

The power to sell

The proven solution to convert, upsell, and retain for digital marketing sales teams selling at scale.

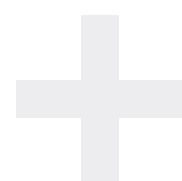


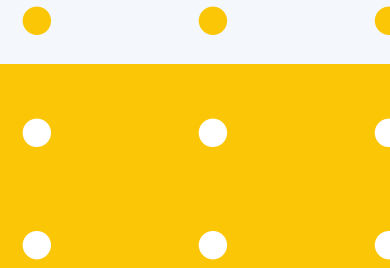
SUPERCARGE

YOUR SALES

TEAM

Insites audits make it easy for sales agents to engage customers, identify opportunities, and sell.





“Without doubt, this is one of the most important sales tools in our sales reps’ hands. By using Insites, sales reps have the confidence that they can convert a business lead into a paying customer more easily”

– Christian Descher
Head of Product Management

HEROLD



Audit any business in seconds

Sales agents can quickly and easily get a comprehensive digital marketing audit for any business in 30-60 seconds.



Find any business quickly using our Google Maps powered search

Key business information is automatically filled in saving agents time

A comprehensive digital marketing audit runs in 30 - 90 seconds*

* The speed of analysis is dependent on the configuration of your audit and the complexity of the business being audited.



A powerful sales report

Accurate and customisable digital audits let your sales agents identify opportunities, with easy to understand explanations and a traffic light system to maximise customer engagement.

Overview report provides a score out of 100, colour coded for ease of use

Agents can quickly hide any elements of the audit which they don't want the customer to see

Report elements can be named, configured and ordered based on your product and sales strategy

Click on any item in the overview to get a detailed explanation of how this result was obtained and why it's important for the customer

The screenshot displays the Insites digital audit report interface. At the top, there's a search bar and a user profile. The main dashboard shows a score of 63 and various audit categories: SEO (62), Paid search (53), and Website build (34). A detailed view of the 'Alternative text' issue is shown, explaining that some images lack text equivalents and providing instructions on how to fix it.

Category	Score
SEO	62
Paid search	53
Website build	34

Issue	Status	Details
Alternative text	Issues detected	
Amount of content	9,375 words on 20 pages	
Domain age	7 March 2001	
Headings	Mostly well defined	
Last update	64 days ago	
Link text	Not optimised	
Search terms	silkttide, nibbler silkttide, tamilrockers ws. jerkay, silkttide gdpr	
Organic referrals	3,000 / month (approx)	
Sitemap	Valid	
SSL encryption	Enabled	
Titles & Descriptions	Incomplete	
Performance score	2.9 seconds 4G M	

Alternative text hidden

- ✗ [Red X icon]
- ! [Yellow Exclamation mark icon]
- ! [Yellow Exclamation mark icon]
- ✓ [Green Checkmark icon]

Alternative text
Is everyone welcome?
Alternative text provides a description of each image on a website. This is used by visually impaired website visitors and search engines.

How do I fix it?
Make sure every image on your website has an appropriate text alternative.

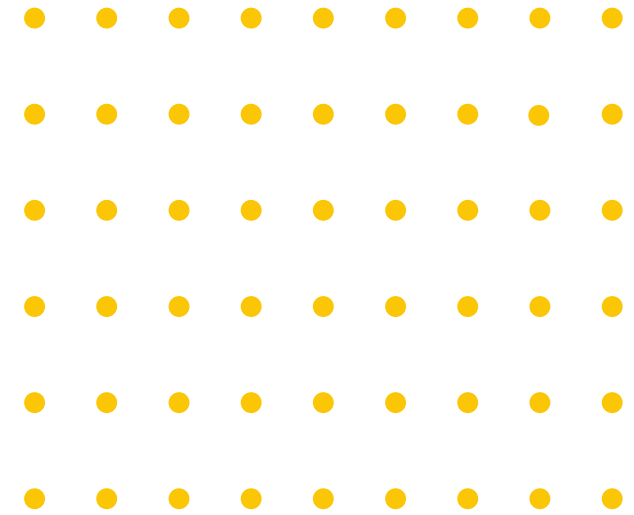
- ✓ Alternative text helps visually impaired users understand what is on-screen.
- ✓ Websites that omit it may be in violation of disability legislation in some countries.
- ✓ Alternative text can have a positive impact on a website's SEO.



Competitive analysis



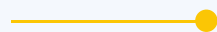
Compare up to 3 competitors with a side-by-side comparison helping your sales agents create urgency and drive purchasing behaviour.



Overall score allows for quick benchmarking



Side-by-side comparison of key points



A screenshot of the Insites website analysis tool interface. The top navigation bar includes the Insites logo, a search bar for businesses, and an 'All reports' button. Below the navigation, there are tabs for 'Scorecard', 'Detailed audit', 'Competitors', 'Progress', and 'Staging'. The main content area shows a side-by-side comparison of four websites. Each website has a scorecard at the top: 53, 53, 38, and 83. Below the scorecards are thumbnails of the websites. A table below the thumbnails compares key points for each website. The table has columns for 'Name of website' and rows for 'SEO', 'Alternative text', 'Amount of content', 'Domain age', 'Headings', 'Last update', 'Organic referrals', and 'Search terms'. The 'SEO' row is highlighted. A search bar is visible at the bottom right of the screenshot, with the text 'Plumbers' and a 'Search' button. Below the search bar, it says 'e.g restaurant in London'.

