ...	Avg. C...	Impressio..	Clicks	CTR
							$350.8	$1.64	30.1k	214	0.71%
	Make any drink a CBD mocktail Tanasi	https://tanasi.com/collections/water-soluble-cbd/?utm_source=Outbrain	06/11/2021	06/16/2021	Active		$165.74	$1.564	15,174	106	0.70%
	Relax this summer with CBD in your glass Tanasi	https://tanasi.com/collections/water-soluble-cbd/?utm_source=Outbrain	06/11/2021	06/16/2021	Active		$75.17	$1.708	6,503	44	0.68%
	CBD Formula Discovered after $2.5 million in dedicated Tanasi	https://tanasi.com/our-products/?utm_source=Outbrain&utm_medium=Discov	06/11/2021	06/16/2021	Active		$35.02	$1.843	1,991	19	0.95%
	Years of University funding and research produced a patent- Tanasi	https://tanasi.com/our-products/?utm_source=Outbrain&utm_medium=Discov	06/11/2021	06/16/2021	Active		$20.59	$1.872	456	11	2.41%
	The University developed CBD that is changing the industry Tanasi	https://tanasi.com/our-products/?utm_source=Outbrain&utm_medium=Discov	06/11/2021	06/16/2021	Active		$9.31	$1.863	142	5	3.52%
	University developed CBD is being given away Tanasi	https://tanasi.com/university-developed-cbd-2/?utm_source=Outbrain	04/13/2021	06/14/2021	Active		$6.14	$1.534	404	4	0.99%

Paid Media

Outbrain

Paid Media

Outbrain

Image Best Practices

To ensure the best possible user experience, Outbrain requires high resolution images and engaging titles to spark action from audiences.

Image
1200 x 800 recommended
600 x 400 minimum
1MB maximum

Title
100 characters available

Brand or Site
Up to 60 characters but shorter is better

Avoid using images with text in them.

Do not use images that are unrelated to the headline and/or landing page.

Portraits work better than people in action.

Always use a high-resolution image.

Lifestyle images tend to perform better than cartoons or stock images.

Avoid logos or promotional messaging.

If promoting a product, try including it in the image – something displayed in an attractive way engages consumers to click.

Try using close-up images rather than wider shots.

Paid Media

Outbrain

Suggested Headlines

- Seniors Notice 5 Surprising Benefits of CBD
  - https://tanasi.com/blog/cbd-benefits-for-seniors/
- Appetite vs. Hunger, the Important Distinction
  - https://tanasi.com/blog/cbd-appetite-suppressant/
- 5 Ways to Treat Plantar Fasciitis
  - https://tanasi.com/blog/cbd-for-plantar-fasciitis/
- New Ways to Fight Inflammation, Uncovered Through University Research
  - https://tanasi.com/blog/does-cbd-help-inflammation/
- The Dangers of Chronic Joint Pain
  - https://tanasi.com/blog/cbd-for-joint-pain/
- 4 Simple Tips to Combat Anxiety, New Research / Can CBD Help with Anxiety?
  - https://tanasi.com/blog/can-cbd-help-with-anxiety/
- One thing Never to Do While Breastfeeding
  - https://tanasi.com/blog/cbd-and-breastfeeding/
- Is this CBD's Greatest Single Benefit?
  - https://tanasi.com/blog/cbd-for-pain-relief/
- Are Our Neurotransmitters the Key to Understanding Pain Relief
  - https://tanasi.com/blog/best-cbd-for-pain-relief/
- Is An Endocannabinoid Deficiency Causing Your Anxiety?
  - https://tanasi.com/blog/cbd-effects-on-anxiety/

Paid Media

Outbrain

Suggested Headlines

- CBD vs Wine – Which Relaxes You Better?
  - https://tanasi.com/blog/cbd-benefits-for-seniors/
- Could CBD Be Your Secret Weapon in the Gym?
  - https://tanasi.com/blog/cbd-and-muscle-recovery/
  - https://tanasi.com/blog/cbd-pre-workout/
- Scientist Discovers Natural Way to Treat Chronic Conditions
- Forget Everything You Know About CBD (CBDa plug)
- #1 Reason Your CBD Isn't Working as Expected
- New Research Proves the Effectiveness of a Specific CBD Variety
- Patent-Pending CBDa Makes Regular CBD Obsolete

Paid Media

Native Advertising Next Steps

- **Align on 3 suggested Ad groups to move forward with:**
  - Repurpose existing blogs and create new pages
    - Remove remove blog links and everything on the right-hand side), leaving just the text and regular nav. Bar in place.
    - Remove the outbound links and add “sources” to the bottom of the article instead
    - Insert more product links through the article
    - Add in in a plug to the “why us” into the conclusion
      - Here at Tanasi, we’ve made it our mission to create the highest quality, scientifically-validated hemp extract products that support people’s overall wellness.
      - Not all CBD is the Same
        - Our unique, patent-pending CBD+CBDa formulation helps unlock the body’s full potential, learn more about our difference here (link).

#1 - Is this CBD’s Greatest Single Benefit? (try 3 options)

- https://tanasi.com/blog/cbd-for-pain-relief/
- Edits:
  - Cut the intro out and start blog @ “CBD for Pain Relief” header
  - Change CBD creams link to our “Shop - topicals” page
  - Add a sentence around the types and link out to “rub,” “lotion,” and “salve” pages with a bit of info to explain the merits of each.

Paid Media

Native Advertising Next Steps

- #2 - CBD vs Wine – Which Relaxes You Better?
  - https://tanasi.com/blog/cbd-vs-wine/
  - Edits:
    - Add a sentence at the end about ways to consume CBD for relaxation benefits, general dosage guidelines and expectations, with a link out to each product category (tinctures, pill, water soluble)
- #3 - Is Your Anxiety Caused by this Deficiency?
  - https://tanasi.com/blog/cbd-effects-on-anxiety/
  - Start text here - “How CBD Effects on Anxiety Work”
  - Change headline to “Is An Endocannabinoid Deficiency Causing Your Anxiety?”
  - Can we insert a clickable product row after this paragraph - “CBD can actually augment this shortage and ultimately restore the balance. This is by promoting the release of more cannabinoids and inhibiting the overstimulation of the CB1 receptor.”
  - Add a sentence at the end about ways to consume CBD for the benefit of reducing anxiety, general dosage guidelines and expectations, with a link out to each product category (tinctures, pill, water soluble)

Paid Media

Native Advertising Next Steps

- https://tanasi.com/lp/cbd-and-pain-relief/
- https://tanasi.com/lp/cbd-vs-wine/
- https://tanasi.com/lp/the-cbd-effects/
-

Audit Components

1. Digital Channel Review
    - Paid
    - Website
    - Email
    - Social
    - SEO / Technical
2. Insights & Recommendations
3. Next Steps

Analytics Review

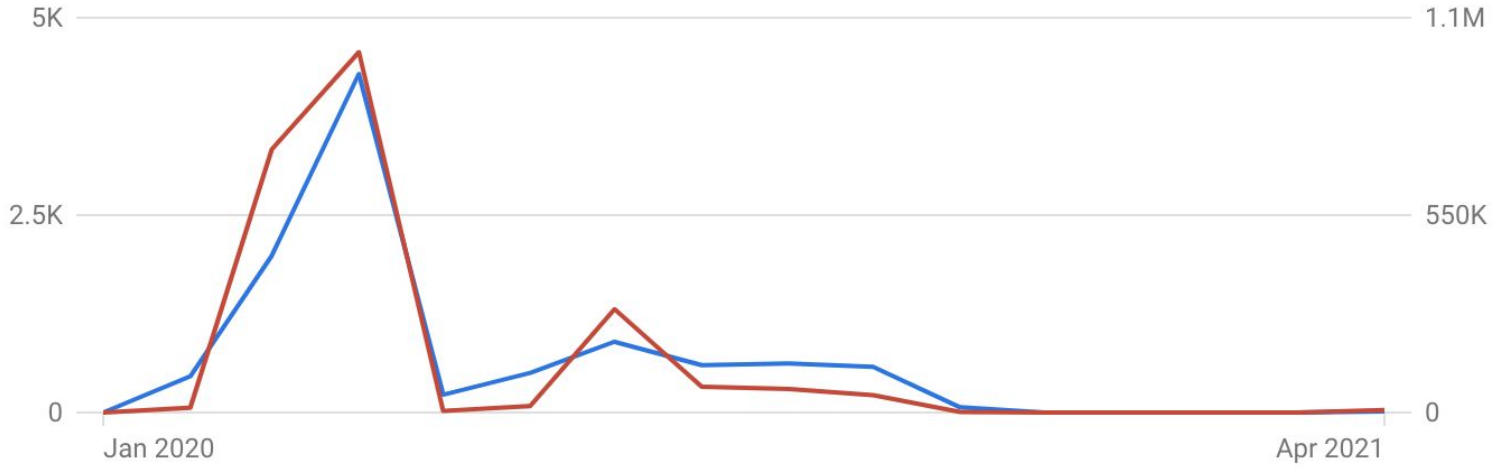
Paid

Paid Media

Google Campaigns

Jan 1, 2020 – Apr 20, 2021

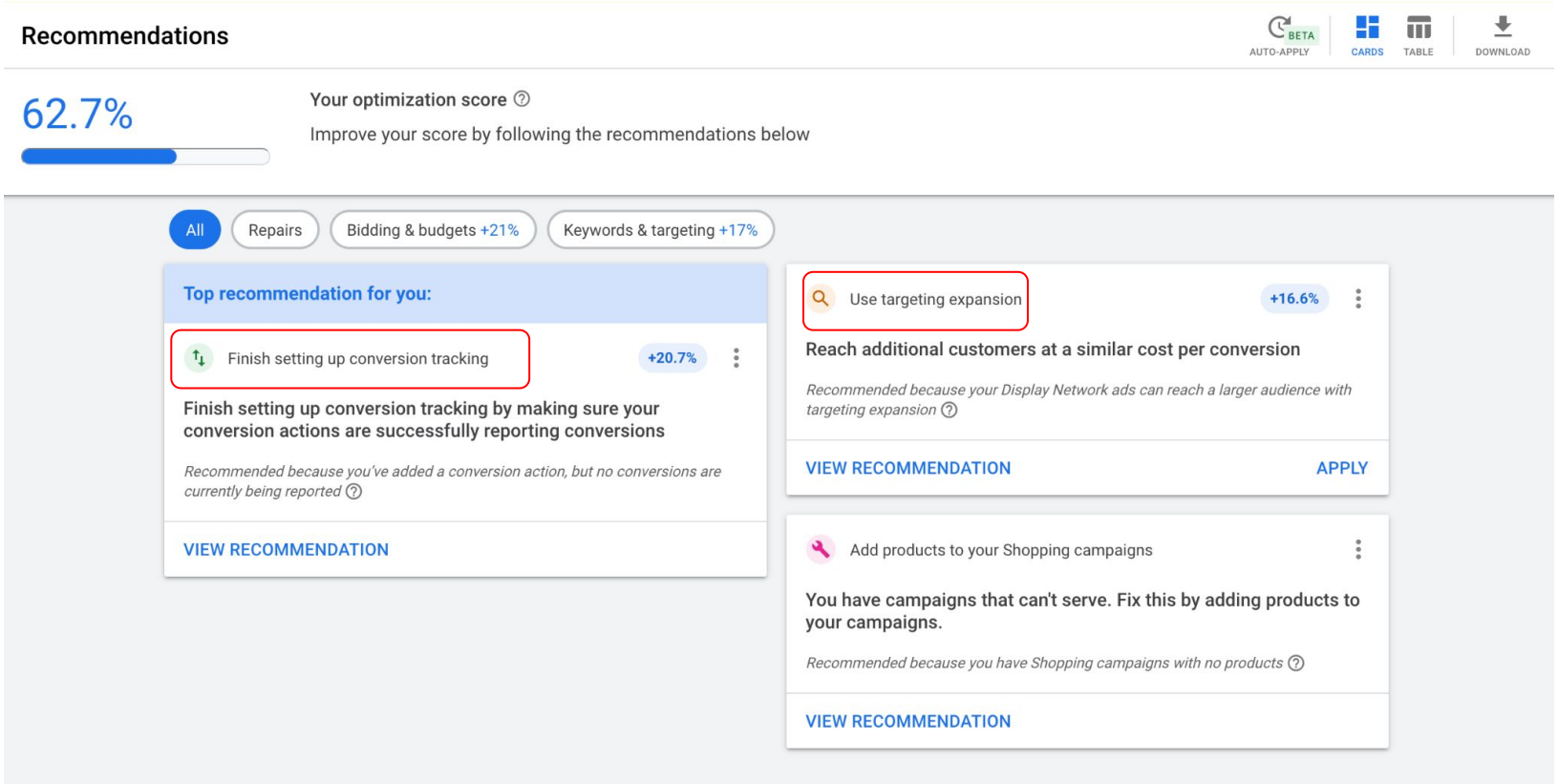
Clicks	Impressions	Avg. CPC	Cost
10.2K	2.25M	$1.32	$13.5K



