The power to sell

The proven solution to generate more leads, boost sales and improve customer satisfaction.
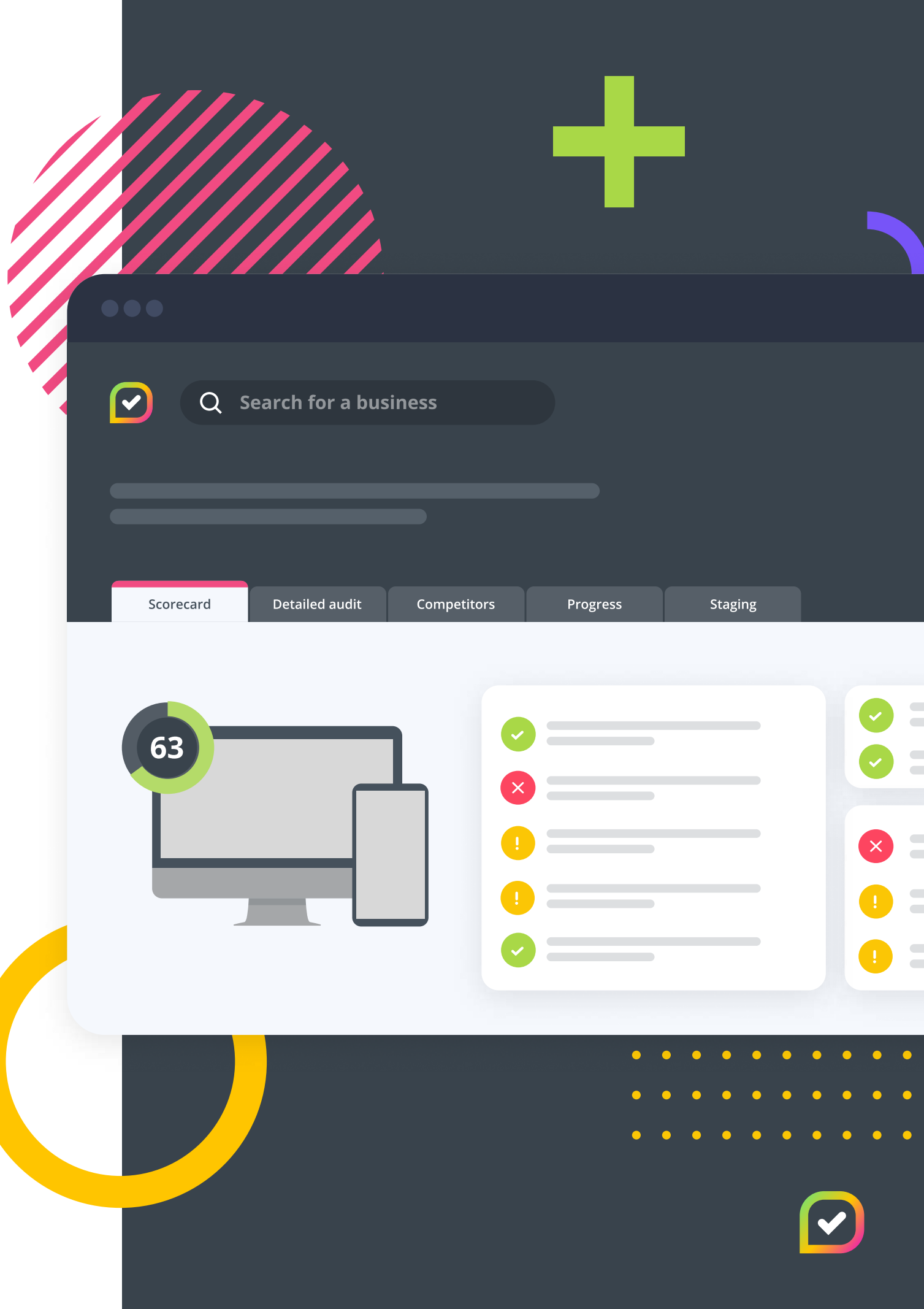
Insites®

Why Insites?