Insites suggests relevant competitors automatically - or add any business by using the search feature



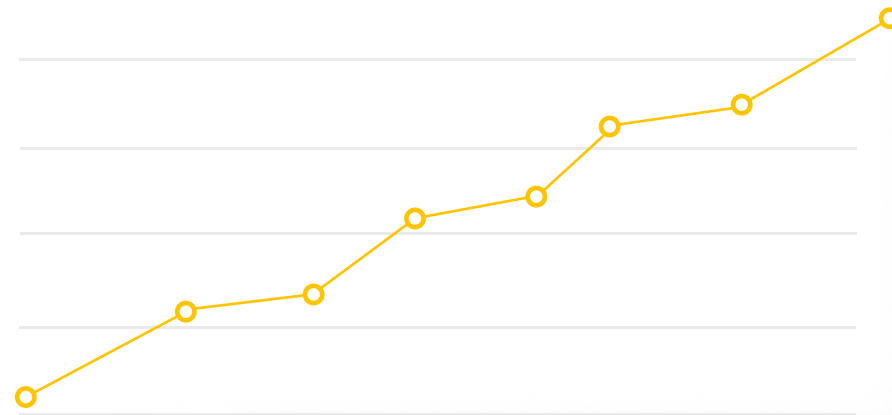
Support your sales agents

A comprehensive suite of management tools and reporting dashboards to help you help your sales team.

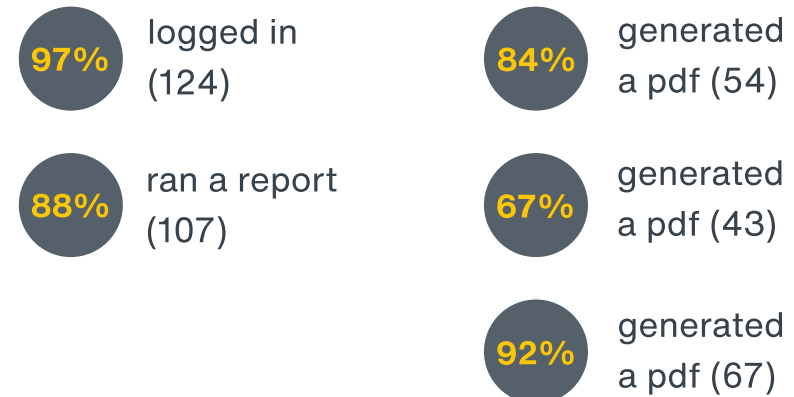
Correlate platform usage with sales to prove the value of the audit and drive adoption

Analyse which audits resulted in a successful sale to optimise your future sales strategy

Reports generated in the last 12 months



Sales team engagement last month



Most active / least active users last month

Users	Region	Reports
User@company.com	Midlands	219
User@company.com	North	83
User@company.com	North	42

Add custom tracking to view performance by role, region or department



What does it cover?

Create your own audit from our comprehensive suite of digital marketing checks.



Performance

- Website speed
- Google Core Web Vitals

User experience

- Bounce rate
- Click to contact
- Broken links
- Mobile
- SSL
- Video

Compliance

- Accessibility
- GDPR
- Colour contrast

Technical SEO

- Alternative text
- Amount of content
- Analytics
- Bot blocking
- Code quality
- Content keywords
- Favicon
- Headings
- Images
- Last updated
- Link text
- Page titles and descriptions
- Server behavior
- Sitemap
- Structured data

Off-page SEO

- Domain age
- Backlinks
- Organic search
- Website traffic
- Rank tracking

Information

- Technology profile
- Language
- Email provider
- CMS
- Vendor

Content

- Reading age
- Spelling
- Grammar
- Placeholder content
- Inappropriate content

Local SEO

- Local presence
- Google My Business
- Voice search
- Seller ratings
- Reviews
- Local pack
- Local grid

SEA/PPC

- Paid search
- Display ads
- Retargeting (Google & Facebook)
- Facebook ads
- Google Ads readiness

Social

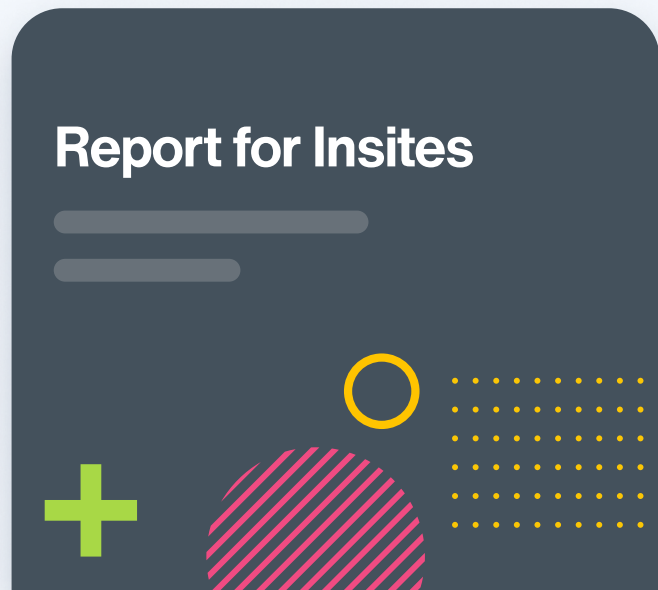
- Facebook page
- Tik Tock
- Instagram account
- X
- Pinterest
- Open Graph
- Snapchat