Paid Media

Google Campaigns

Jan 1, 2020 – Apr 20, 2021



Paid Media

Google Campaign

Jan 1, 2020 – Apr 20, 2021

Ad Groups

Ad groups

All time Dec 8, 2010 – Apr 20, 2021

Ad group status: **All but removed** ADD FILTER

SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE

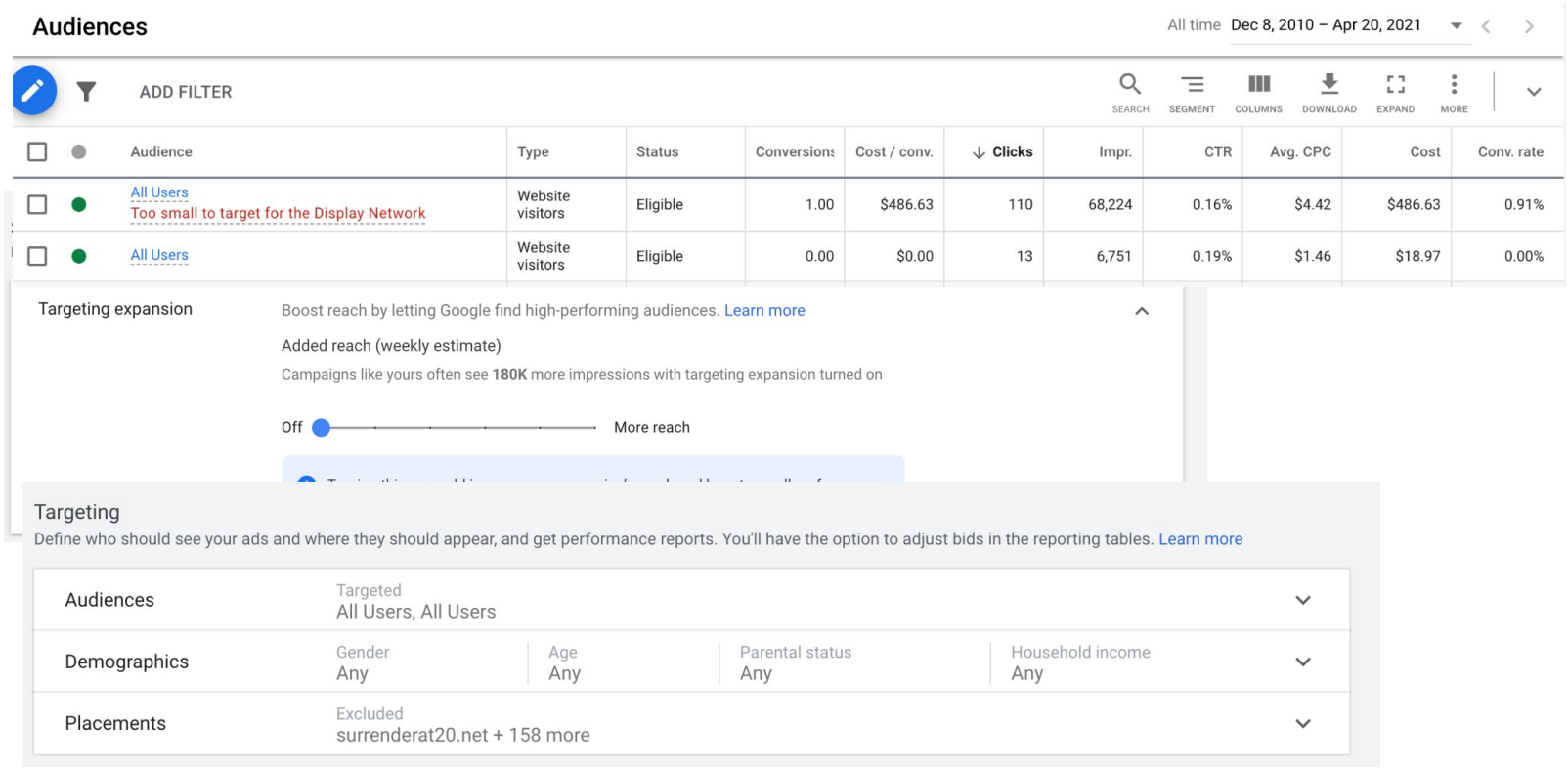
Ad group	Campaign	Status	Default max. CPC	Ad group type	Impr.	Interactions	Interaction rate	Avg. cost	Cost	Conversions	Cost / conv.
Shopping - Safe Products	Tanasi - Shopping	Eligible	$3.68 (enhanced)	Shopping – Product	129,090	492 clicks	0.38%	$2.87	$1,414.25	38.00	$37.22
Display - Retargeting - Tanasi.com Audience	Display - Retargeting	Eligible	–	Display	80,561	105 clicks	0.13%	$4.21	$441.82	12.00	$36.82
Display - Retargeting - Tanasi Life Audience	Display - Retargeting	Eligible	–	Display	74,953	123 clicks	0.16%	$4.11	$505.60	1.00	$505.60

Paid Media

Google Campaign

Jan 1, 2020 – Apr 20, 2021

Audiences



Paid Media

Google Campaign

Keywords

Jan 1, 2020 – Apr 20, 2021

Search term	Match type	Added/Excluded	Campaign	Ad group	Impr.	Interac	Interaction rate	Avg. cost	Cost	Conversions	Cost / conv.	Conv. rate
Total: Search terms					153,361	5,332 clicks	3.48%	$1.99	$10,635.05	131.00	$81.16	2.46%
ginseng	Exact match	None	Tanasi - Shopping	Shopping - Safe Products	12,270	41 clicks	0.33%	$2.55	$104.42	2.00	$52.21	4.88%
panax ginseng	Exact match	None	Tanasi - Shopping	Shopping - Safe Products	3,263	17 clicks	0.52%	$3.27	$55.62	0.00	$0.00	0.00%
cbd salve	Exact match	None	Tanasi - Shopping	Shopping - Safe Products	663	14 clicks	2.11%	$2.49	$34.81	2.00	$17.41	14.29%
red ginseng	Exact match	None	Tanasi - Shopping	Shopping - Safe Products	1,994	12 clicks	0.60%	$2.96	$35.54	0.00	$0.00	0.00%
korean red ginseng	Exact match	None	Tanasi - Shopping	Shopping - Safe Products	644	6 clicks	0.93%	$3.73	$22.38	0.00	$0.00	0.00%
ginger extract	Exact match	None	Tanasi - Shopping	Shopping - Safe Products	86	5 clicks	5.81%	$2.73	$13.65	0.00	$0.00	0.00%
hemp	Exact match	None	Tanasi - Shopping	Shopping - Safe Products	1,403	4 clicks	0.29%	$3.08	$12.32	0.00	$0.00	0.00%
cbd body lotion	Exact match	None	Tanasi - Shopping	Shopping - Safe Products	62	3 clicks	4.84%	$3.59	$10.78	0.00	$0.00	0.00%
ginger pills	Exact match	None	Tanasi - Shopping	Shopping - Safe Products	49	3 clicks	6.12%	$3.62	$10.87	0.00	$0.00	0.00%
ginseng complex	Exact match	None	Tanasi - Shopping	Shopping - Safe Products	120	3 clicks	2.50%	$3.32	$9.95	0.00	$0.00	0.00%
hemp oil	Exact match	None	Tanasi - Shopping	Shopping - Safe Products	556	3 clicks	0.54%	$3.02	$9.07	0.00	$0.00	0.00%
korean ginseng	Exact match	None	Tanasi - Shopping	Shopping - Safe Products	608	3 clicks	0.49%	$2.71	$8.12	0.00	$0.00	0.00%

Paid Media

Native Campaign

Taboola Feed

University developed CBD is being given away

Tanasi | Sponsored

New in 2021 CBD Muscle + Joint Relief Rub

Tanasi | Sponsored

Insights & Recommendations

Paid Media

- **Google Ads**
  - Consider audience refinement on display ads
  - Enable targeting expansion to reach new users
  - Connect GA and Google Ads with “goals” to measure conversions
  - Optimize keywords, by adding “searched phrases” and negative keywords

Insights & Recommendations

Paid Media

A Note On Restrictions

- **Facebook**
  - Today, the only CBD ads Facebook will approve are ads for CBD topicals, a policy change that was MADE IN 2019 (previously, topicals were banned too).
  - ***See also: IVYSIDE CBD ADVERTISING CASE STUDY***
- **Google Ads**
  - Again, though hemp-derived CBD is legal and does not fit the definitions above, Google rejects all text search ads that refer to CBD.
  - What Google *does* allow are ads for hemp-derived CBD products that rely exclusively on hemp keywords.
  - ***See also: SEO BEST PRACTICES FOR CBD COMPANIES***

- https://programetrix.com/programetrix-blog/cannabis-cbd/cbd-search-and-social-ad-approval/

Insights & Recommendations

Paid Media

A Note On Restrictions

- Outside of the Google Display Network, there is a range of platforms available to advertisers looking to access display inventory on websites that will allow CBD-related ads to run on their sites.One platform clearly capitalizing on the current restrictions placed on CBD ads is *FieldTest*.

- **LEAD GEN OVERALL**
  - Areas to Explore/Expand
    - Influencers/Affiliates
    - Podcasts
    - PR/media relations
    - Partnerships - events, retail

Analytics Review

Website - Traffic Analysis

Website Analytics

Traffic Sources

Jan 1, 2021 - Apr 19, 2021

Default Channel Grouping	Acquisition			Behavior			Conversions eCommerce		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue
	78,975 % of Total: 100.00% (78,975)	78,274 % of Total: 100.05% (78,235)	93,406 % of Total: 100.00% (93,406)	81.04% Avg for View: 81.04% (0.00%)	1.56 Avg for View: 1.56 (0.00%)	00:01:07 Avg for View: 00:01:07 (0.00%)	1.57% Avg for View: 1.57% (0.00%)	1,462 % of Total: 100.00% (1,462)	$64,756.86 % of Total: 100.00% ($64,756.86)
1. Organic Search	**59,663** (74.68%)	59,336 (75.81%)	66,934 (71.66%)	86.88%	1.31	00:00:56	0.48%	318 (21.75%)	$18,888.46 (29.17%)
2. Direct	**11,099** (13.89%)	10,871 (13.89%)	13,375 (14.32%)	72.46%	1.92	00:01:16	2.56%	342 (23.39%)	$9,198.99 (14.21%)
3. Referral	**4,097** (5.13%)	3,789 (4.84%)	4,991 (5.34%)	70.47%	1.98	00:01:11	3.55%	177 (12.11%)	$3,318.20 (5.12%)
4. Email	**2,654** (3.32%)	2,117 (2.70%)	5,406 (5.79%)	47.76%	3.05	00:03:04	9.79%	529 (36.18%)	$32,472.04 (50.14%)
5. Social	**2,143** (2.68%)	1,981 (2.53%)	2,287 (2.45%)	65.81%	2.19	00:01:01	3.85%	88 (6.02%)	$567.95 (0.88%)
6. (Other)	**118** (0.15%)	86 (0.11%)	276 (0.30%)	51.09%	2.92	00:02:45	2.90%	8 (0.55%)	$311.22 (0.48%)
7. Paid Search	**89** (0.11%)	63 (0.08%)	104 (0.11%)	73.08%	2.20	00:01:48	0.00%	0 (0.00%)	$0.00 (0.00%)
8. Display	**31** (0.04%)	31 (0.04%)	33 (0.04%)	87.88%	1.12	00:00:03	0.00%	0 (0.00%)	$0.00 (0.00%)

Website Analytics

Revenue by Source

Jan 1, 2021 - Apr 19, 2021

Source / Medium	Acquisition			Behavior			Conversions eCommerce		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue
	78,975 % of Total: 100.00% (78,975)	78,274 % of Total: 100.05% (78,235)	93,406 % of Total: 100.00% (93,406)	81.04% Avg for View: 81.04% (0.00%)	1.56 Avg for View: 1.56 (0.00%)	00:01:07 Avg for View: 00:01:07 (0.00%)	1.57% Avg for View: 1.57% (0.00%)	1,462 % of Total: 100.00% (1,462)	$64,756.86 % of Total: 100.00% ($64,756.86)
1. google / organic	52,775 (65.59%)	52,464 (67.03%)	59,086 (63.26%)	86.93%	1.31	00:00:54	0.47%	279 (19.08%)	$16,660.50 (25.73%)
2. (direct) / (none)	11,099 (13.79%)	10,871 (13.89%)	13,375 (14.32%)	72.46%	1.92	00:01:16	2.56%	342 (23.39%)	$9,198.99 (14.21%)
3. bing / organic	2,750 (3.42%)	2,720 (3.47%)	3,078 (3.30%)	85.02%	1.36	00:01:08	0.71%	22 (1.50%)	$1,070.78 (1.65%)
4. duckduckgo / organic	2,252 (2.80%)	2,244 (2.87%)	2,557 (2.74%)	88.27%	1.28	00:01:05	0.39%	10 (0.68%)	$765.02 (1.18%)
5. tanasi-com.cdn.ampproject.org / referral	1,837 (2.28%)	1,811 (2.31%)	1,965 (2.10%)	77.81%	1.65	00:00:58	1.12%	22 (1.50%)	$1,199.93 (1.85%)
6. yahoo / organic	1,624 (2.02%)	1,611 (2.06%)	1,872 (2.00%)	86.06%	1.28	00:01:08	0.32%	6 (0.41%)	$333.16 (0.51%)
7. m.facebook.com / referral	1,375 (1.71%)	1,353 (1.73%)	1,434 (1.54%)	64.71%	2.23	00:00:57	4.11%	59 (4.04%)	$101.86 (0.16%)
8. taboola / referral	942 (1.17%)	827 (1.06%)	1,392 (1.49%)	85.06%	1.28	00:00:35	0.14%	2 (0.14%)	$98.76 (0.15%)
9. Free CBD / email	937 (1.16%)	708 (0.90%)	1,654 (1.77%)	53.99%	2.60	00:02:33	5.99%	99 (6.77%)	$6,608.36 (10.20%)
10. Daily Send 2.2 / email	593 (0.74%)	457 (0.58%)	954 (1.02%)	47.06%	3.06	00:02:39	9.54%	91 (6.22%)	$6,566.10 (10.14%)

