



— FREE MARKETING DIAGNOSTIC GUIDE

What's Broken in Your Marketing?

Find the #1 reason your marketing is not generating enough traffic, leads, conversions, or consistency, and what to fix first.

4

CORE PROBLEMS

15

AUDIT
QUESTIONS

1

MAIN
DIAGNOSIS

90

DAY ACTION
PLAN

A practical guide for B2B companies that know their marketing could perform better but are not sure where to start.

A simple way to diagnose your marketing problem.

This guide helps you move from vague frustration to a clear next step.

01

The 4 Marketing Problems

Traffic, conversion, lead quality, and consistency.

02

Quick Diagnostic Scorecard

Answer 15 questions to find your weak spot.

03

Decision Tree

Follow the path to your likely bottleneck.

04

Your Diagnosis

What each problem means and why it matters.

05

What to Fix First

A focused action plan for the next 90 days.



The 4 reasons marketing breaks.

Most B2B marketing problems fall into one of these categories. Your job is to identify which one is blocking growth right now.

PROBLEM 01 No Traffic

Your ideal buyers are not finding you consistently.

- Low organic search visibility
- Weak content strategy
- No clear distribution system

PROBLEM 02 No Conversions

People visit your site, but they do not take action.

- Unclear messaging
- Weak CTAs
- Low trust or poor page structure

PROBLEM 03 No Qualified Leads

You get interest, but the wrong people are raising their hand.

- Offer mismatch
- Generic targeting

PROBLEM 04 No Consistency

Marketing happens in bursts instead of a repeatable system.

- No campaign calendar
- No documented process

The goal is not to fix everything at once.

It is to find the bottleneck that is hurting your results the most.

Once you know the primary problem, you can focus your website, SEO, content, ads, and automation efforts around the right fix.

Quick diagnostic scorecard.

Mark every statement that feels true for your business. The section with the most checks is likely your biggest marketing bottleneck.

01

We are not getting enough qualified visitors from Google or other organic channels.

Traffic

02

Our website explains what we do, but it does not clearly guide visitors to take the next step.

Conversion

03

We get inquiries, but many are not the right fit, budget, or decision-maker.

Leads

04

We publish content or run campaigns only when we have time.

Consistency

05

Our competitors show up more often than we do for important topics or services.

Traffic

06

Our pages do not clearly communicate pain points, outcomes, proof, and differentiation.

Conversion

07

We do not have a clear lead magnet, nurture path, or qualification process.

Leads

08

We do not have a repeatable monthly marketing plan tied to business goals.

Consistency

Follow the decision tree.

Use this path to identify which problem to address first.

Are enough qualified people visiting your website?

If no, your first problem is likely traffic. Focus on SEO, content strategy, and distribution before redesigning everything.



Are visitors taking meaningful action?

If no, your first problem is likely conversion. Focus on messaging, page structure, CTAs, and trust-building sections.



Are the right people becoming leads?

If no, your first problem is likely lead quality. Focus on targeting, offers, qualification, and landing page intent.



Can your team repeat this every month?

If no, your first problem is consistency. Focus on systems, workflows, campaign calendars, and AI-assisted execution.

What your diagnosis means.

Use your result to understand the type of fix you need, not just the symptom you are feeling.

IF IT IS TRAFFIC

You need visibility.

Prioritize SEO strategy, content planning, keyword targeting, and distribution across search and LinkedIn.

IF IT IS CONVERSION

You need clearer messaging.

Improve your website structure, service page copy, CTAs, proof points, and lead capture paths.

IF IT IS LEAD QUALITY

You need sharper positioning.

Clarify your ICP, offers, qualification questions, landing page promise, and nurture sequence.

IF IT IS CONSISTENCY

You need a system.

Create repeatable workflows for content, campaigns, reporting, optimization, and AI-supported execution.

The hidden issue: these problems often stack.

A website may have a traffic problem and a conversion problem. A company may have leads but no consistent nurture. The fastest path is to identify the primary bottleneck, fix that first, then move to the next layer.



What to fix in the next 90 days.

Do not chase every tactic. Pick the right focus based on your diagnosis.

If your issue is traffic

Month 1

Keyword research, page gaps, and content roadmap.

Month 2

Publish core service and industry content.

Month 3

Distribute content and optimize rankings.

If your issue is conversion

Month 1

Audit messaging, CTAs, and page structure.

Month 2

Rewrite high-intent pages and add proof.

Month 3

Test lead magnets, forms, and CTA placement.

If your issue is consistency

Month 1

Build a repeatable campaign calendar.

Month 2

Create AI-supported workflows and templates.

Month 3

Launch, measure, refine, and repeat.



NEED A CLEARER DIAGNOSIS?

We can help you find and fix the real bottleneck.

SmithDigital helps B2B companies improve their websites, SEO, content, lead generation, and AI-assisted marketing systems—so marketing becomes more consistent, measurable, and connected to growth.

Get a marketing bottleneck review

Bring your website, current campaigns, and goals. We'll help identify what is holding your marketing back and what to prioritize next.

[Book a Strategy Call](#)