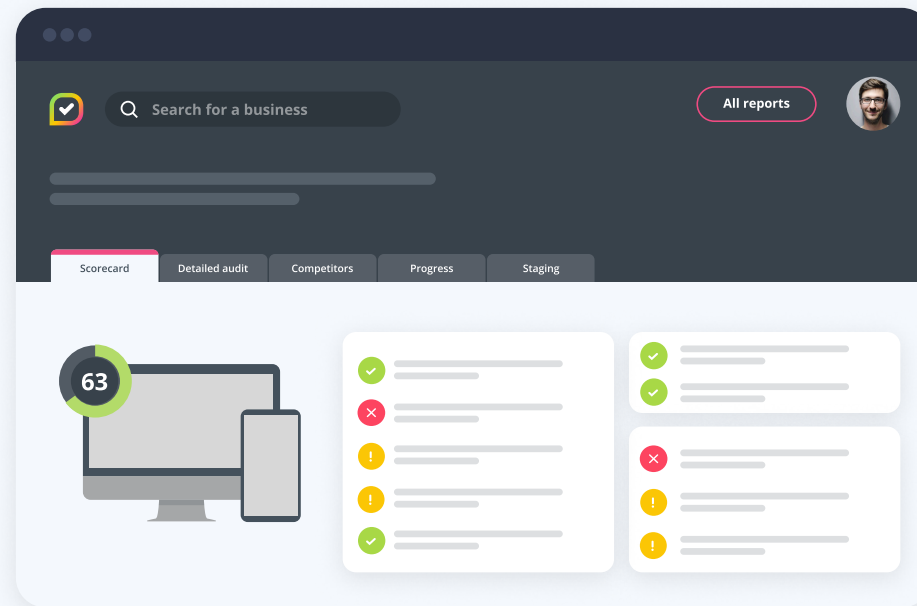
Easy to share

Flexible sharing options make it easy to share audits with your clients - whatever your workflow.