Website Analytics

User Behavior - page views

Jan 1, 2021 - Apr 19, 2021

Page path level 2	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit
	144,429 % of Total: 99.16% (145,657)	123,322 % of Total: 99.61% (123,806)	00:02:01 Avg for View: 00:02:00 (0.75%)	81.10% Avg for View: 81.04% (0.08%)	64.48% Avg for View: 64.11% (0.58%)
1. /blog/	73,123 (50.63%)	68,761 (55.76%)	00:04:40	88.90%	84.23%
2. /product/	21,088 (14.60%)	14,933 (12.11%)	00:01:08	71.30%	37.85%
3. /our-products/	10,834 (7.50%)	7,597 (6.16%)	00:01:17	54.38%	37.13%
4. /	6,819 (4.72%)	5,146 (4.17%)	00:01:17	41.39%	37.98%
5. /checkout/	6,315 (4.37%)	4,986 (4.04%)	00:02:06	35.87%	46.33%
6. /collections/	6,062 (4.20%)	4,466 (3.62%)	00:00:48	55.13%	23.79%
7. /free-480mg-drink-concentrate-for-new-customers/	3,549 (2.46%)	2,692 (2.18%)	00:00:28	43.14%	42.01%
8. /free-salve-signup/	1,098 (0.76%)	960 (0.78%)	00:02:28	85.06%	80.87%
9. /cart/	889 (0.62%)	737 (0.60%)	00:00:39	53.49%	33.63%
10. /refer-a-friend/	632 (0.44%)	532 (0.43%)	00:01:40	59.09%	33.54%
11. /our-story/	449 (0.31%)	355 (0.29%)	00:00:58	37.27%	34.30%
12. /science/	368 (0.25%)	317 (0.26%)	00:01:36	60.19%	35.05%

Website Analytics

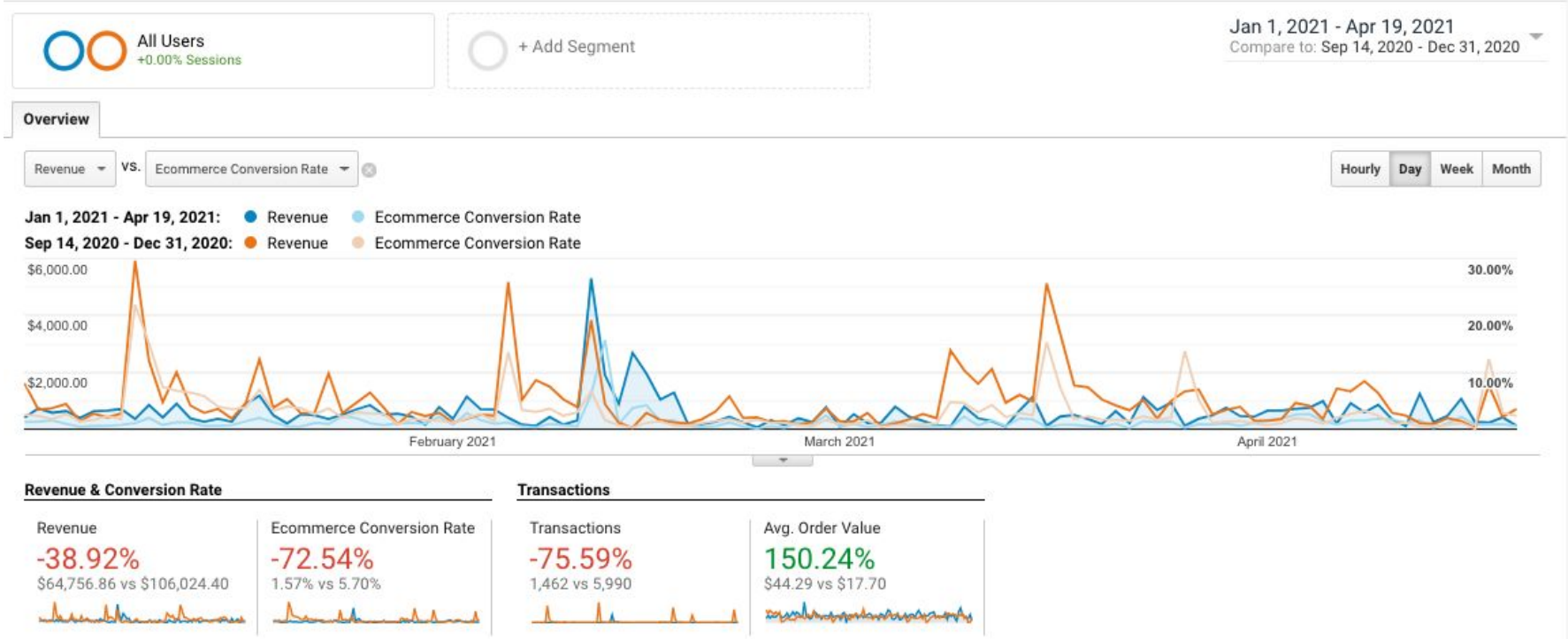
Behavior - Page Depth

Jan 1, 2021 - Apr 19, 2021

Page path level 2	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit
	159,226 % of Total: 99.09% (160,692)	136,433 % of Total: 99.54% (137,070)	00:02:03 Avg for View: 00:02:02 (0.78%)	81.37% Avg for View: 81.30% (0.09%)	64.90% Avg for View: 64.53% (0.58%)
1. /blog/	**82,581** (51.86%)	77,639 (56.91%)	00:04:37	88.85%	84.11%
2. /product/	**22,698** (14.26%)	16,277 (11.93%)	00:01:10	72.03%	38.88%
3. /our-products/	**11,968** (7.52%)	8,418 (6.17%)	00:01:15	55.00%	37.27%
4. /	**7,472** (4.69%)	5,638 (4.13%)	00:01:18	41.14%	37.82%
5. /checkout/	**6,620** (4.16%)	5,227 (3.83%)	00:02:06	35.61%	46.36%
6. /collections/	**6,570** (4.13%)	4,869 (3.57%)	00:00:47	55.38%	23.67%
7. /free-480mg-drink-concentrate-for-new-customers/	**3,549** (2.23%)	2,692 (1.97%)	00:00:28	43.14%	42.01%
8. /free-salve-signup/	**1,401** (0.88%)	1,234 (0.90%)	00:02:32	85.84%	81.58%
9. /cart/	**936** (0.59%)	784 (0.57%)	00:00:38	54.61%	34.83%
10. /refer-a-friend/	**681** (0.43%)	575 (0.42%)	00:01:41	57.97%	33.04%

Website Analytics

Ecommerce Overview



Website Analytics

Shopping - Behavior Analysis

All Users
100.00% Sessions

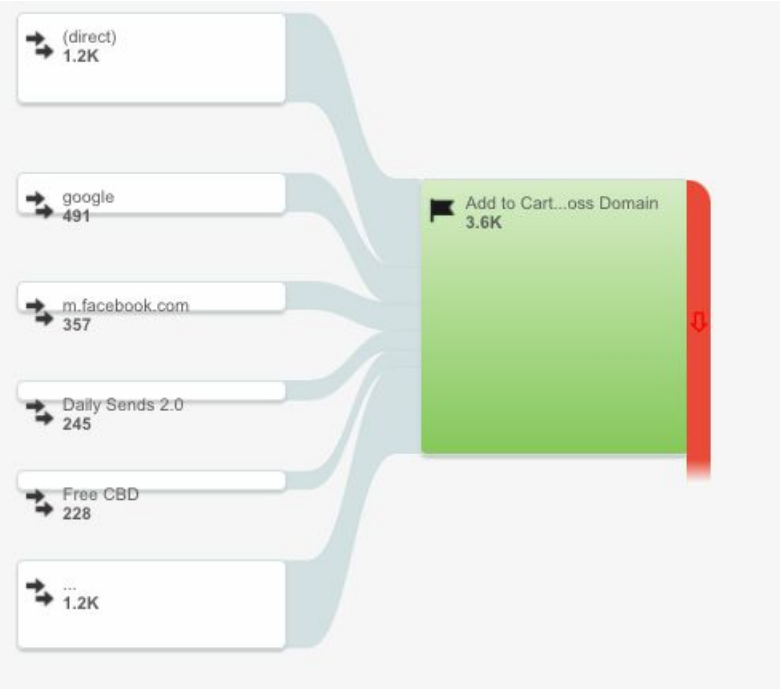
+ Add Segment

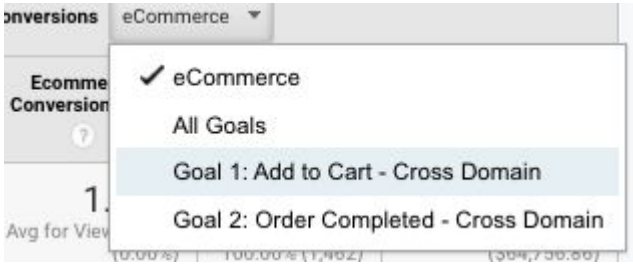
Jan 1, 2021 - Apr 19, 2021

Sessions | Shopping Progression | Abandonments

Website Analytics - conversions

Goals





Insights & Recommendationsç

Website Analytics

- **Traffic Sources**
  - Organic traffic represents a high overall percentage, bringing 75% of total traffic, but it performs poorly
  - Email and social traffic represent a very low percentage overall at only 6% combined, they need to be a bigger driver in the mix

- **Pageviews**
  - ‘Blog’ traffic has a high bounce rate, need to incorporate more CTAs
  - “Our Story” and “Science” represent a tiny portion of visitors at only .5% combined, consider incorporating this info throughout other pages or have more CTAs to these sections with internal links

Insights & Recommendationsç

Website Analytics

- **Conversions**
  - Ecommerce conversion rate is 1.57%, we would like to see that above 2%
    - Need to improve the social trust/authority to improve conversion rates
    - Need to optimize UI/UX within site to improve user flow
  - Add exit modals and pop-ups that reinforce the “science”
    - capture emails
    - serve special offers
    - encourage people to engage with content, such as blogs

Analytics Review

Email MKTG

Email MKTG

Performance

4/21 - 4/21

Total Revenue: **$271,661**

Revenue from Klaviyo: **$114,600** (42%)

Flows: **$3,663** (1%)

Campaigns: **$110,938** (41%)

$ / Recipient: **$0.08**

Email MKTG

Performance

Sent At	Campaign	Revenue	$ / Recipient
4/19	E112 - Spice Up Spring 2	$212	$0.02
4/15	E111- Spice up Spring 1	$698	$0.06
4/12	E110- Spend and Save FOMO	$1,350	$0.12
4/9	E109- Spend and Save 2	$609	$0.05
4/7	E108- Spend and Save 1	$866	$0.08
4/5	E107- Easter Sale FOMO	$1,050	$0.09
4/3	E106- Easter Sale E1	$687	$0.06
3/31	E105- Tanasi Values 2	$493	$0.04

Email MKTG

Performance

Flow	Revenue	$ / Recipient
F001 - Welcome Series Email Sign-up - All lists	$2,418	$0.11
F012 - Abandoned Cart 2.0	$851	$5.04
F019 - Blog Pop V3	$199	$1.69
F021 - Free Salve Signup Page	$60	$0.64
F005 - Refunded Order	$59	$0.21
F015 - Order Shipped (ShipStation) 2.0	$47	$0.22
F014 - Processing Order- TY 2.0	$21	$0.10
F022 - Taboola Free Salve	$7	$0.94

Recent Campaign Analysis

Email MKTG

Upsell/Cross Sell - Capsules	Start Sending
Upsell/Cross Sell - Salve/Lotion	Start Sending
Upsell/Cross Sell - Tinctures	Start Sending
Upsell/Cross Sell - Water Soluble	Start Sending

Lists & Segments

« Prev | Page 7 | Next »

Email MKTG

Performance

VENTURES

Marketing Performance

All Time (Mar 2020 - Mar 2021)

Performance Indicator	Status	Your Value	Percentile	25th Percentile	Median	75th Percentile
Open Rate	Fair	15.9%	44th	12.8%	17.0%	22.8%
Click Rate	Fair	0.98%	36th	0.79%	1.27%	2.13%
Click Through Rate	Fair	6.19%	33rd	5.44%	7.84%	11.2%
Conversion Rate	Fair	0.13%	44th	0.07%	0.15%	0.32%
Email Revenue Per Recipient	Fair	$0.08	44th	$0.04	$0.10	$0.22

Email MKTG

Performance

Campaign	Open Rate	Click Rate	Ordered Pro...
E113- Earth Day Email Edited on Apr 21, 2021 at 4:12 pm - Daily Send 2.2	-	-	-
E112 - Spice Up Spring 2 Sent on Apr 19, 2021 at 10:00 am locally for all users - Daily Send 2.2	17.7% 1980 recipients	0.8% 90 recipients	$187.95 6 recipients
E111- Spice up Spring 1 Sent on Apr 15, 2021 at 9:45 am locally for all users - Daily Send 2.2	19.1% 2155 recipients	1.3% 150 recipients	$644.39 14 recipients
E110- Spend and Save FOMO Sent on Apr 12, 2021 at 11:45 am - Daily Send 2.2	16.8% 1898 recipients	0.6% 63 recipients	$1,728.87 10 recipients
E109- Spend and Save 2 Sent on Apr 9, 2021 at 10:30 am - Daily Send 2.2	17.1% 1945 recipients	0.5% 61 recipients	$807.45 10 recipients
E108- Spend and Save 1 Sent on Apr 7, 2021 at 11:30 am - Daily Send 2.2	17.6% 2000 recipients	0.5% 52 recipients	$1,195.33 9 recipients
E107- Easter Sale FOMO Sent on Apr 5, 2021 at 9:30 am locally for all users - Daily Send 2.2	16.7% 1936 recipients	0.4% 50 recipients	$1,085.67 12 recipients
E106- Easter Sale E1 Sent on Apr 3, 2021 at 9:30 am locally for all users - Daily Send 2.2	17.1% 1991 recipients	0.4% 48 recipients	$664.56 9 recipients
E105- Tanasi Values 2 Sent on Mar 31, 2021 at 10:30 am - Daily Send 2.2	15.8% 1853 recipients	0.5% 62 recipients	$466.72 8 recipients

Recent Campaign Analysis

Email MKTG

SUBJECT
🐝Last Chance CBD+CBDa Sale 🌻

PREVIEW TEXT
Up to 30% off Sitewide 💚Ending Soon

FROM / REPLY-TO
Tanasi <support@tanasi.com>

INCLUDED LISTS AND SEGMENTS
Daily Send 2.2 (11,350)

EXCLUDED LISTS AND SEGMENTS
Suppressed (9,160)

TOTAL SENT
Sent to 11,300 recipients

PEOPLE SKIPPED

Suspicious Email	20
Smart Sending	28

SENT ON
April 12 at 11:45 a.m.

