
BRAND & WEBSITE AUDIT

REPORT

INSIGHTS. OPPORTUNITIES.
CLEAR NEXT STEPS.

PREPARED FOR

Acacia Health Solutions

21 October 2026

A strong foundation with clear growth potential.

Acacia Health Solutions has a credible brand and a well-structured website, with several opportunities to improve clarity, consistency and conversion.

This audit highlights the key areas where strategic improvements could strengthen the brand's positioning, enhance the user experience and encourage more enquiries. The findings provide practical, prioritised recommendations to help guide the next steps.



KEY TAKEAWAYS



CLEAR PURPOSE

Your mission and values come across well, providing a strong foundation for building trust and connecting with your target audience.



MESSAGING GAPS

Some key services and differentiators could be communicated more clearly to help potential clients understand your unique value.



WEBSITE IMPROVEMENTS

The website is visually appealing, but there are opportunities to improve navigation, content hierarchy and the overall user experience.



GROWTH OPPORTUNITIES

Clearer messaging, stronger calls to action and more prominent trust signals could help turn website visitors into enquiries.



OVERALL RECOMMENDATIONS

With a few focused changes, your brand and website can communicate more clearly, build greater trust and generate more enquiries and conversions.

What we found and what to do next:

01 BRAND POSITIONING & MESSAGING

FINDINGS	RECOMMENDATIONS
• The headline does not immediately identify the audience or specific benefit. • Service descriptions focus on what is offered rather than client outcomes. • Differentiators are not reinforced consistently.	• State who the business helps and how in the headline and supporting copy. • Rewrite service summaries around client needs and outcomes. • Use consistent core messages across the website and marketing materials.

02 WEBSITE DESIGN & USER EXPERIENCE

FINDINGS	RECOMMENDATIONS
• Navigation could make priority services easier to locate. • The main call to action competes with other page elements. • Mobile hierarchy and spacing may make information harder to scan.	• Group navigation links by visitor need. • Choose one primary action per key page and repeat it at decision points. • Review mobile layouts, spacing, contrast and heading hierarchy.



03 CONTENT & SEO

FINDINGS	RECOMMENDATIONS
• Some headings are broad and could better reflect visitor intent. • Page titles and meta descriptions could explain page value more clearly. • Informative images should be checked for useful alternative text.	• Use clear, descriptive headings. • Review titles and meta descriptions for relevance and uniqueness. • Add meaningful alt text to informative images.

04 CONVERSION OPPORTUNITIES

FINDINGS	RECOMMENDATIONS
• The enquiry journey does not clearly explain what happens next. • Testimonials or proof points are not always near key decision points. • The form may request more information than needed initially.	• Explain the next step after form submission. • Place relevant testimonials or credentials near key calls to action. • Keep the initial enquiry form focused on essential information.



Turn insight into action!

Start with the improvements most likely to make the brand clearer and the enquiry journey easier. Supporting refinements can follow once the core message and conversion path are working well.



01 | HIGH PRIORITY

ACTION	WHY IT MATTERS	ESTIMATED EFFORT
Clarify the homepage value proposition and supporting message.	Visitors should quickly understand who you help and why it matters.	Low
Make the primary call to action visible and consistent.	Makes the next step obvious and reduces friction.	Low
Strengthen trust signals near service and enquiry sections.	Helps visitors feel more confident about contacting you.	Low

02 | MEDIUM PRIORITY

ACTION	WHY IT MATTERS	ESTIMATED EFFORT
Review mobile layouts and heading hierarchy.	Makes important information easier to scan.	Medium
Review page titles, descriptions and image alt text.	Supports clarity and basic on-page SEO hygiene.	Medium

A clearer path forward.

A brand and website do not need to be rebuilt from scratch to work harder for the business. The goal is to make existing strengths more visible, remove avoidable friction and ensure each important page supports a clear next step.



01

Confirm the primary audience, core value proposition and most important action you want visitors to take.



02

Start with the homepage message, calls to action and trust signals before lower-priority refinements.



03

Monitor enquiry submissions, CTA clicks and engagement with key service pages.

AUDIT SCOPE & LIMITATIONS

This sample covers brand positioning and messaging, visual consistency, website content and user experience, conversion opportunities, and basic on-page SEO observations.

It is not a full technical SEO audit, keyword research project, accessibility audit, analytics review or security assessment.

All observations and recommendations in this sample are fictional. A live report would be based on materials supplied by the client and the agreed scope of review.



Brand thinking. Clear communication. Better design.

For support implementing these recommendations, the next step is to scope the work and provide a separate quote.