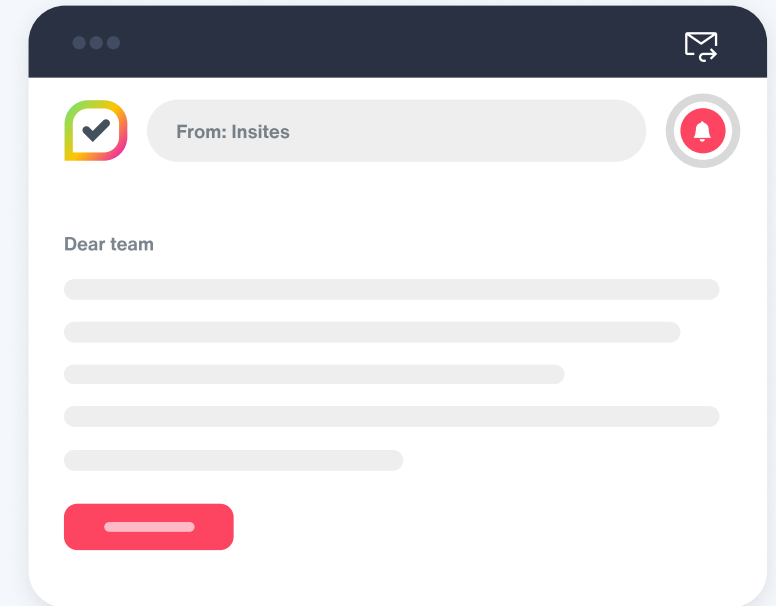
PDF Export



Weblink



Email



Get notified when the report is opened



Choose what to share

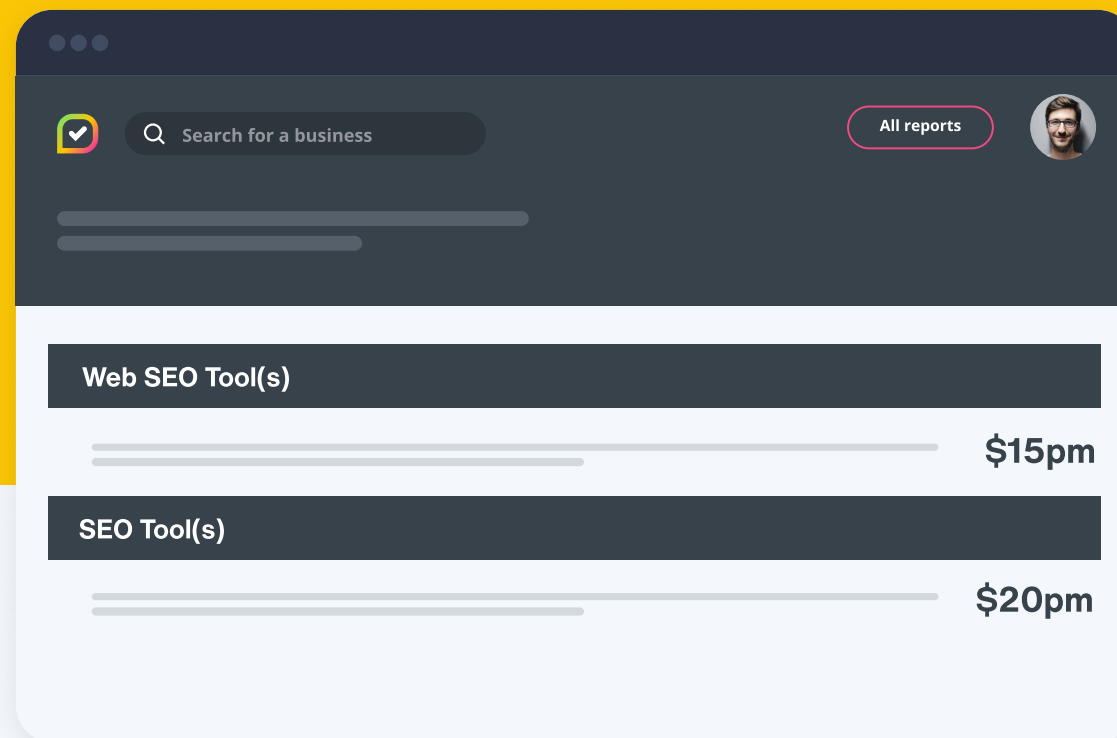


Fully white-label



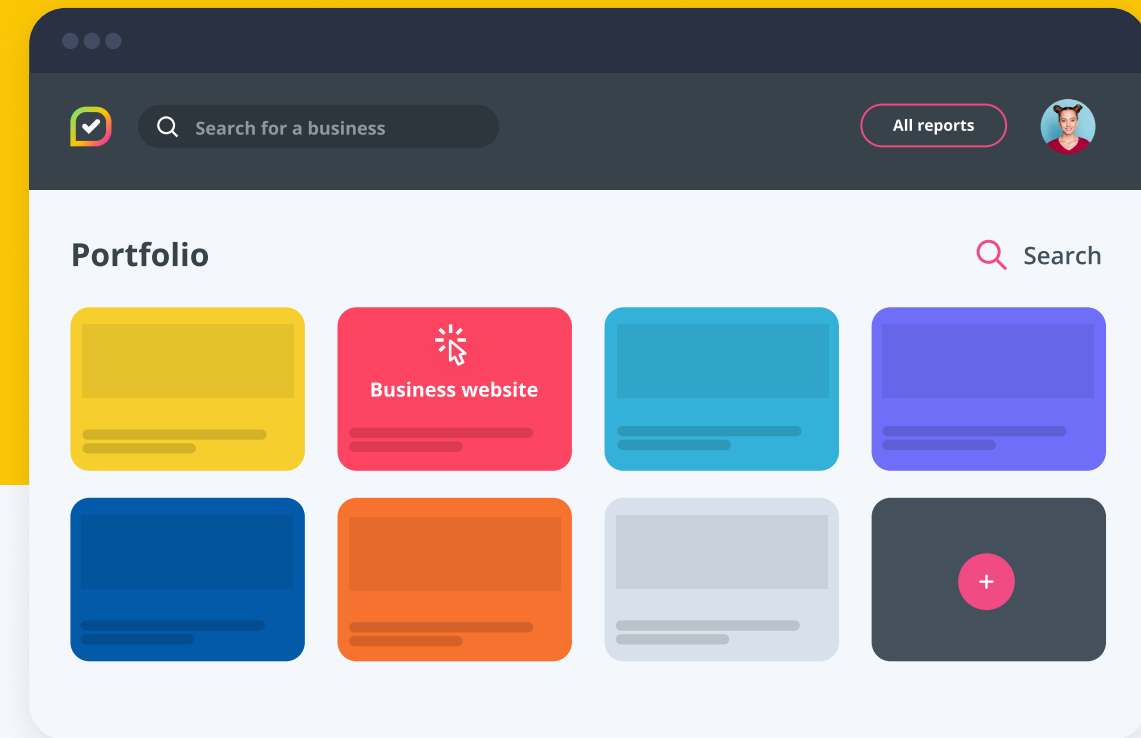
More than just an audit

Deliver additional value with our suite of optional features.



Proposal

Include proposed solutions in your digital audits. This can be optionally configured to select products automatically based on the outcomes of the audit.



Showcase

Build a library of your best work and show case studies to potential customers what you can do.



Demonstrate value

By running an audit during production and post-sale, you can prove the value you've created for your customer - increasing customer satisfaction and reducing churn.

Staging analysis

As part of your customer onboarding process you can add a staging website to compare with their existing website.

Progress report

Post-sale you can prove the value you've created and pitch up-sell opportunities with our progress report.

For more information about our solutions to support in-life customer management, see our [Insites for Website Builders and QA product tour](#).

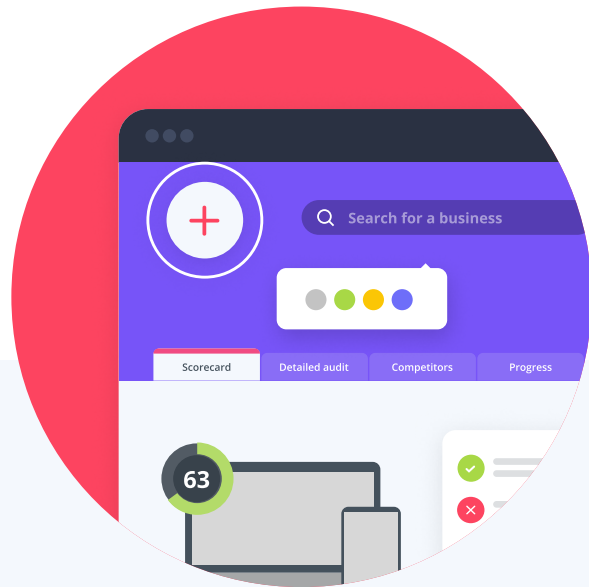
The screenshot displays the Insites dashboard interface. At the top, there is a search bar and a user profile icon. The main navigation includes tabs for Scorecard, Detailed audit, Competitors, Progress, and Staging. A 'Share' button is visible on the right. The central content area shows a comparison of two audit reports. The first report, dated 16 January 2020, has a score of 43. The second report, dated 4 August 2020, has a score of 63. Below the reports, an SEO summary table shows a score of 62 and lists issues detected.

Issue	Status	Details
Alternative text	Issues detected	
Amount of content	9,375 words on 20 pages	



Customisation & whitelabel

Make Insites for Sales your own with full whitelabel capability and easy customisation.