SUBJECT
Spice up you Week 🎁FREE CBD

PREVIEW TEXT
Yes you read that correctly ✨Free CBD with any $5 purchase.

FROM / REPLY-TO
Tanasi <support@tanasi.com>

INCLUDED LISTS AND SEGMENTS
Daily Send 2.2 (11,314)

EXCLUDED LISTS AND SEGMENTS
Suppressed (9,192)

TOTAL SENT
Sent to 11,277 recipients

PEOPLE SKIPPED

Suspicious Email	20
Smart Sending	13

SENT ON
April 15 at 9:45 a.m. locally for all recipients

SUBJECT
Did You See 👀Our Free CBD Special

PREVIEW TEXT
With any 👜$5 purchase receive a FREE 350mg ...

FROM / REPLY-TO
Tanasi <support@tanasi.com>

INCLUDED LISTS AND SEGMENTS
Daily Send 2.2 (11,263)

EXCLUDED LISTS AND SEGMENTS
Suppressed (9,220)

TOTAL SENT
Sent to 11,218 recipients

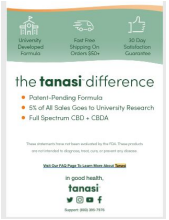
PEOPLE SKIPPED

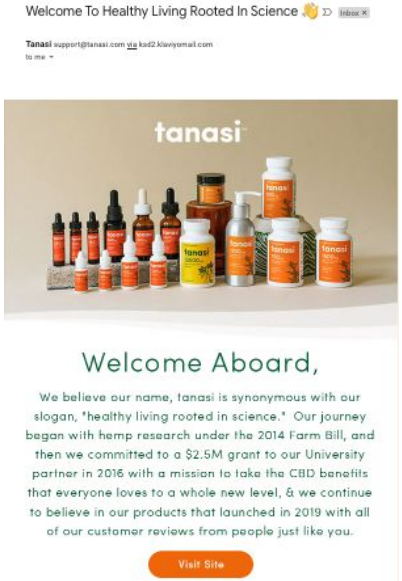
Suspicious Email	20
Smart Sending	19

SENT ON
April 19 at 10:00 a.m. locally for all recipients

Recent Campaign Analysis

Email MKTG





Insights & Recommendations

Email MKTG

- **Workflows**
  - Need to add “replenishment” and more upsell opportunities
  - We need to do some A/B testing with “Flows” … they need to be contributing more $/recipient
  - Enable Upsell/Cross sell flows

- **Content**
  - Update and optimize graphics to match the email “theme” or purpose
    - For example, the “Order Shipped” and “Order is Confirmed” email I received has a large header with a misc. Collection of products
    - Leverage blog content for email mktg to balance promo offers
    - Add more educational, “why us” content into the sequences
    - Introduce fun, interactive content with surveys or quizzes

Insights & Recommendations

Email MKTG

- **Metrics**
  - Campaign “Open Rate” of 16%, would like to see that over 20% minimum
  - Campaign “Click Rate” is only .98%, would like to see 2x increase
- **Segmentation**
  - Add a couple additional questions into the email signup so we can personalize content
  - Build customer loyalty with personalized “thank you” flows
  - Customize distribution lists, depending on email content
  - Way too many lists overall, need to simplify and customize by behavior

Insights & Recommendations

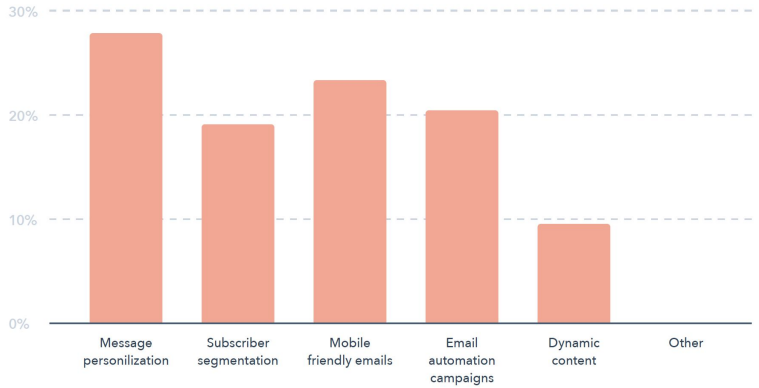
Email MKTG

Which types of emails have the highest click-through rates?

Not all email types are created (or clicked) equal.

Triggered		Autoresponder		Newsletter	
Open rate	45.70%	Open rate	34.80%	Open rate	22.83%
Click-through rate	10.75%	Click-through rate	6.56%	Click-through rate	3.48%
Click-to-open rate	23.52%	Click-to-open rate	18.85%	Click-to-open rate	15.26%
Unsubscribe rate	0.58%	Unsubscribe rate	0.37%	Unsubscribe rate	0.21%
Spam rate	0.06%	Spam rate	0.03%	Spam rate	0.02%

What are your company's tactics for email marketing?



Source: HubSpot Research, Global Survey, Nov - Dec 2020

Audit

Insights & Recommendations

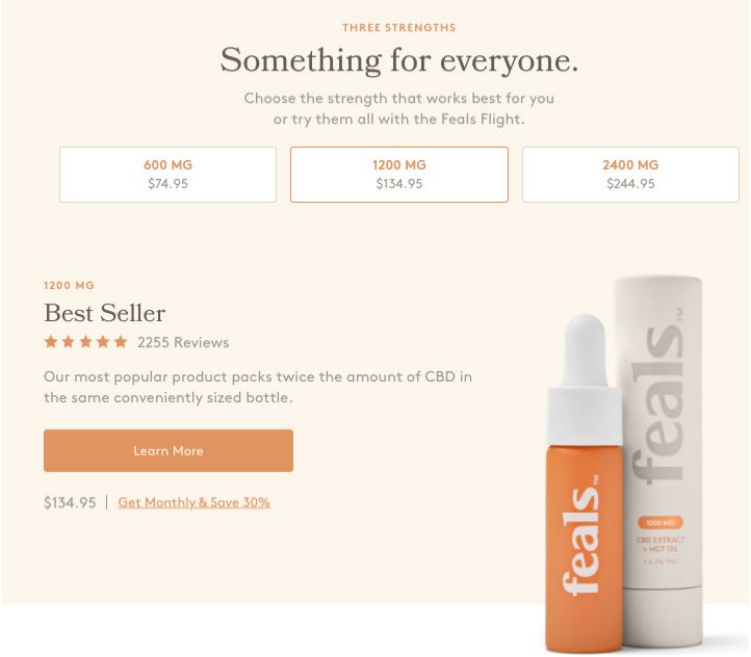
Positioning

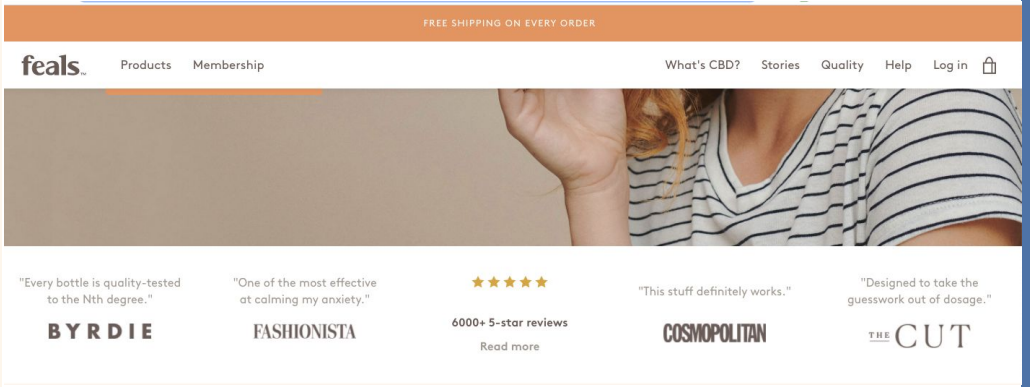
Brand

- **Messaging**
    - Email and Advertising is “Offer” and “Discount” based, how can we elevate our band and “technology”?
- **Social proof and authority**
    - Elevate reviews, testimonials, information about the “patent-pending” formula, lab/purity certifications