We're the web intelligence company helping marketing agencies, local search companies, newspapers, telcos, and many others sell digital solutions more effectively to Small and Medium Enterprises.
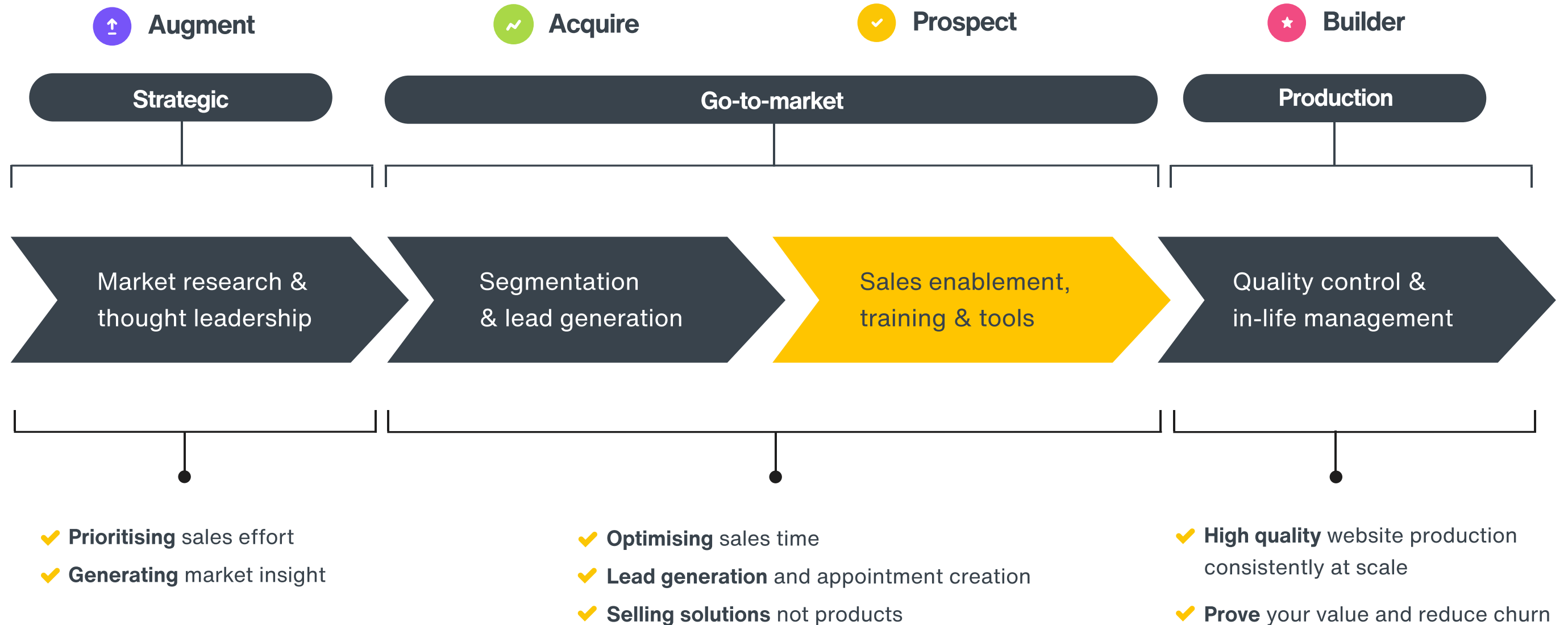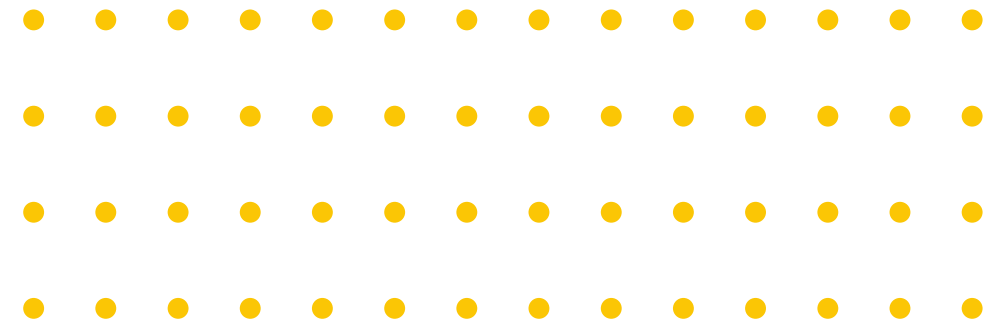
Our award-winning solutions scale from sales agents creating individual online presence profiles to bulk profiling markets with hundreds of thousands of businesses. The tools are effortless to customise and intuitive to use, making on-boarding and training quick and efficient.