Whitelabel

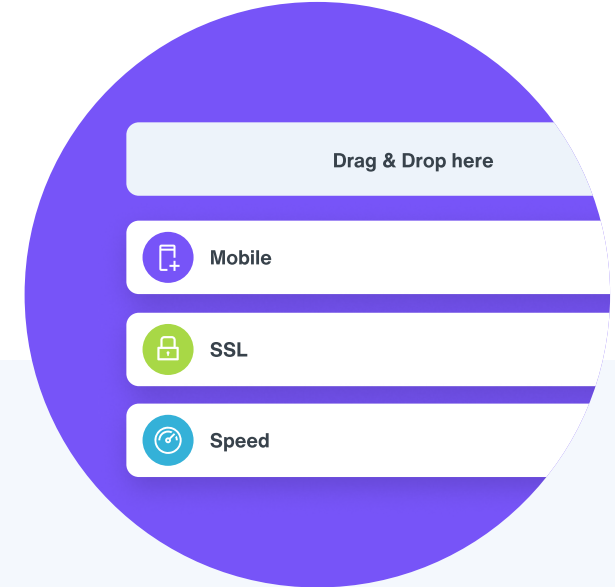
You can whitelabel your Insites audits with your own logo, brand colours, and domain name to make your audits, yours.



Custom content

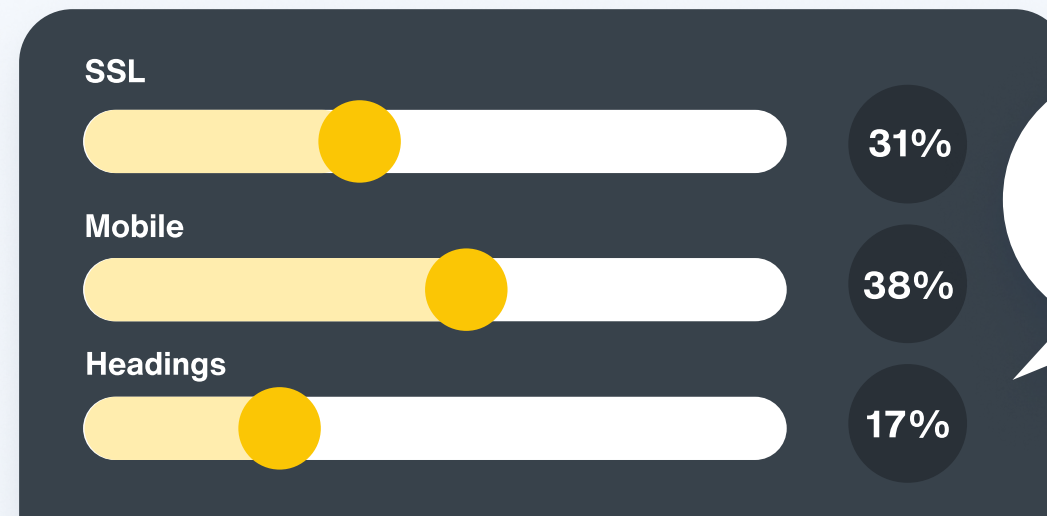
Add your own content to the audits:


- Notes for sales agents
- Calls to action
- Product-focused recommendations



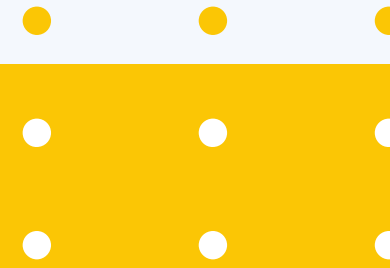
Customisable content

Customise your audit when you click and drag a check - our library has over 70 to choose from.



 Choose your own score weightings





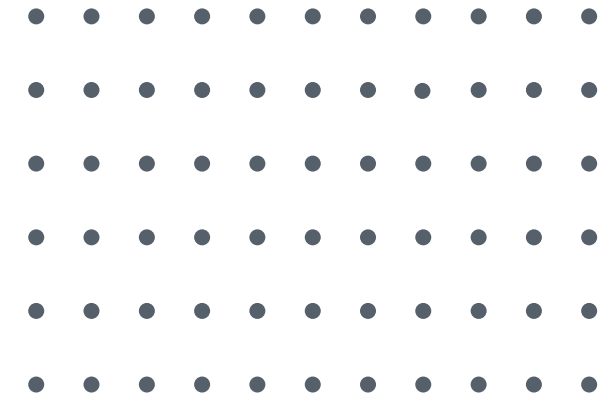
“Since using Insites, we have seen our conversions for leads generated to closed sales increase noticeably. Not only have our sales teams been able to convert more opportunities quickly, they have been able to generate more appointments.”