Competitive analysis

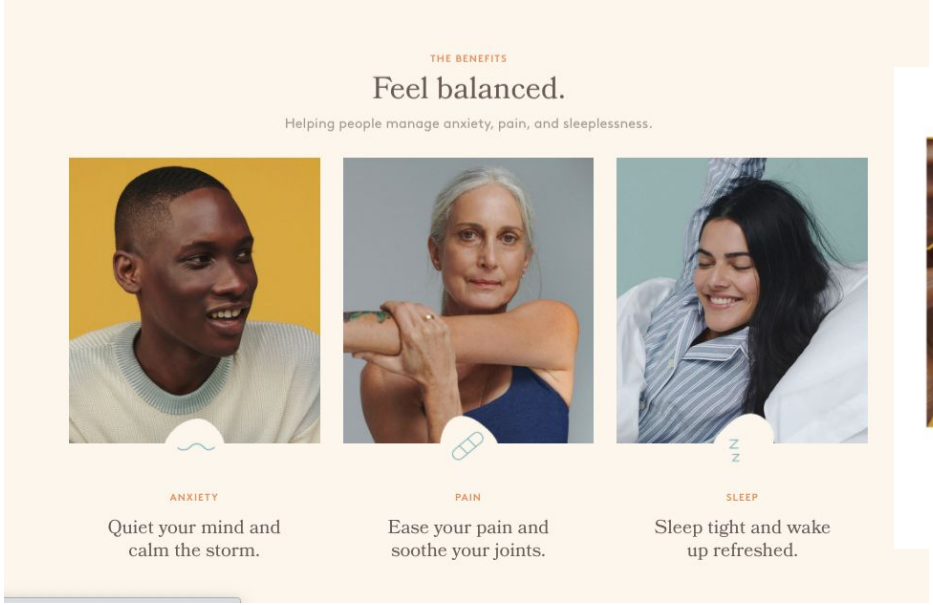
Website





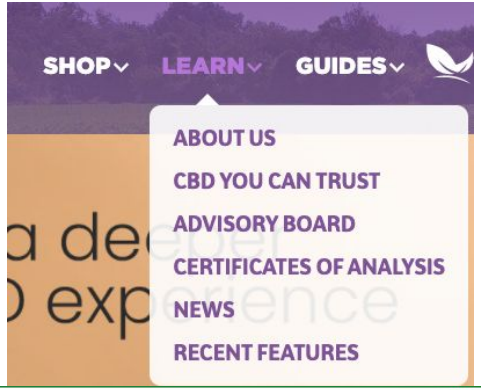
Competitive analysis

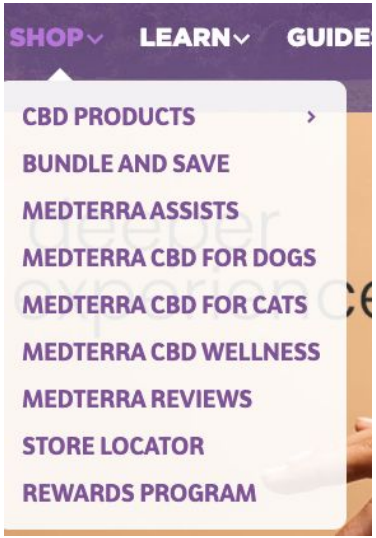
Website

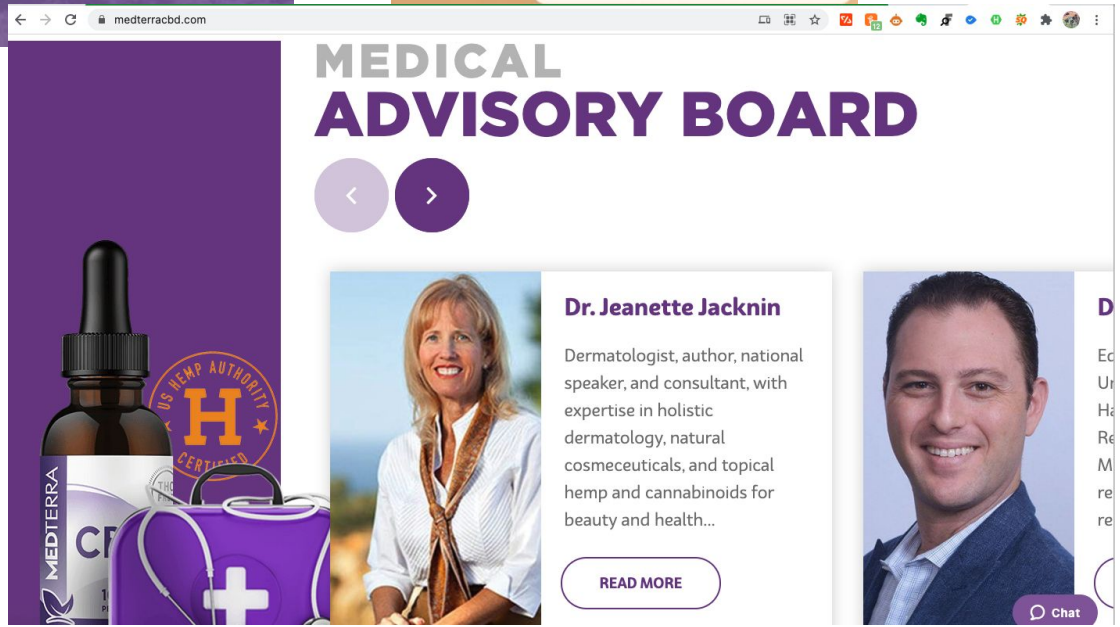


Competitive analysis

Website

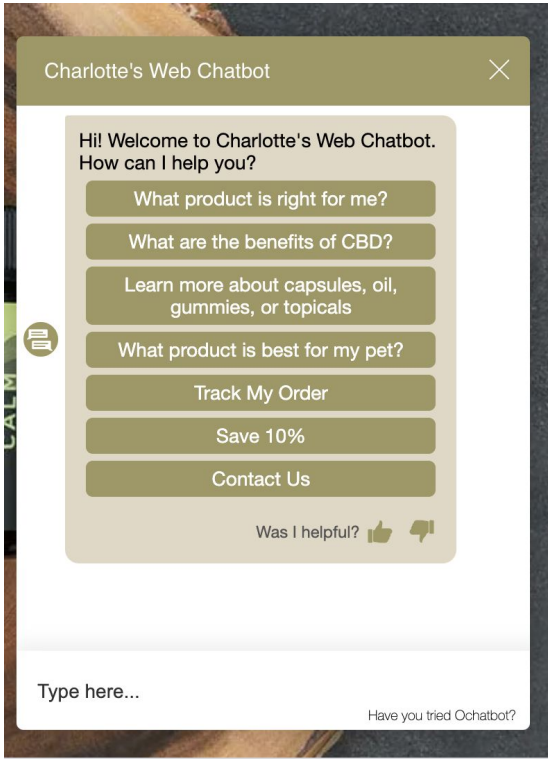






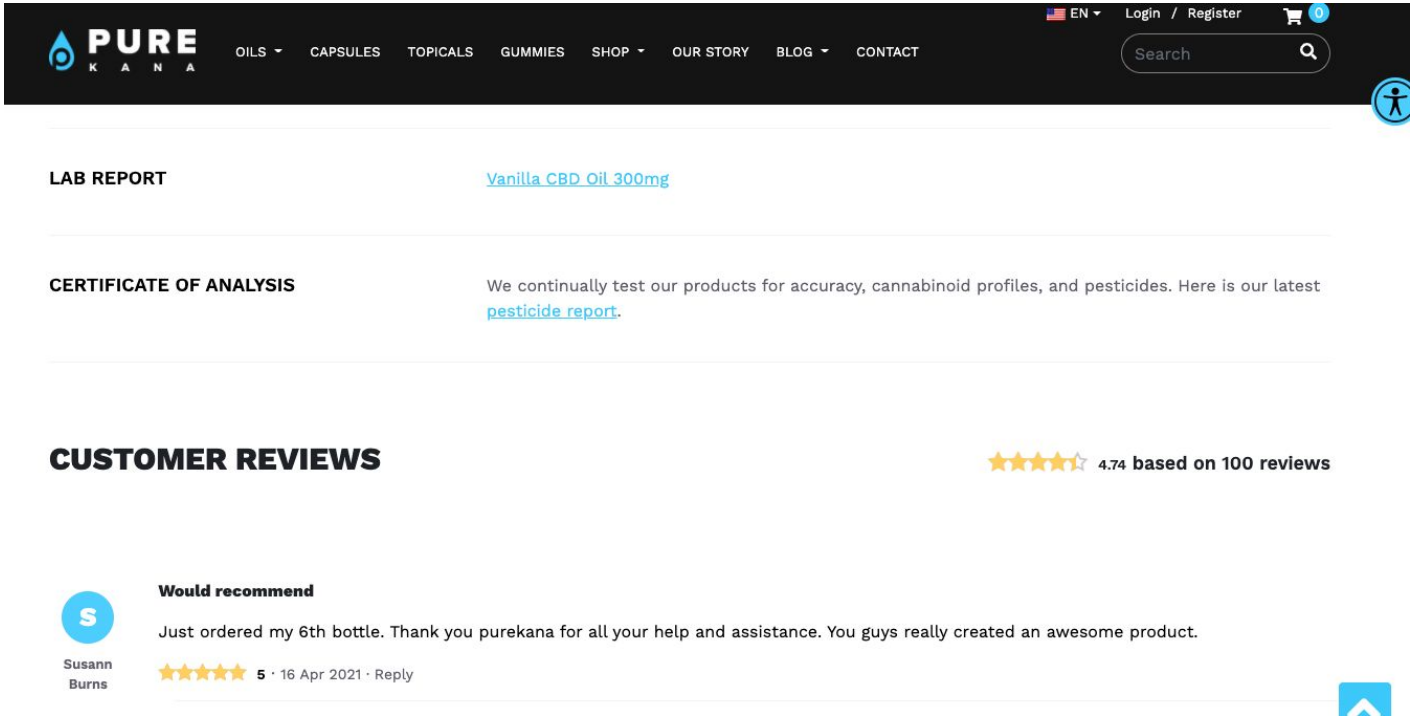
Competitive analysis

Website



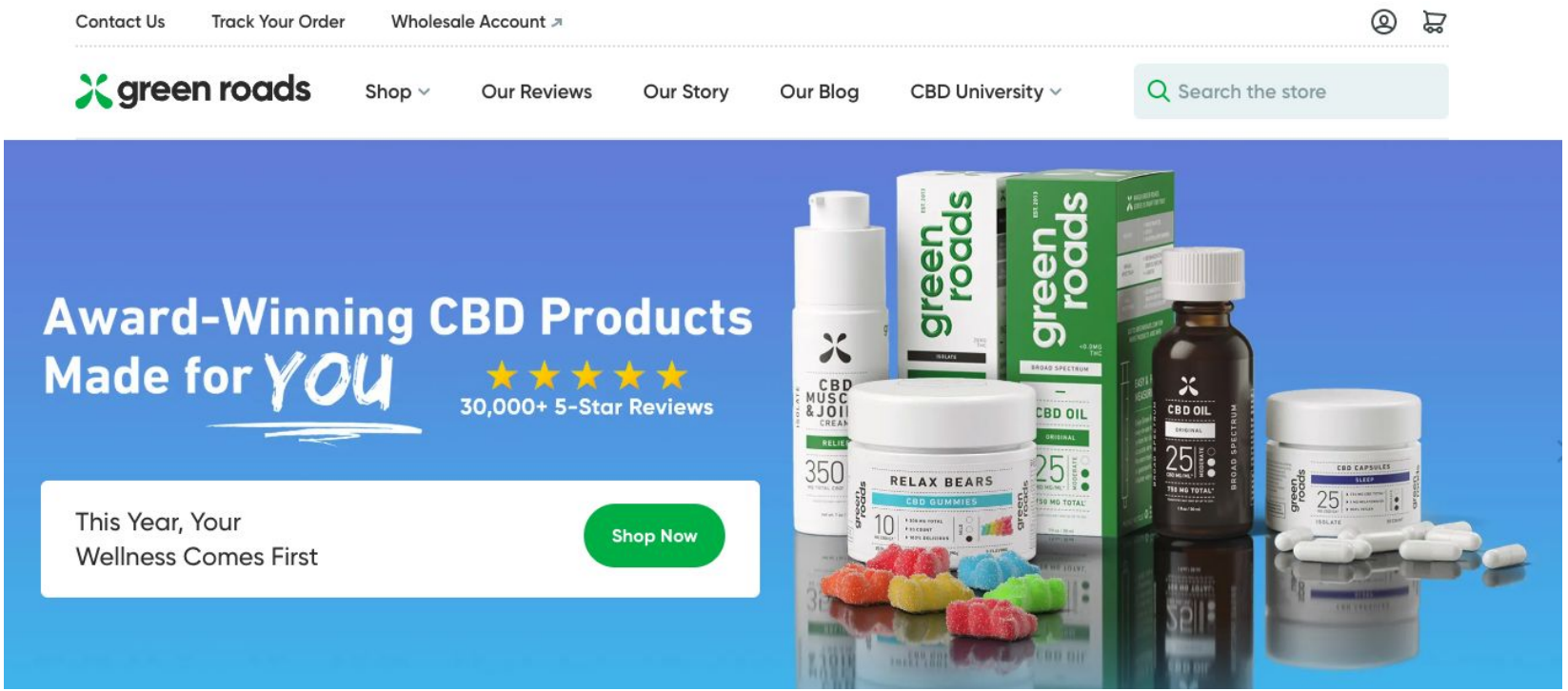
Competitive analysis

Website



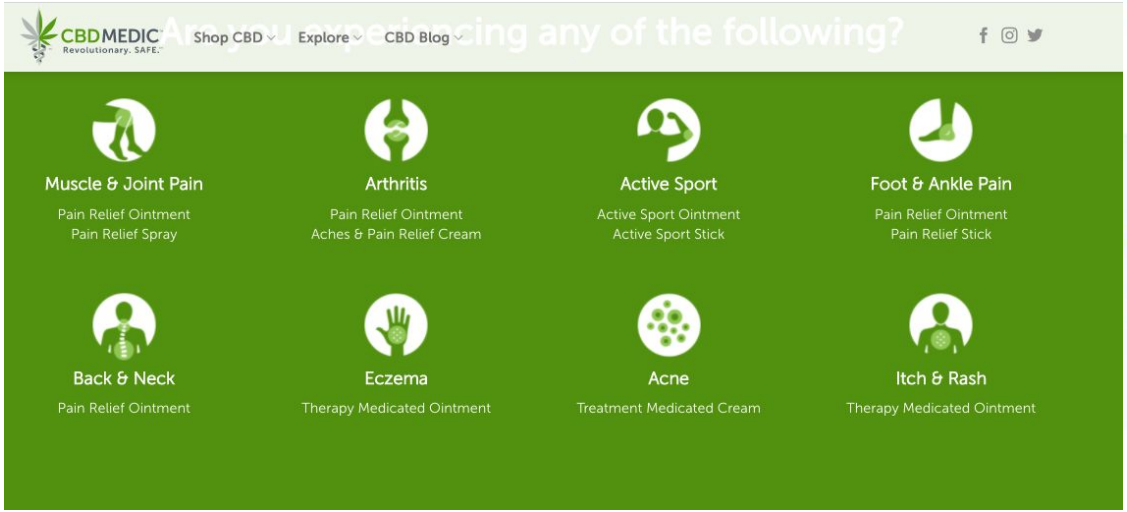
Competitive analysis

Website



Competitive analysis

Website



UI/UX

Website Recommendations

- **Homepage Layout**
  - Shorten page, removing individual product listings and focus on navigating people by “need” and “ways to enjoy”
  - Add additional headers to offer different messaging angles

- **Product Page**
  - Add “people also bought” or “recommended items”
  - Reorganize “suggested use” and make it “live text” instead of an image

- **ECommerce**
  - Add “subscribe and save” option for recurring orders
  - Email tips/best practices post purchase

UI/UX

Website Recommendations

- **Product Category Pages**
  - Highlight the “Tanasi difference”, USPs of our formula, Benefits Icons, “your timing is perfect” info from the bottom of the homepage

- **Shop Nav**
  - Allow users to navigate by “need”, e.g. Calm, Relief, Rest
  - Add filtering by price, size, type
  - How are we organize by “mg” (potency) and size?