Built-in management reporting tools and integrations with popular CRMs puts control in the hands of Sales Management to focus on activities and results. And, most importantly, our solutions have been proven to raise conversion rates in markets world wide.

Search for a business

| Scorecard | Detailed audit | Competitors | Progress | Staging |

Our solution suite

Discover. Engage. Delight. Repeat

Augment

Acquire

Prospect

Builder

| Strategic | Go-to-market | | Production |

Market research & thought leadership

Segmentation & lead generation

Sales enablement, training & tools

Quality control & in-life management

✓ **Prioritising** sales effort

✓ **Generating** market insight

✓ **Optimising** sales time

✓ **Lead generation** and appointment creation

✓ **Selling solutions** not products

✓ **High quality** website production consistently at scale

✓ **Prove** your value and reduce churn

SUPERCHARGE YOUR SALES TEAM

Insites audits make it easy and fast for sales agents to engage customers and identify the right products.

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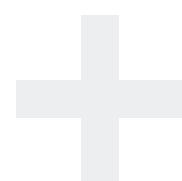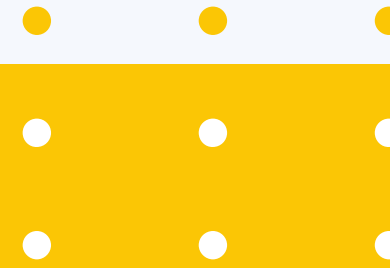
"Without doubt, this is one of the most important sales tools
in our sales reps' hands. By using Prospect, sales reps have the confidence
that they can convert a business lead into a paying customer more easily"

– 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 30-90 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*.

All reports

Plumbers   Search

e.g restaurant in London

Is this the correct business?

Website URL   www.bungy.nl
Business name   Bungy Jump Holland
Business phone   070 221 1138

Street address   Strandweg 150-154
City   Den Haag
County   Den Haag
Postcode   2586 JW

Start   Cancel

G **Plumbers Arms**
Macauley street, Huddersfield

78

G **Plumbers Arms**
Macauley street, Huddersfield

View results

G **Plumbers Arms**
Macauley street, Huddersfield

Analyse business

G **Plumbers Arms**
Macauley street, Huddersfield

Analyse business

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

Powerful sales report

Accurate and customisable digital audits let your agents identify opportunities quickly. Easy to understand explanations maximise customer engagement.

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

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

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

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.

Competitive analysis

Compare a business side-by-side with up to 3 of its closest rivals.

Contention between businesses is a major driver of a purchasing behaviour.
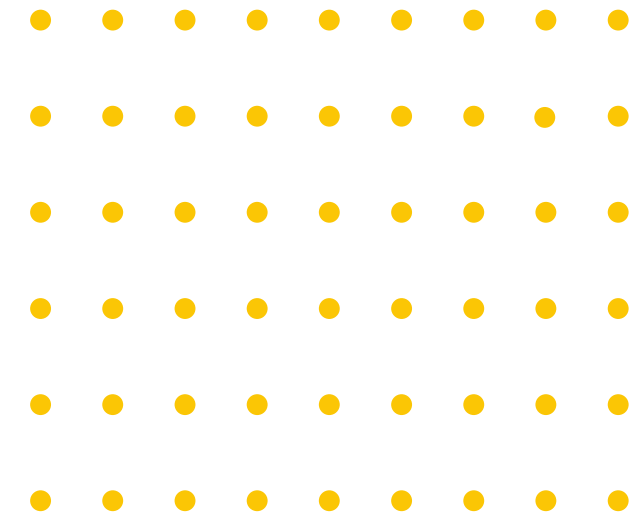
Overall score allows for quick benchmarking.