– Michael Herfort
Head of New Media

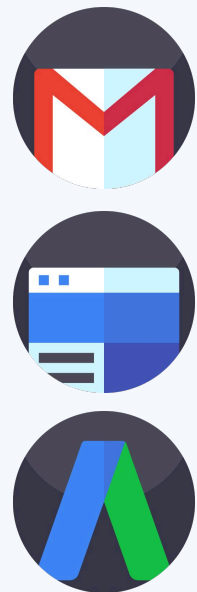


Generate hot leads

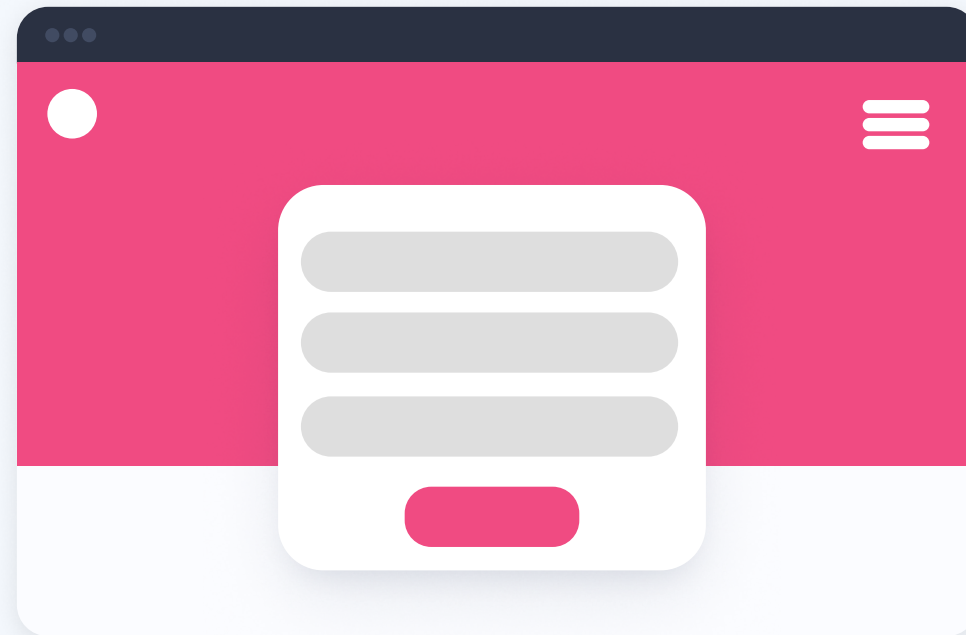
Bolster your sales efforts with Insites for Marketers, our website auditing widget to generate a stream of qualified leads.



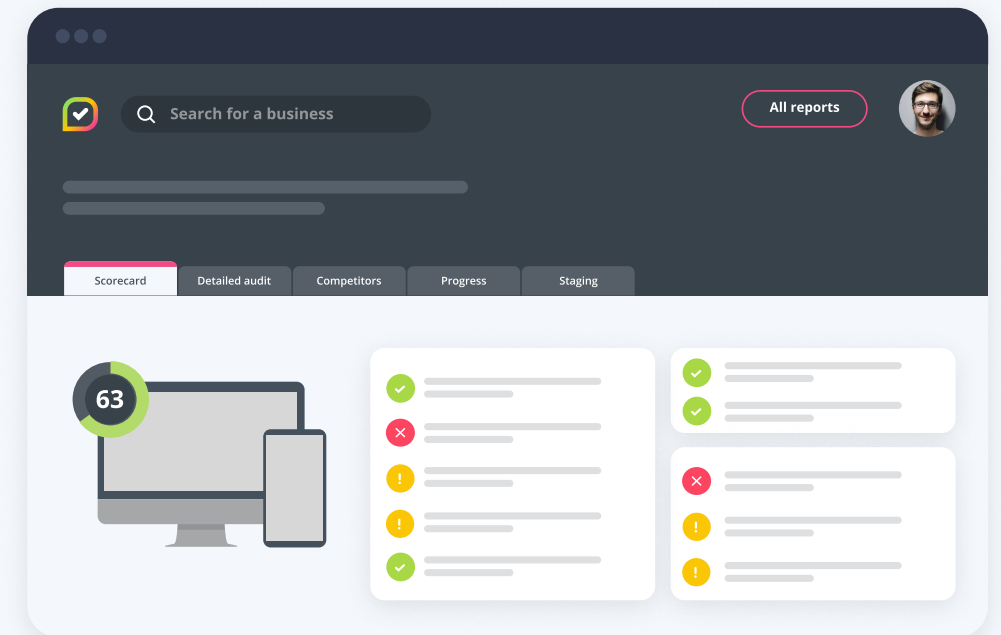
Ad-free check



Collect data



Report



Push leads directly to your CRM



Highly customisable



Collect prospect data



Add your own analytics and tracking scripts



Integrations & API

Insites for Sales is easy to integrate into your workflow with a comprehensive suite of integrations and a fully documented REST API.

CRM integration

Integrate Insites for Sales with your CRM and automate audits, data storing, and audit history giving your sales agents more time to focus on selling.

Analysis integration

Integrate third party data to create a comprehensive all-in-one audit for your sales agents. As well as our “off-the-shelf” integrations, we can create a bespoke audit designed for you and your sales team.

Screen share

Make it easy for agents to screen share with our Crankwheel integration.

Single sign-on

It's easy to manage your users with single sign-on using G Suite, Office 365, Salesforce or Hubspot.

Webhooks

Our webhook API allows you to receive the complete results of audits in real time as they complete. Many of our partners use this in conjunction with Zapier to automate their workflows.