UI/UX

Website Recommendations

- **Our Story**
  - Add pictures of scientists, university where formulation and testing takes place, bios of key executives
  - Elevate the personal side of the story, why the company was created, not just what it is “committed to”

- **Science**
  - Reorder page to bring the “what’s special about our CBD” up higher as more of the focus of the page

UI/UX

Website Recommendations

- **Blog**
  - Add product CTAs within blogs
  - Replace the “instagram” and “twitter” modules on the right panel and add “featured products” and add “featured products” at the end, replacing the “new customer offer”
  - Potentially limit the number of outbound links to other sites
  - Add “email” sign up

Website Audit

Offers, Sign-ups, Pop-ups

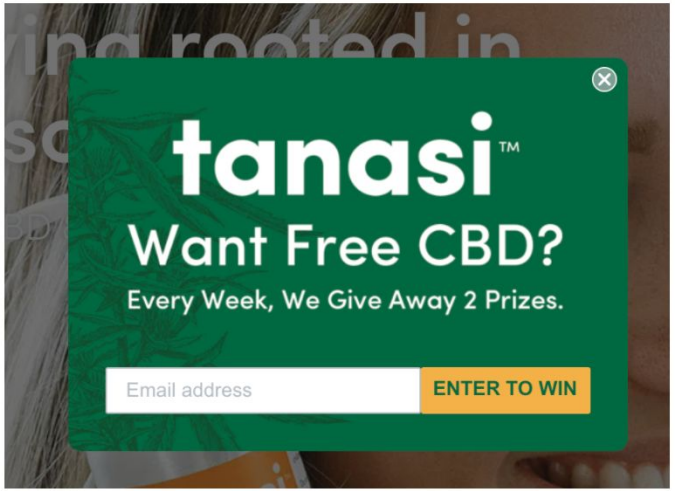
UI/UX

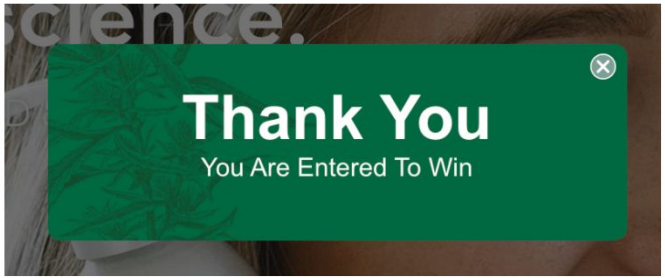
FREE CBD Giveaway pop-up

- **When**: after 15 seconds of viewing the site
- **Where**: HP or URL containing /blog/
- **What**'s next: Free CBD X2 is our most successful form fill (2.48k submissions this year.) We suggest allowing former submitters to re-enter the giveaway. This offers users a reason to come back to the site. Add a note of re-eligibility on the thank you message, "you'll be eligible to enter again in 7 days", "enter again next week"

Quick notes:

- The goal here is to gather emails **and** incentivise customers to keep coming back.
- We should include a monthly social post with a CTA to visit the site and enter to win.





UI/UX

BLOG POP UP - FREE CBD

- **When**: after 15% scrolling on blog
- **Where**: URL containing /blog/
- **What**'s next: The blog page, as well as the blog posts, display the customer special on the top right of the page - the fact that this pops up once having already seen the same imagery and verbiage does not make it any more enticing than when it's on the side of the site. Additionally, the imagery on the popup seems clinical - users are trained to dismiss this sort of ask for fear of a scam. Replacing the product images with lifestyle images could result in better engagement. See example.

UI/UX

50% off NEW CUSTOMER OFFER

- **When**: static offer
- **Where**: bottom of a blog post
- **What**'s next: Other than updating the product images it think this offer looks great and placement makes sense. Since product pages don't have offers on them i would also have the offer pop up after scrolling through the products - 10 seconds in.

UI/UX

EMAIL LIST SIGN UP

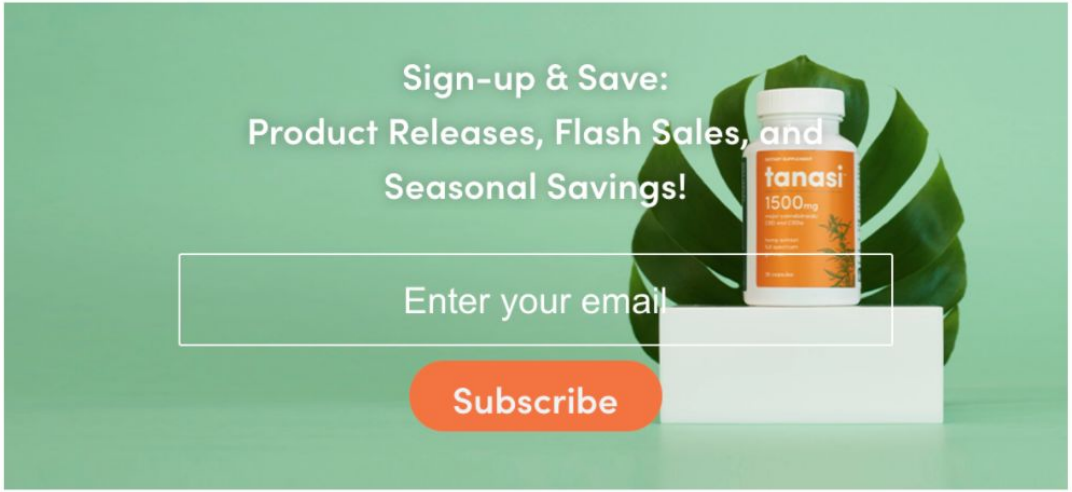
- **When**: static banner
- **Where**: bottom of HP
- **What**'s next: On the HP this is the only way to opt in to the email list and it's on the very bottom of the page. There is also no straightforward way of knowing what you're signing up for. I think having the open field copy say *join our email list or enter email to subscribe* might add some clarity. I'd even suggest having a background image, to this alluding to an email opt-in/ savings. Copy/content should be mirrored in social posts in which the CTA is to join the list.
  see example

UI/UX

TANASI SELF CARE

Sign-up

- **When**: static embed
- **Where**: /blog/
- **What**'s next: Because of the blog template and the previews being squares, this box gets a little lost in the page. A solution could be to have it be the stand alone box on the right of the page, replacing the fee salve offer.



UI/UX

Blog Page Offer

- **When**: top of page
- **Where**: /blog/
- **What**'s next: The look and placement of this offer gives off a "spam-ish" feel. I'd suggest removing the offer and replacing it with the email sign up *see above*. I'd like to see this as a pop up on this page (there are none currently) after 5 seconds of scrolling. This will help keep the blog post organized by categories without the break in between.

Offers/Forms Performance

	LOOK	SUBMITIONS	PLACEMENT	MESSAGE	CTA
Free CBD X2	✓	✓	✓	✗	✓
Claim Free Salve	✗	✗	✗	✗	✓
E-mail List Sign up	✗	✗	✓	✓	✓
Tanasi Self Care Sign Up	✓	✗	✗	✓	✓
50% Off Sign Up	✓	✓	✗	✓	✓

UI/UX

Blog Post Pages Recommendations

Currently there are no popups when scrolling through the posts that autoload, here are a few recommendations on how to improve that experience:

- Remove claim free salve offer from the right of the page
- Switch blog layout to adhere to the ad landing page feedback (the content above the video)
- After scrolling through the first article implement a “join our email list” pop up
- After the 3rd article loads (6-8min) have a claim your free salve pop up
- Add a shop now button between articles

Additional User Experience Feedback

-The raw from IOI’s Digital Marketing Specialist-

Channel Audit

Social Media

Social Media

Competitor Audiences

	Instagram	Facebook	Twitter
CBDMD	159,937	64,442	5,859
Charlotte's Web	76,743	48,638	9,435
Feals	31,898	4,816	366
Greenroads	57,602	41,113	55
Medterra	56,259	9,510	1,789
Pure Kana	98,715	9,849	2,186
Tanasi Botanicals	*2,922*	*1,062*	*200*

Social Media

CBDMD

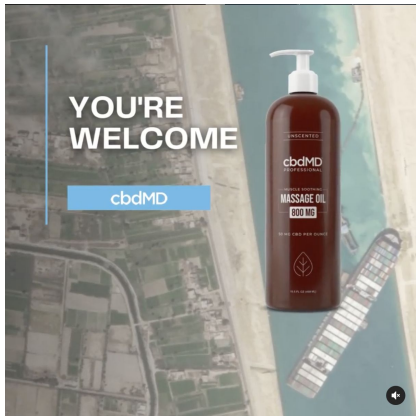
- **Instagram:** 159,937
- **Facebook:** 64,442
- **Twitter:** 5,859

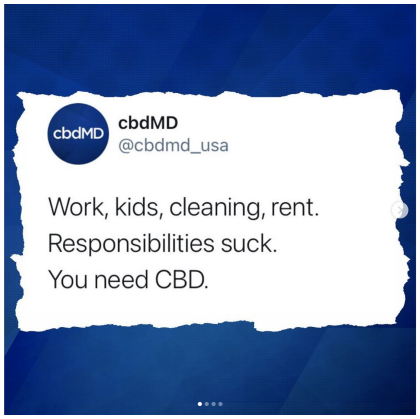
Strengths:

- Wide array of athletes (UFC, Skateboarding, Golf, etc.)
- Fun brand voice

Weaknesses:

- Low engagement





Social Media

Charlotte's Web

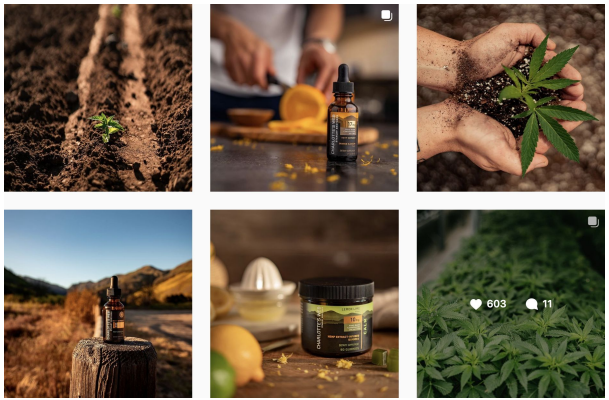
- **Instagram:** 159,937
- **Facebook:** 64,442
- **Twitter:** 5,859

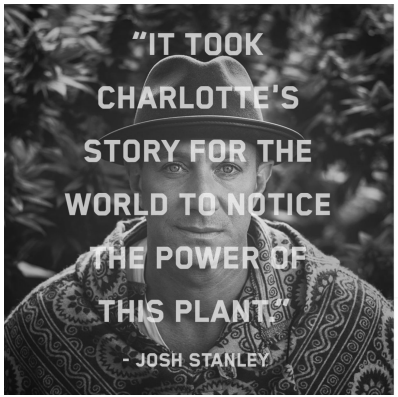
Strengths:

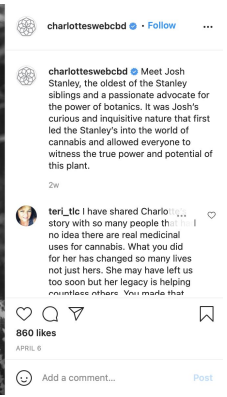
- Clean / earthy aesthetic
- Verified ✅
- Great storytelling

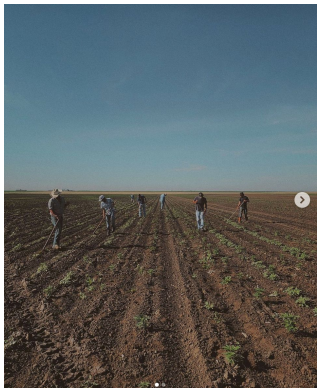
Weaknesses:

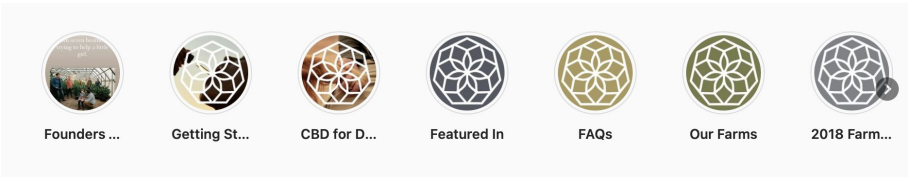
- No Instagram reels
- Doesn't speak to how the product applies to people's lifestyles











Great utilization of IG stories & highlights

Social Media

Feals

- **Instagram:** 31,898
- **Facebook:** 4,816
- **Twitter:** 355

Strengths:

- Fun brand voice
- Remains true to brand

Weaknesses:

- Brand voice & aesthetic appeals to a very specific demographic of millennial consumers
- Rarely shows product in use

Social Media

Green Roads

- **Instagram:** 57,602
- **Facebook:** 41,113
- **Twitter:** 366

Strengths:

- Verified ✅
- Showcases product in use (occasionally)
- In tune with internet trends

Weaknesses:

- Very sales oriented
- Links in Instagram captions

Social Media

Medterra

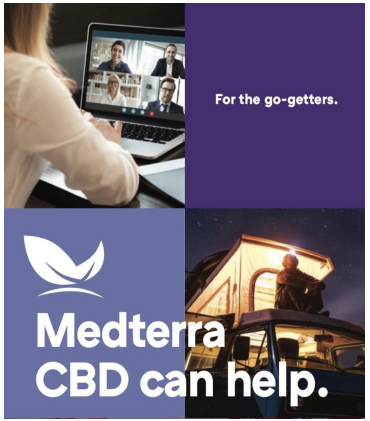
- **Instagram:** 56,259
- **Facebook:** 9,510
- **Twitter:** 1,789

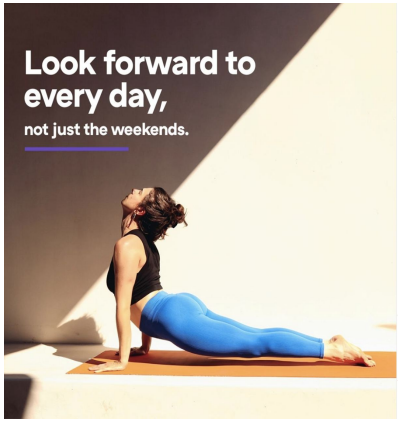
Strengths:

- Verified ✅
- Clearly meant for people with an active lifestyle

Weaknesses:

- Low engagement
- Inconsistent aesthetic





Social Media

Pure Kana

- **Instagram:** 98,715
- **Facebook:** 9,849
- **Twitter:** 2,186

Strengths:

- Verified ✅
- Performance driven, designed for intense athletes
- Sleek, sporty branding

Weaknesses:

- Low engagement
- Could be intimidating to some viewers

Social Media

Tanasi

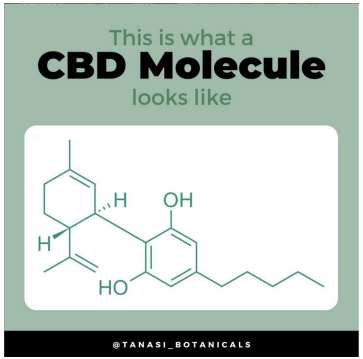
- **Instagram:** 2,922
- **Facebook:** 1,062
- **Twitter:** 200