Side-by-side comparison of key points.

Silktide Prospect suggests relevant competitors automatically - or add any business by using the search feature.

What does it cover?

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

Performance
- Website speed
- Google Core Web Vitals
- Accelerated mobile pages

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

Compliance
- Accessibility
- GDPR

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

Information
- Technology profile
- Email provider
- CMS
- Vendor

Presence & reputation
- Local presence
- Google My Business
- Voice search
- Seller ratings
- Reviews

SEA/PPC
- Paid search
- Display ads
- Retargeting (Google & Facebook)
- Facebook ads

Social
- Facebook page
- Instagram account
- Twitter
- Open Graph
- Snapchat

Easy to share

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

PDF Export

Report for Insites

Weblink

Search for a business | All reports

Scorecard | Detailed audit | Competitors | Progress | Staging

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Email

From: Insites

Dear team
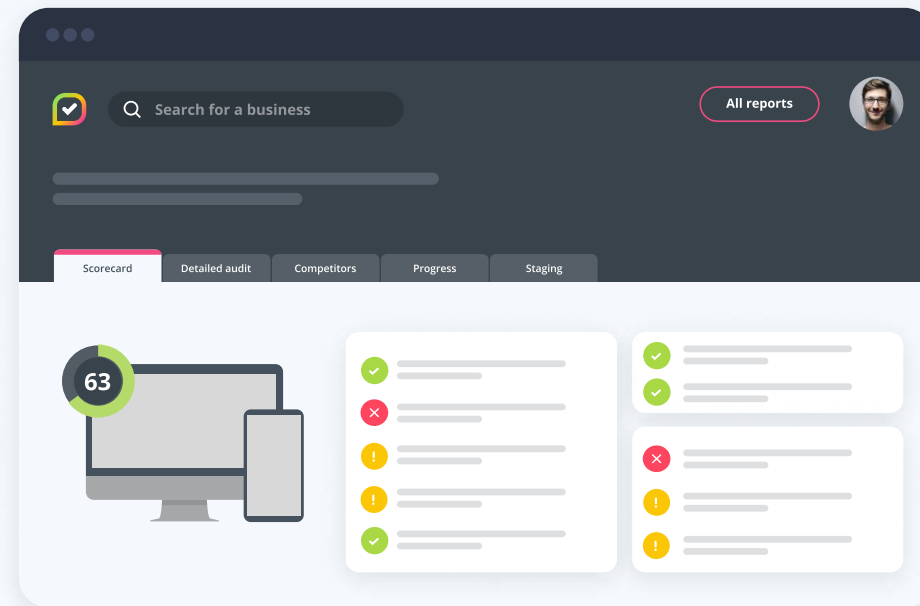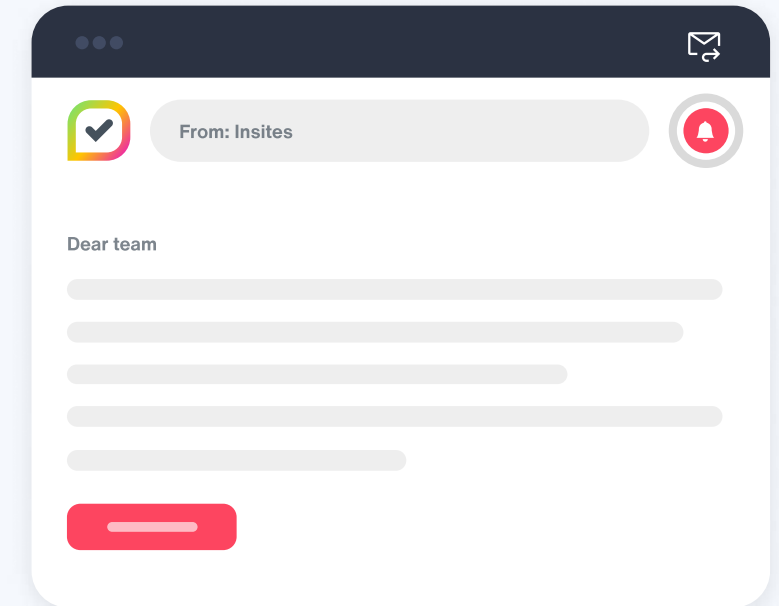
Get notified when the report is opened

