ASD
Anthony Scott Digital

WEBSITE AND SEARCH AUDIT

Where the studio stands *today*

A full check of anthonyscottdigital.com, the Google profile, the listings and what Google and ChatGPT say when a local owner goes looking for video and marketing help.

Prepared for Anthony Scott · Menasha, WI

Checks run Nov 25, 2026

PART 01

The short version

WHERE YOU STAND

The website itself is in good shape. It scores 94 for mobile speed and 100 on Google's own technical checks, faster than WebCitz, the most reviewed agency in Menasha. The Google profile holds the first spot in the map box for "marketing agency menasha wi". The problem is that a Google search for pages from the website returned nothing, the profile and the website disagree on your address and hours, and the profile has 5 reviews, against 26 and 27 for the two agencies leading Appleton searches and 86 for WebCitz. Search your own business name and your website is not on the first page.

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Search health out of 100. The average of the five scores beside it.

SCORE	OF 100	WHERE IT COMES FROM
Technical checks	100	Google PageSpeed, SEO score
Mobile speed	94	Google PageSpeed, Performance
Reputation	45	Perfect 5.0 rating, but only 5 reviews
Listings and consistency	45	Part 05
Search and AI visibility	35	Part 04

The first two are Google's own scores. The other three are our judgment from the checks in this report, on the same scale we use for every business we audit.

What is already right. The same phone number on the website, the Google profile and ChamberofCommerce.com. A fast, clean site with an AI readable summary file already in place. A perfect rating. A first place map box in your home town. More than 10,000 Facebook followers. The base is sound, and the rest is work that can be scheduled.

PART 02

What we found

In order of how much each one is costing you. Red is fix now, dark is next, green is what to build on.

FINDING	DETAIL
FIX NOW **Google has no pages from the site**	A search for site:anthonyscottdigital.com returned no results on Nov 25. The site has no sitemap file (the address /sitemap.xml returns the "page not found" page), and the page code carries no Google Search Console or Bing verification tag. Until Google lists the pages, nothing written on the site can show up in a search.
FIX NOW **Your own name does not bring up your site**	Searching "Anthony Scott Digital Menasha" showed your Facebook page, Instagram, ChamberofCommerce.com, Crunchbase, a Superprof photography tutor listing and Eventifai. The website was not on the first page.
FIX NOW **Address and hours do not match**	The website says 1313 Midway Rd, Suite A, open Monday to Friday 9 to 6, Saturday by appointment. The Google profile says 1313 Midway Rd Lower Level, open Monday to Friday 8 to 5 and Saturday 8 to 3. Google and AI tools compare these. One of them is wrong, and a customer could arrive when you are not there.
FIX NOW **5 Google reviews**	All five are 5 stars. The two agencies at the top of the Appleton map box have 26 and 27. WebCitz, also on Midway Road, has 86. Your Facebook page has more than 10,000 followers, so the goodwill exists. It is not on Google yet.
NEXT **Google files you as one thing**	Google shows the profile as Marketing agency. Video is your lead service, but for "video production appleton wi" the map box showed three companies, each shown as Video production service, and you were not among them.
NEXT **Eight services share one page**	Video, social media, photography, drone, real estate video, websites, brand strategy and local search all live on /services. Google ranks pages one topic at a time, so no page of yours can compete for "video production" or "headshots" on its own. The whole site is five pages and about 2,100 words.

NEXT **The finished films are not on the site**	The portfolio shows behind the scenes photos and sends people to Facebook and Instagram to watch the work. A visitor cannot press play, and nothing on the site tells Google or AI tools what the films are. Three clients are named (Glass Nickel Pizza Co., Ope! Brewing Co., Elevated Curb Creations). The other seven portfolio items carry no client name.
NEXT **No reviews on the site**	The word "review" does not appear on the home page. Your five Google reviews are specific and warm, and none of them is shown.
NEXT **No way to measure calls or visits**	We found no Google Analytics, no tag manager and no call tracking in the home page code. Without them nobody can say how many visits or calls the site produces.
NEXT **Small technical gaps**	No canonical tags on any page. The business details code is on the home page only and lists the 9 to 6 hours. The questions on the services page are not marked up as questions for Google. The "page not found" page reuses the contact page description.
BUILD ON **No town or industry pages yet**	No page on the site is written for a town such as Neenah, Appleton or Oshkosh, or for a type of client such as restaurants, contractors or real estate agents. Companies based elsewhere show up for Menasha searches with pages written for Menasha (part 04).