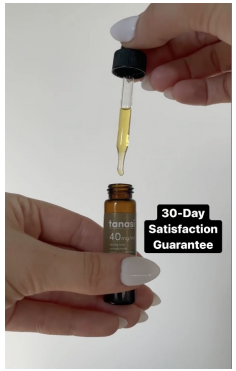
Strengths:

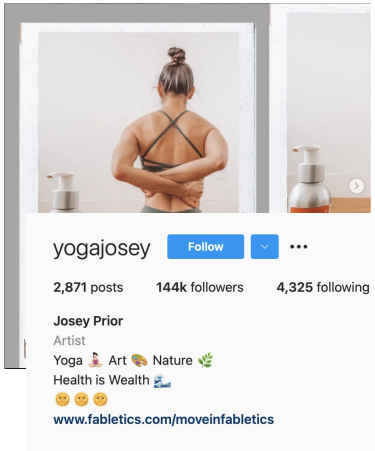
- Very educational
- Clean aesthetic
- Strong posting cadence

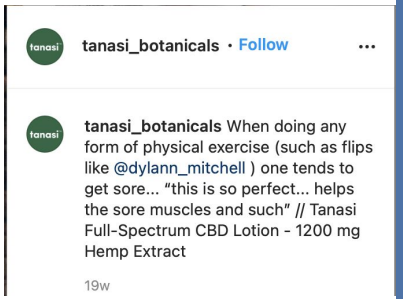
Weaknesses:

- Brand voice could be more casual
- Opportunities to leverage Instagram reels more frequently









Social Media

Tanasi Opportunities

Leverage influencers for more than just one post

- Give them promo codes to incentivize sales
- Follow up posts / success stories
- Utilize them to create Instagram reels content

yogajosey Follow

2,871 posts 144k followers 4,325 following

Josey Prior
Artist
Yoga 🧘 Art 🎨 Nature 🌿
Health is Wealth 🛌
😊😊😊
www.fabletics.com/moveinfabletics

sherilabrant Follow

786 posts 120k followers 1,030 following

alisecaroline Follow

354 posts 32.6k followers 3,296 following

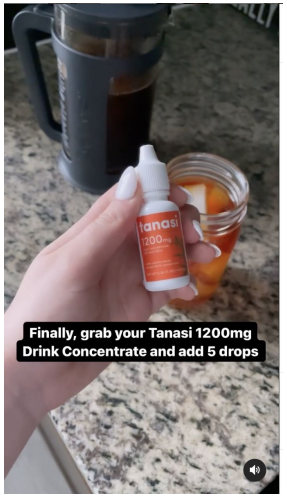
Alise Caroline
Digital Creator
life+style+everything in between
✳ san diego, california
💌:collabwithalise@gmail.com
linktr.ee/alisecaroline

Social Media

Tanasi Opportunities

Reels / TikTok Content

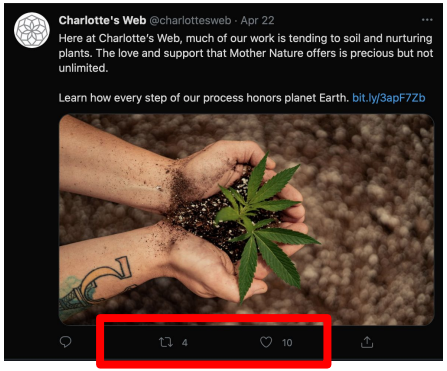
- Day in the life of brand ambassador/influencer, how they use the product in their everyday life
- Recipes that you can make at home with the product
- Workout, yoga, meditation videos where the product isn't mentioned (provide value before making the sale)

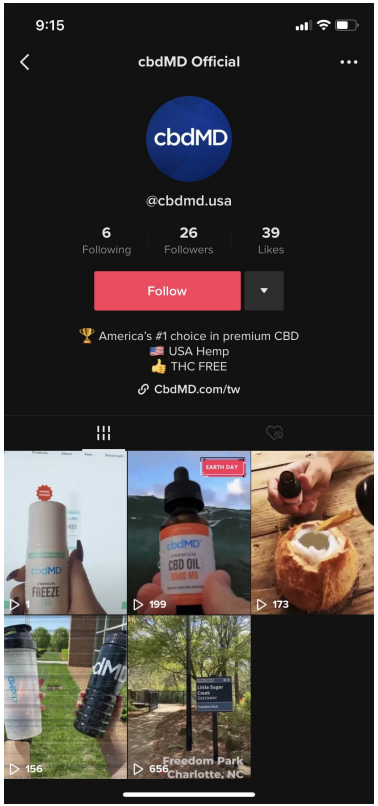


Social Media

Takeaways

- Competitor's large audiences often times do not correlate to strong engagement
- No competitors are thriving on Twitter or Facebook
- Great opportunity to leverage influencer marketing on TikTok
- Tanasi needs to continue hitting on educational pieces, but focus on increasing video content that showcases how the product can be used in everyday life





Next Steps

- **Review deck, let us know any follow-up questions**
- **IOI to send additional, supporting documentation**
- **Regroup on potential IOI support as an ongoing partner**
  - Initial ideas for engagement include:
    - Messaging and positioning
      - Our Story/Our Difference
    - Content
      - Email copywriting
      - Video
    - Site UI/UX
  - Reporting: Google analytics - conversions / reporting buckets
  - Campaign planning - tying all pieces together

Let's
Get Healthy

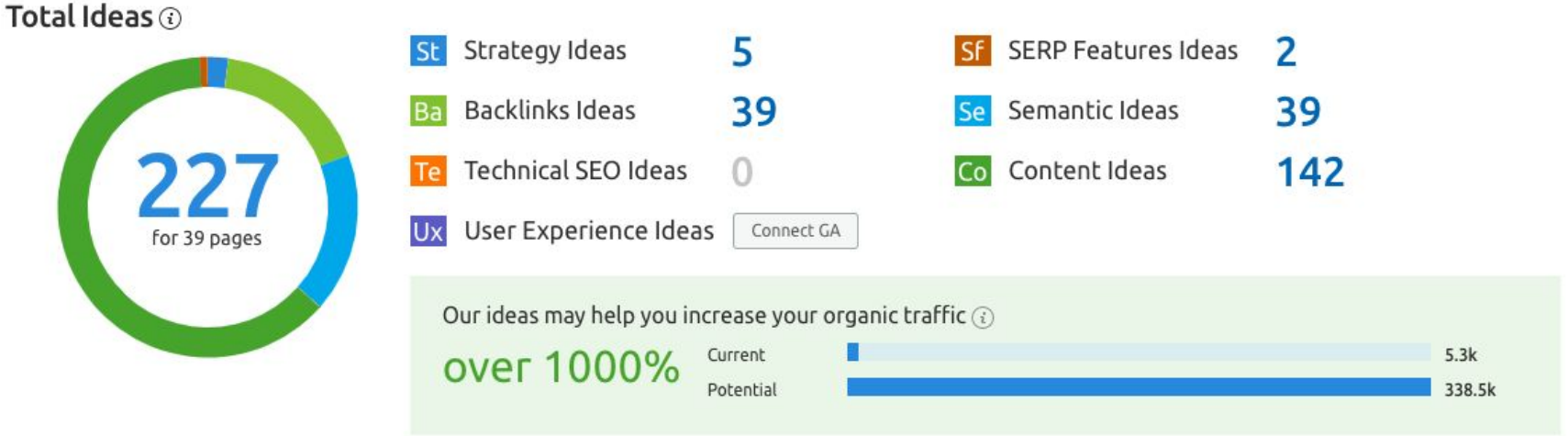
Addendum

Analytics Review

SEO

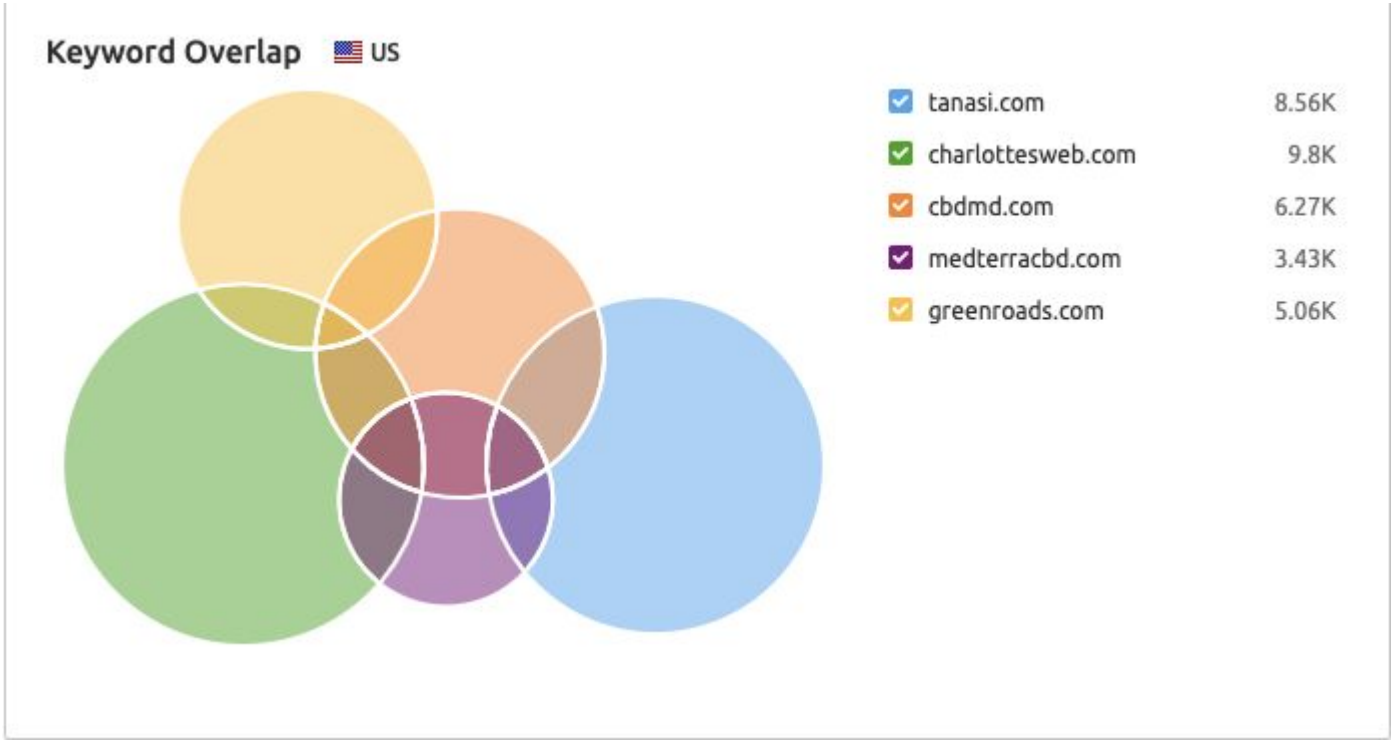
On Page

SEO


Total Ideas
227
for 39 pages
St Strategy Ideas 5
Ba Backlinks Ideas 39
Te Technical SEO Ideas 0
Ux User Experience Ideas
Connect GA
Sf SERP Features Ideas 2
Se Semantic Ideas 39
Co Content Ideas 142
Our ideas may help you increase your organic traffic
over 1000%
Current 5.3k
Potential 338.5k

Website - SEO

Competitive analysis



Website Analytics

Organic Traffic by Page

Organic Search Traffic

Jan 1, 2021 - Apr 21, 2021 (last 110 days)

Users	New Users	Sessions	Pages / Sessions	Avg. Session Duration	Bounce Rate	Goal Completions
31.8K +35%	30.3K +34%	33.5K +35%	1.3 -9%	00:00:53 -18%	87.62% +4%	408 -30%

Landing Pages:

Landing Page	Keywords		Users		Sessions			Bounce Rate	Goal Completion (% of total)
	Semrush	GSC	All	New	All (% of total)	Pages	Avg. Duration		
CBD and Quitting Smoking: Here's What You Should Know https://tanasi.com/blog/cbd-and-quitting-smoking/	15 0	N/A	915	910	950 (2.84%)	1.34	00:00:52	85.16%	9 (2.21%)
Can MCT Oil Cause Stomach Pain? Everything You Need to Know https://tanasi.com/blog/mct-oil-stomach-pain/	148 0	N/A	832	820	855 (2.56%)	1.17	00:00:45	87.95%	0 (0%)
A Brief Guide to: Is CBD Legal in All 50 States? https://tanasi.com/blog/is-cbd-legal-in-all-50-states/	121 0	N/A	784	758	819 (2.45%)	1.13	00:00:33	92.19%	3 (0.74%)
MCT Oil Diarrhea: Everything You Need to Know and How to Avoid It https://tanasi.com/blog/mct-oil-diarrhea/	362 0	N/A	677	668	697 (2.08%)	1.14	00:00:40	88.67%	0 (0%)
How Much CBD for Anxiety? Here's What You Should Know https://tanasi.com/blog/how-much-cbd-for-anxiety/	121 0	N/A	679	661	714 (2.13%)	1.22	00:00:50	88.52%	3 (0.74%)
A Deeper Look At CBD: Can CBD Cause Headaches? https://tanasi.com/blog/can-cbd-cause-headaches/	76 0	N/A	520	510	535 (1.60%)	1.08	00:00:16	95.14%	0 (0%)
Can I Take CBD and Melatonin Together? Here's What You Should Know https://tanasi.com/blog/cbd-and-melatonin/	42 0	N/A	520	506	546 (1.63%)	1.13	00:00:37	91.39%	1 (0.25%)
THC Vs TAC: An In-Depth Comparison | THC | tanasi https://tanasi.com/blog/thc-vs-tac/	13 0	N/A	509	504	529 (1.58%)	1.07	00:00:26	95.46%	0 (0%)
Does MCT Oil Break a Fast? Here's What You Should Know https://tanasi.com/blog/does-mct-oil-break-a-fast/	160 0	N/A	490	480	516 (1.54%)	1.19	00:00:41	88.18%	0 (0%)
Does CBD Cause Constipation? Find Out Here! | CBD | tanasi	27		486	478	501 (1.50%)	1.09	00:00:27	96.01%	1 (0.25%)