Choose what to share

Fully white-label

Include your contact details

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 potential customers what you can do.

Demonstrate value

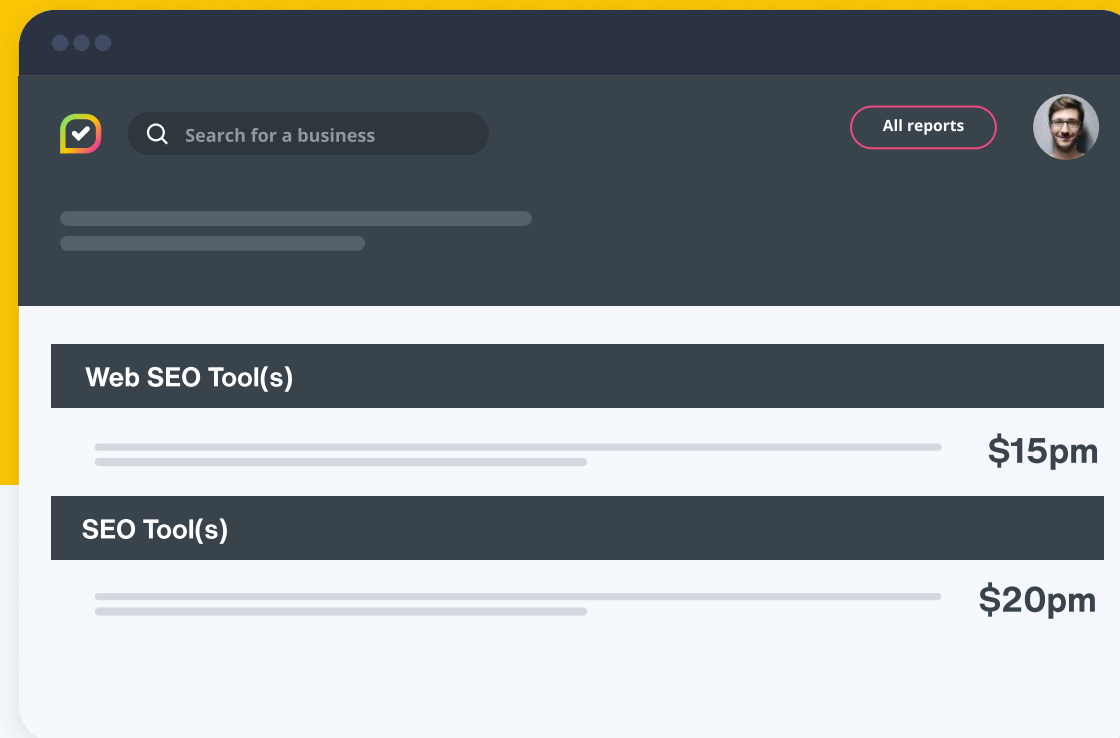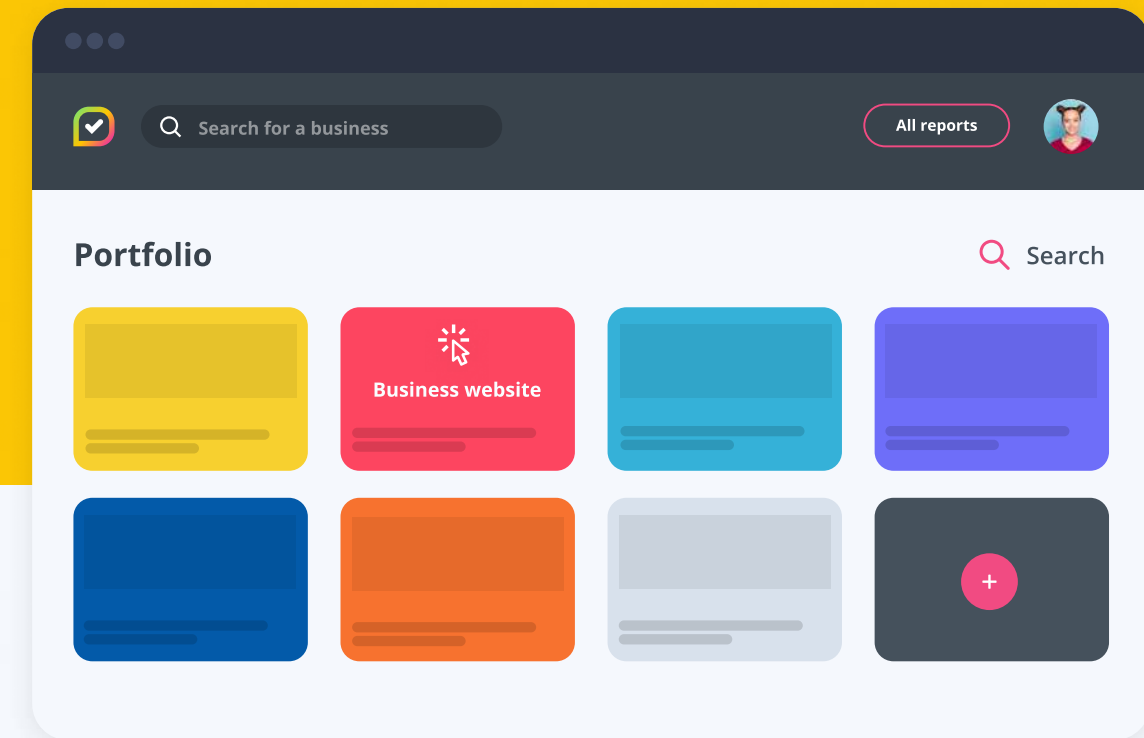By running an audit during production and post sale, you can prove the value you've created for your customer - increasing customer satisfaction and reducing churn.