API

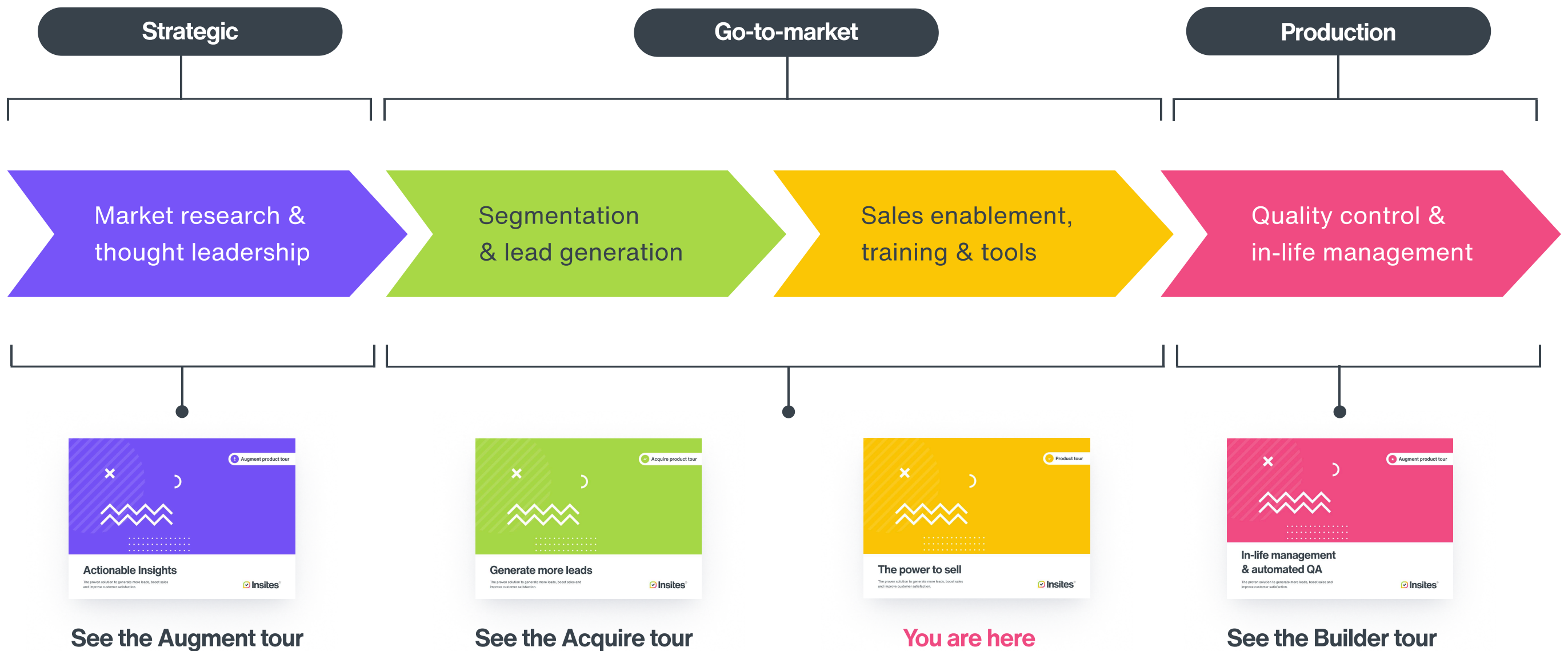
Our comprehensive, fully documented RESTful API allows you to trigger audits and receive the results programatically.



What next?

To find out more or arrange a demo, call 01332 460 460.

Discover. Engage. Delight. Repeat



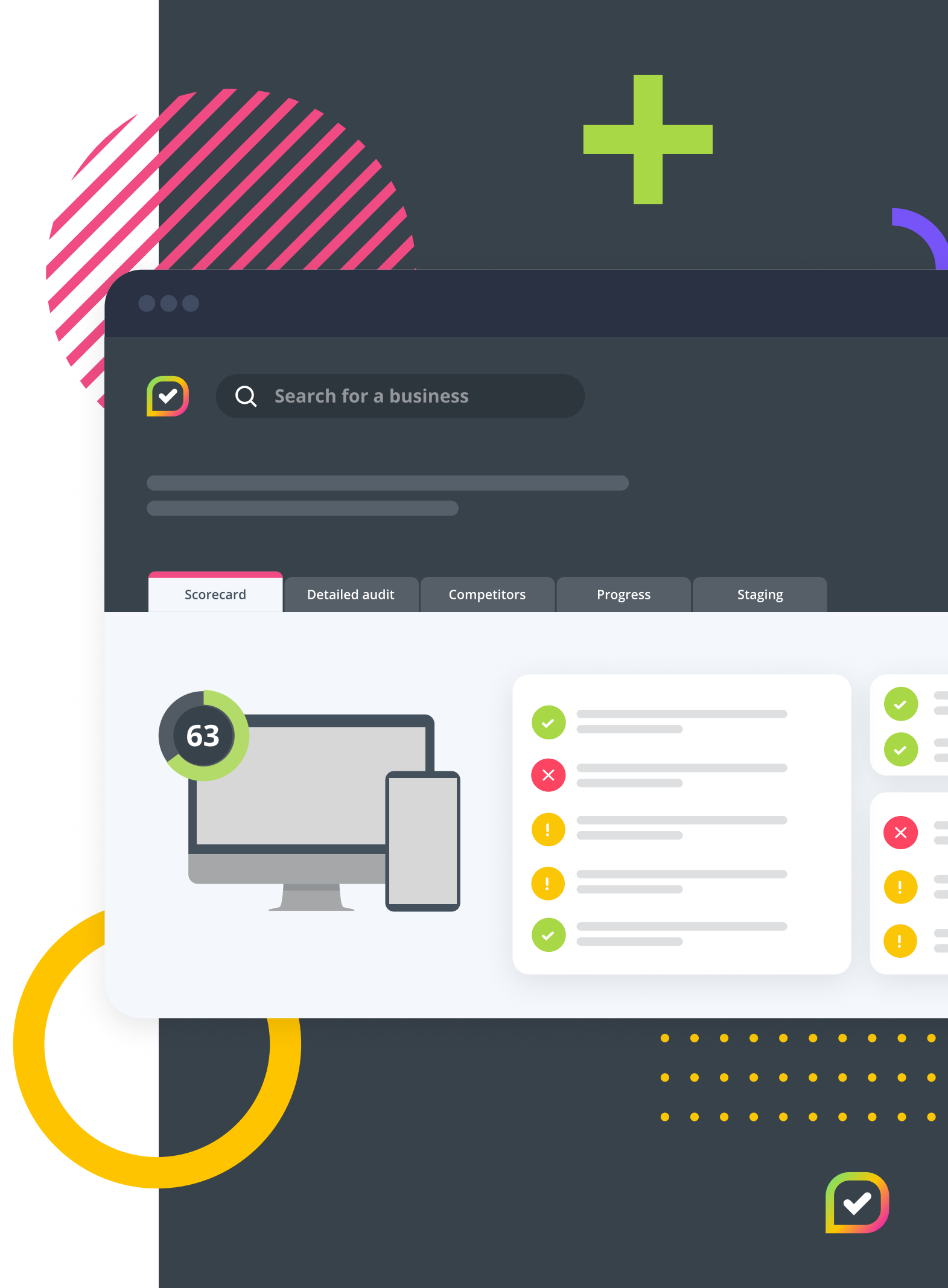
Why Insites?