PART 03

Speed

Tested with Google PageSpeed Insights on a phone connection, Nov 25, 2026.

94	100	100	100
Performance	Accessibility	Best practices	SEO checks

MOBILE MEASUREMENT	YOUR SITE	WEBCITZ	GOOGLE'S "GOOD" MARK
Performance score	**94**	83	90 or more
Main content visible	**2.9 s**	4.4 s	2.5 s or less
First content appears	**0.8 s**	0.9 s	1.8 s or less
Speed Index	**3.6 s**	3.9 s	3.4 s or less
Page frozen to taps	**0 ms**	0 ms	200 ms or less
Layout shift	**0.02**	0	0.1 or less

Google flagged two small items: image delivery (about 74 KB to save) and one layout recalculation. The main content at 2.9 seconds and the Speed Index at 3.6 are just outside Google's "good" marks. Everything else is inside them.

What this means. Speed is not what is holding the site back. The work is in getting it submitted and listed, giving it more pages, and backing it with reviews.

PART 04

Search and AI visibility

Checked Nov 25, 2026. Results shift with location and from one AI answer to the next.

SEARCH	WHO WAS SHOWN	YOU
Google map box and AI "marketing agency menasha wi"	Map box: Anthony Scott Digital, Alec Solutions, WebCitz. Google's AI answer named you first.	1ST IN MAP BOX NAMED FIRST
Google regular results same search	Prime Media Consulting, Northpointe Marketing, StrideUp Marketing, Yelp, MapQuest. Two of the first three have a page written for Menasha.	WEBSITE NOT SHOWN
Google map box and AI "marketing agency appleton wi"	We Rose Marketing, Coalesce Marketing & Design, A2Z The Agency. The AI answer named the same three.	NOT SHOWN
Google map box and AI "video production appleton wi"	Red Lakes Video Production, Simply Love Films, Valley Films WI. The AI answer added Image Studios and Shift Visuals.	NOT SHOWN
Google AI answer "video production menasha wi"	No map box was shown. The AI answer named Ark Media Group, Meza Media, Image Studios and Beverly Boy Productions. The last two each have a Menasha page.	NOT NAMED
Google "Anthony Scott Digital Menasha"	Google's AI answer described the business accurately and gave the Suite A address and phone. Results: Facebook, Instagram, ChamberofCommerce.com, Crunchbase, Superprof, Eventifai.	WEBSITE NOT SHOWN
ChatGPT best marketing and video companies, Menasha or Appleton	Recommended eight: Coalesce, We Rose Marketing, Overflow Local, WebCitz, Bard Media, IBEX Productions, Image Studios, Unusual Media Group.	CLOSING LINE ONLY

Why this matters. In these searches you appeared for the one that names your town and matches your Google category. Change either one, to Appleton or to video, and you were not shown. ChatGPT knows you exist. It put you in a closing line, after its eight picks: "a few other agencies worth investigating include Anthony Scott Digital".

PART 05

Listings check

The same business should show the same name, address, phone and hours everywhere.

SOURCE	ADDRESS	PHONE	HOURS
Website	1313 Midway Rd, Suite A	(920) 224-5244	Mon to Fri 9 to 6, Sat by appointment
Google profile	1313 Midway Rd **Lower Level**	(920) 224-5244	**Mon to Fri 8 to 5, Sat 8 to 3**
ChamberofCommerce.com, Eventifai	1313 Midway Rd Suite A	920-224-5244 on the first	Not shown in the result
Facebook	Menasha. The Google result for the page also shows the line **519 N. Shawano St, New London**.	Not shown in the result	Not shown in the result
Yelp, BBB, Clutch, UpCity, DesignRush, Thumbtack, Alignable	No listing turned up in our searches. Bing Places, Apple Maps and Nextdoor could not be read from outside and get checked by hand in month 1.		

Also under your name: a Superprof photography tutor listing at $65 an hour and a four year old ThinkLocal video that mentions Northeast Ohio. Both are on your question list.

Where to go from here

1

Competitor Breakdown

Who is shown ahead of you, why, and your own month by month plan.

2

12 Month Plan

Exactly what the monthly work is and what it produces.

3

Getting Started Guide

The six short steps and nine questions that only you can do.

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Sources: Google Search and Google Business Profile data checked Nov 25, 2026 with the area set by the search words; Google PageSpeed Insights mobile tests of anthonyscottdigital.com and webcitz.com on the same date; one ChatGPT answer with web search, signed out, same date; the page code and text of every page on anthonyscottdigital.com. Search and AI results vary by location, device and time.