Staging analysis

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

Progress report

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

For more information about our solutions to support in-life customer management, see our In-life Management and QA product tour.
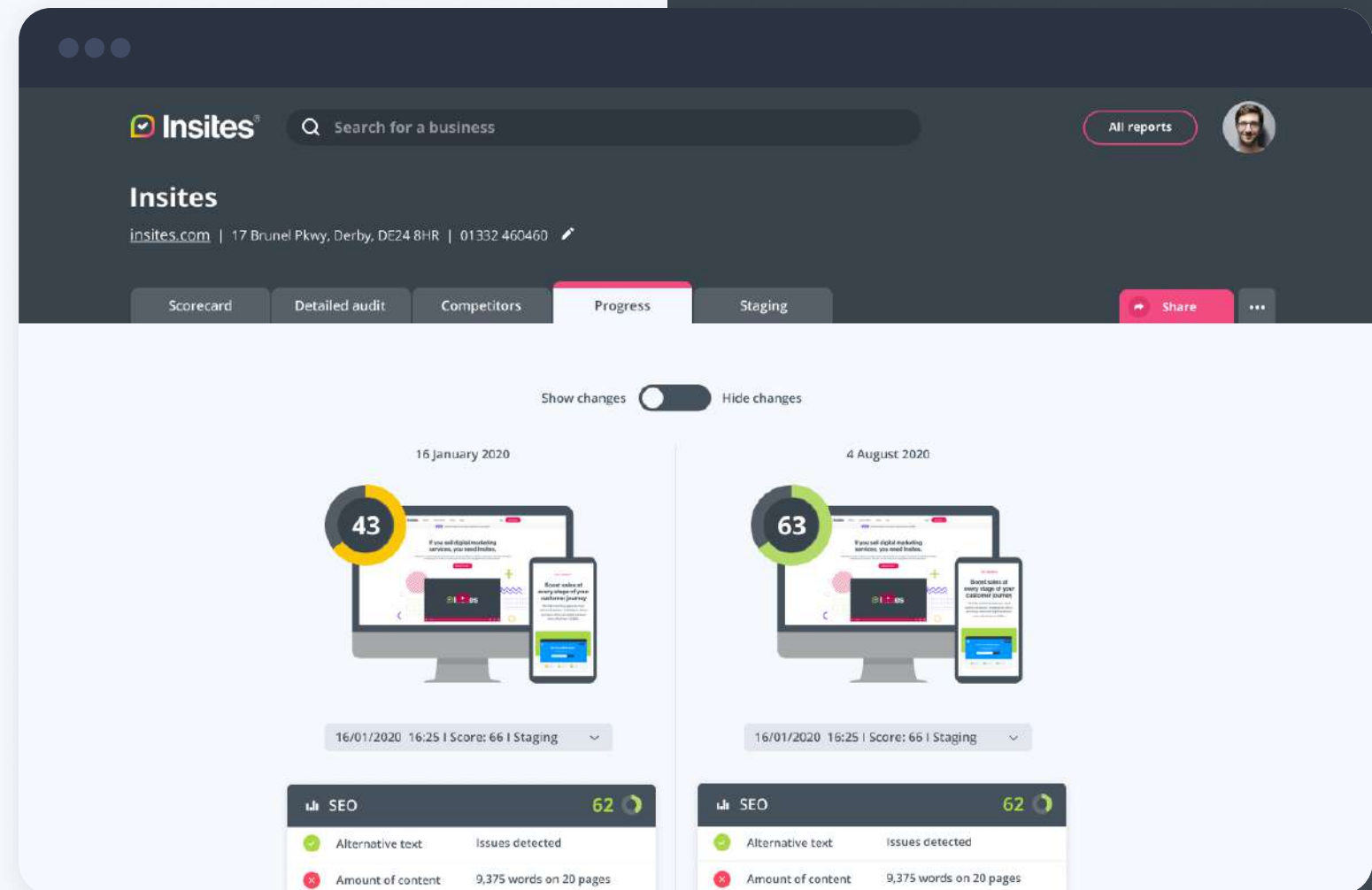
Customisation & white label

Make Silktide Prospect your own with full white-label capability and easy customisation.
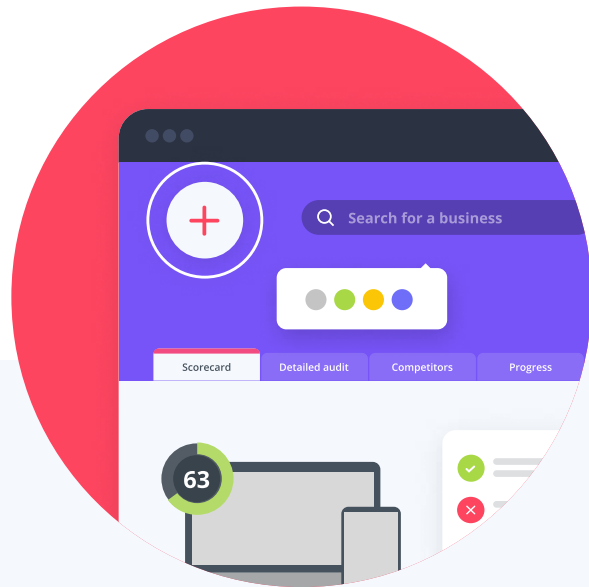
White label

Full white-label allows you to set a custom logo, colour scheme and your own domain name.