We're the web intelligence company helping marketing agencies, local search companies, newspapers, telcos, and many others sell digital solutions effectively to Small and Medium Enterprises.

Our award-winning solutions scale from sales agents creating individual online presence profiles to bulk profiling markets with hundreds of thousands of businesses. The tools are effortless to customise and intuitive to use, making on-boarding and training quick and efficient.

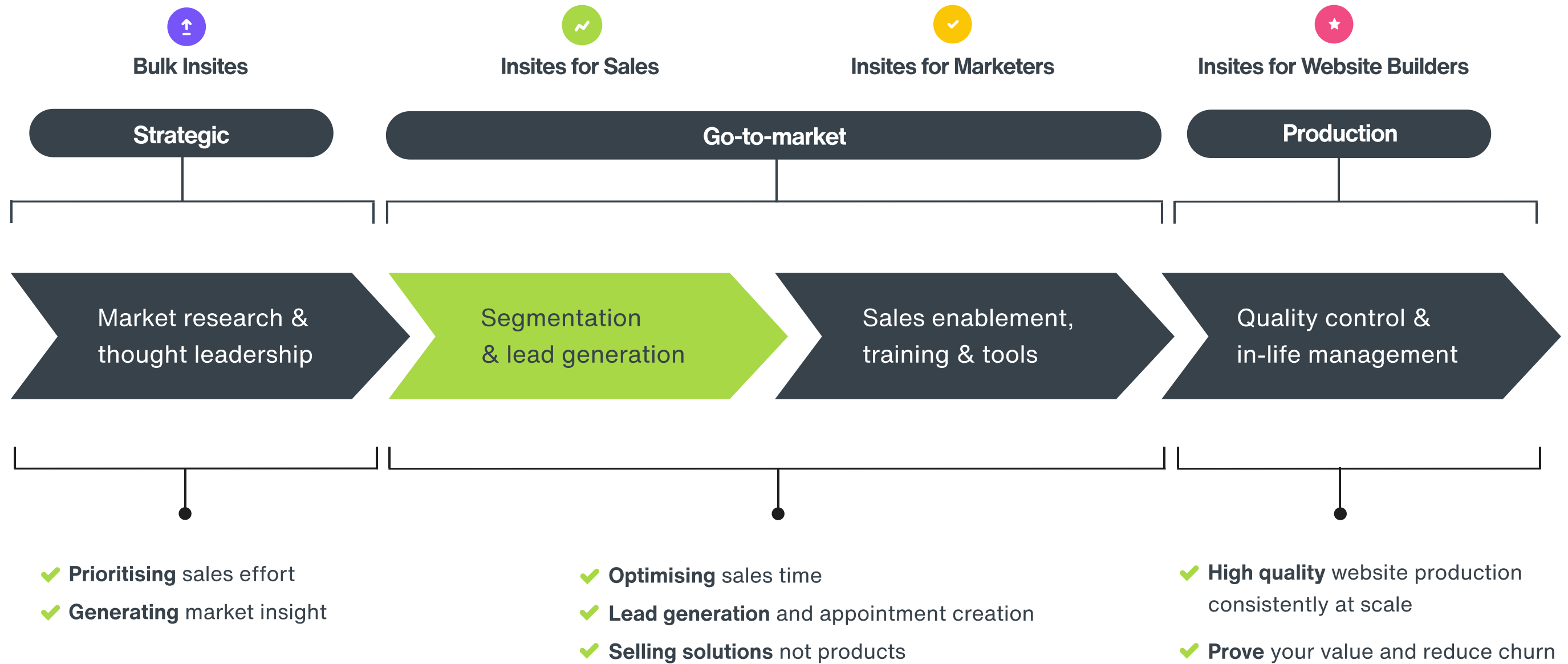
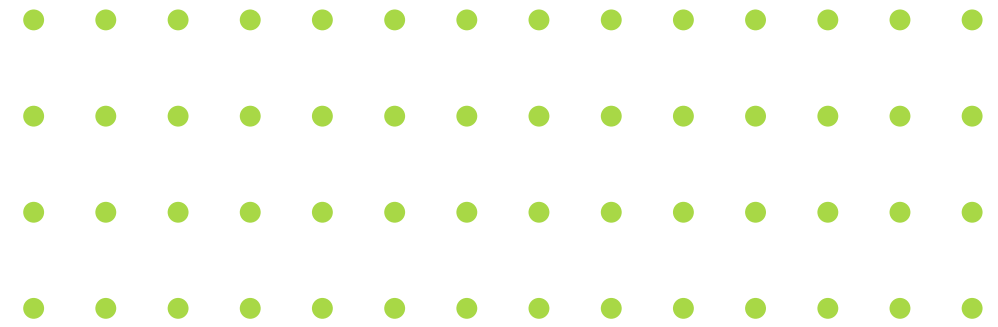
Built-in management reporting tools and integrations with popular CRMs puts control in the hands of Sales Management to focus on activities and results. Our automated Quality Assurance helps production teams deliver on the Sales promise at scale every time, ensuring end-to-end customer satisfaction.

And, most importantly, our solutions have been proven to raise conversion rates in markets world wide.



Our solution suite

Discover. Engage. Delight. Repeat





[Book a demo](#)