Competitive analysis

Website

URL
https://www.cbdmd.com/
2,085 words, 15,862 characters

Title
CBD Oil for Sale - THC-Free | cbdMD (35/60 chars)

Description
Discover our THC-free, superior CBD products. Featuring award-winning, high-quality hemp oil. Feel & taste the difference. Visit to learn more. (143/150 chars)

Canonical
https://www.cbdmd.com/

Meta Robots
INDEX,FOLLOW

URL
https://medterracbd.com/
1,343 words, 11,432 characters

Title
Medterra - Our CBD. Your Health | Buy CBD Oil | 99% Pure CBD (60/60 chars)

Description
Medterra takes pride in providing our customers with the highest quality pure CBD, grown and processed in the USA. (114/150 chars)

Canonical
https://medterracbd.com/

Meta Robots
all

URL
https://www.charlottesweb.com/
969 words, 26,908 characters

Title
Charlotte's Web™ CBD Oil, CBD Gummies and Cream Official Site (61/60 chars) ⚠

Description
Charlotte's Web CBD (cannabidiol) oils contain plant-based cannabinoids and other beneficial phytocompounds for a full spectrum of plant-powered goodness. (156/150 chars) ⚠

Canonical
https://www.charlottesweb.com/

Meta Robots
INDEX,FOLLOW

Analytics Review

Website - Technical Audit

https://website.grader.com/tests/tanasi.com
https://nibbler.silktide.com/en_US/reports/tanasi.com

Technical SEO Audit

Website

- **On-page: Content Issues**
  - Only 80% of pages have a description meta tag
  - Title tags can be more descriptive
  - Some meta descriptions need to be further optimized for keywords
  - Select issues with duplicate title tags
  - 80 pages have more than one title tag
  - 59 links have non descriptive anchor text
  - 12 links have no anchor text
  - 10 pages have only one internal link
  - 5 pages are blocked from crawling
  - 82 pages have low text-html ratio
  - 7 links are weekly described

Technical Audit

Website

- **Site Speed**
  - 12 issues with uncached JavaScript and CSS files
  - Need to compress Javascript
  - Image files need to be compressed and optimized
  - Files can be combined to reduce HTTP requests

- **Visual**
  - Increase color contrast for buttons and CTAs
  - Enlarge tap targets for easier clicking on mobile

- **Sitemaps**
  - Remove inaccessible sitemap

- **On-page: Security**
  - Outdated Javascript can be exploited by hackers, remove javascript library or update with a security patch

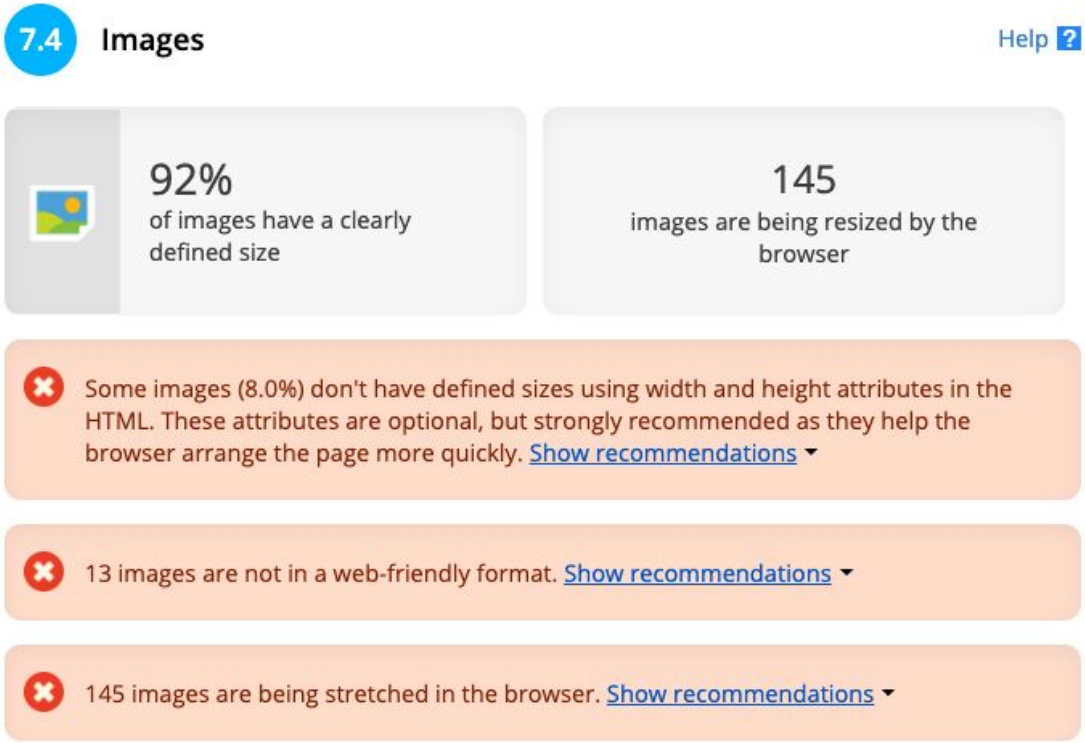
NCE	CURRENT	RECOMMENDATION	
ests	125	< 30	Combine files to minimize the number of HTTP requests your site makes.
d	7.7Sec	< 5.3Sec	Speed up your site by lightening up your site pages, compressing images and video where possible.

	CURRENT	RECOMMENDATION	
s	No	Yes	Tap targets (e.g., links and buttons) should be at least 8px apart from each other, and at least 48px wide and 48px tall so they are clickable for mobile users.

	CURRENT	RECOMMENDATION	
aScript libraries	No	Yes	Remove the JavaScript library or update it with a security patch.

Website

Technical Audit



Website

Technical Audit

101 VENTURES

8.7 Internal links

Help

7 links are weakly described. Common weak links include 'click here' and 'read more'. These links fail to describe the content the link points to. Show recommendations

10 links have no text describing their destination. Links on a page should describe their destination for the benefit of both screen readers and search engine spiders. Show recommendations

Website

Technical Audit

8.4 Meta tags

Help

This is how this website will look in Google search listings:

Tanasi | The Tennessee CBD & Hemp Extract Company | Shop Online

tanasi.com/

The Tanasi Brand Is Committed To Creating The Highest Quality, Scientifically Validated Nutritional Supplement CBD & Hemp Extract Products.

All pages include at least some metadata, but only 80.0% of pages have a description meta tag. The description meta data is important as it appears on Google's search result pages. Show recommendations

Website

Technical Audit

Website

Technical Audit

Contrast

The table below shows the text elements that don't have sufficient color contrast between the text and the background.

Element	Ratio	Preview
Add to cart *<a href="?add-to-cart=11736" data-quantity ="1" class="button product_type_simple ad...*	2.61:1 (3:1 expected)	Aa
View Product *<a class="btn-orange btn-view-product" href ="https://tanasi.com/product/cbd-salve/">*	2.89:1 (3:1 expected)	Aa
Add to cart *<a href="?add-to-cart=11872" data-quantity ="1" class="button product_type_simple ad...*	2.61:1 (3:1 expected)	Aa

Show more

Website

Technical Audit

Tap Targets

In the table below, find the **tap targets** that are too small, their **size** in pixels and the **overlapping target** that is too close to be easily clicked.

Tap Target	Size	Overlapping Target
<a href="https://tanasi.com/collections/cbd-tincture/">	320x22	<a href="https://tanasi.com/collections/cbd-topical/">
<a href="https://tanasi.com/collections/cbd-topical/">	320x22	<a href="https://tanasi.com/collections/cbd-water-soluble/">
<a href="https://tanasi.com/collections/cbd-water-soluble/">	320x22	<a href="https://tanasi.com/collections/cbd-pills/">

Show more

Website

Technical Audit

Sitemaps Validity

We found 1 sitemap(s) listing 0 URL(s).

- ✓ All sitemaps are within the file size limit
- ✓ All sitemaps are within the URL count limit
- ✓ All sitemaps have a valid structure
- ✗ Following sitemaps are not accessible
  https://tanasi.com/wp-sitemap.xml
- ✓ The sitemaps in your robots.txt file use a valid URL format

Website

Technical Audit

Errors (4)

- 4 issues with duplicate title tags — Why and how to fix it
- 4 pages have duplicate meta descriptions — Why and how to fix it
- 1 page returned a 4XX status code — Why and how to fix it
- 1 page has slow load speed — Why and how to fix it
- A full list of AMP-related issues is only available with a Business subscription plan

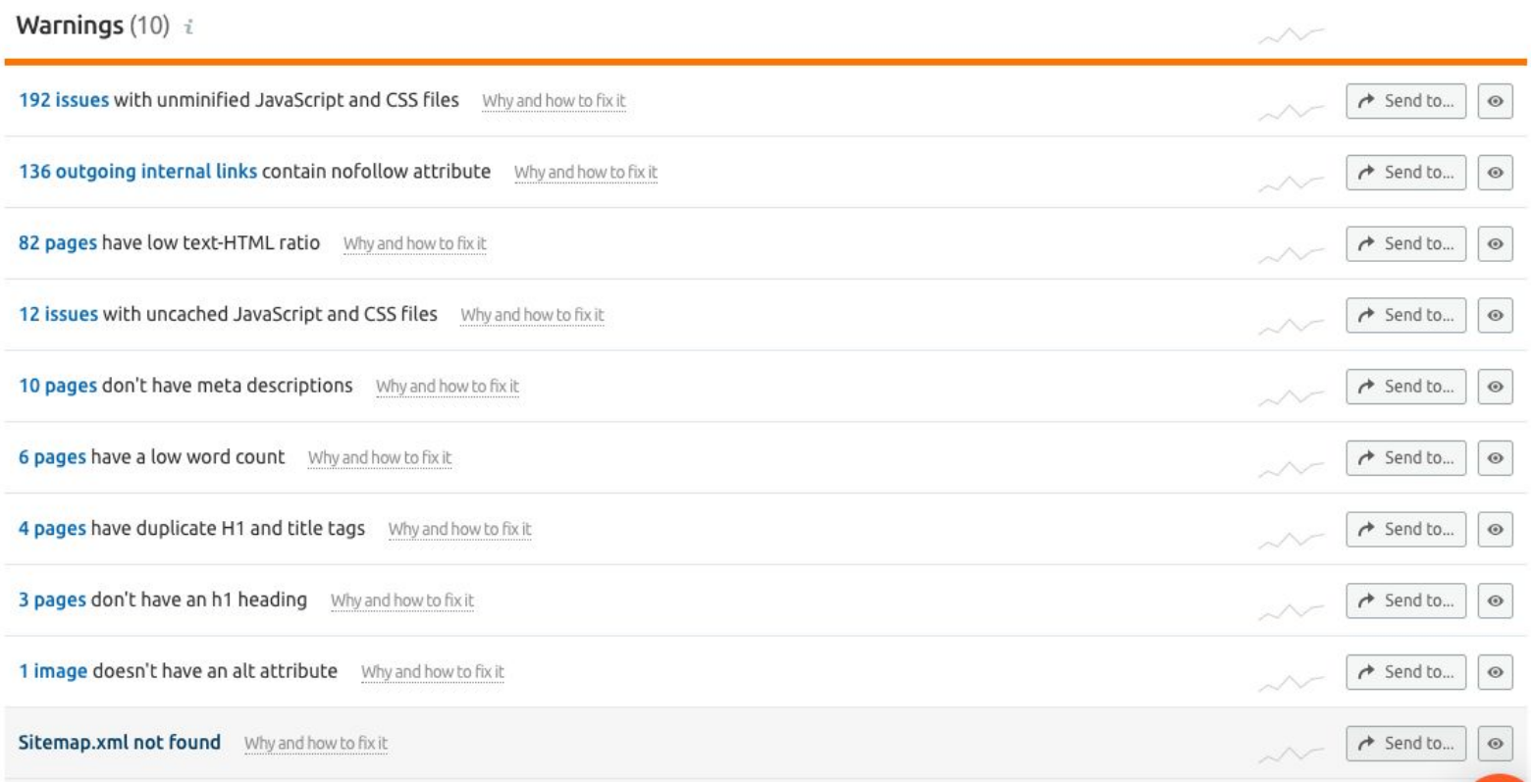
Website

Technical Audit

101 VENTURES

Notices (9)

156 outgoing external links contain nofollow attributes	Why and how to fix it
102 resources are formatted as page link	Why and how to fix it
80 pages have more than one H1 tag	Why and how to fix it
59 links on this page have non-descriptive anchor text	Why and how to fix it
12 links have no anchor text	Why and how to fix it
10 pages have only one incoming internal link	Why and how to fix it
5 pages are blocked from crawling	Why and how to fix it
2 subdomains don't support HSTS	Why and how to fix it
2 URLs with a permanent redirect	Why and how to fix it

Website

Technical Audit