Custom content

Inject your own content to the audits:

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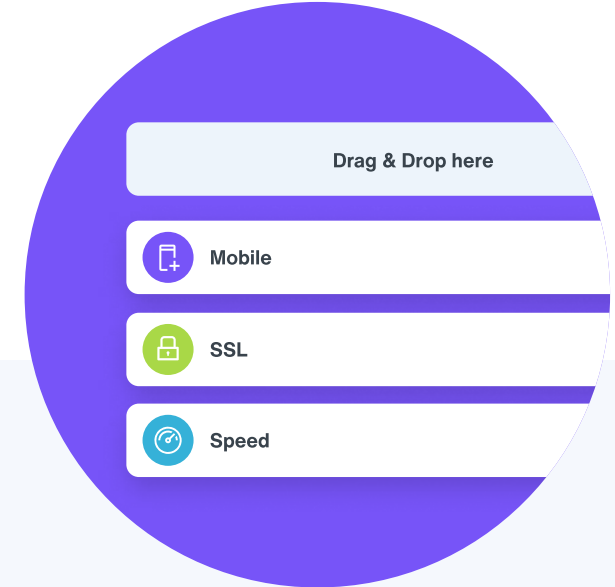
Customisable content

Click & drag to customise your audit

SSL   31%

Mobile   38%

Headings   17%
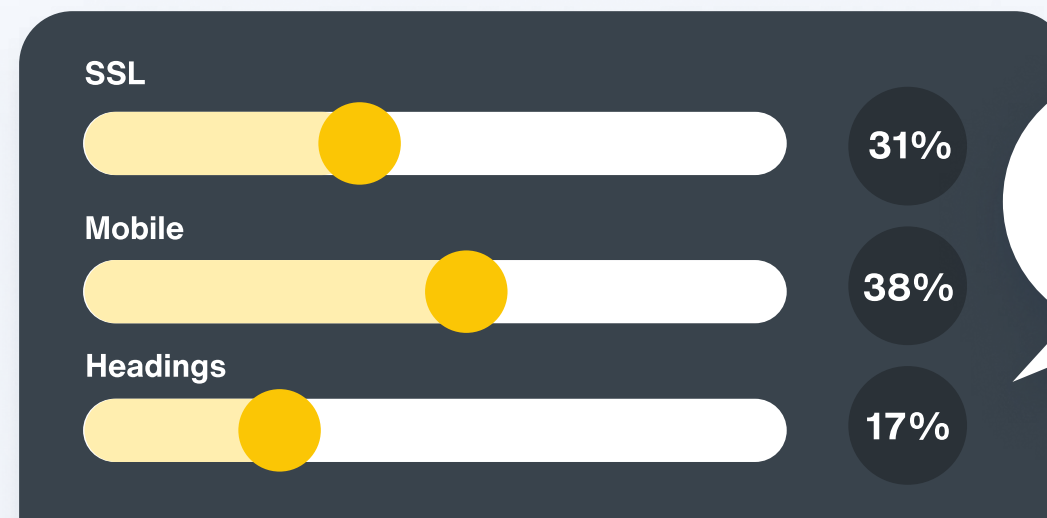
Choose your own score weightings
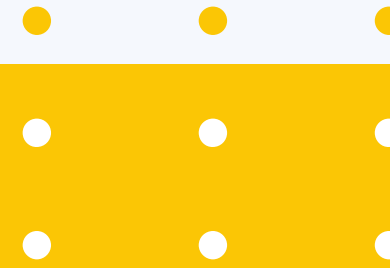
"Since using Silktide Prospect, we have seen our conversions for leads generated to closed sales increase noticeably. Not only have our sales teams been able to convert more opportunities quickly, they have been able to generate more appointments."

– Michael Herfort
Head of New Media

Heise

Managing your agents

A comprehensive suite of management tools and reporting dashboards give you the power to succeed.

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.

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

Reports generated in the last 12 months

Sales team engagement last month

97%	logged in (124)		84%	generated a pdf (54)
88%	ran a report (107)		67%	generated a pdf (43)
			92%	generated a pdf (67)
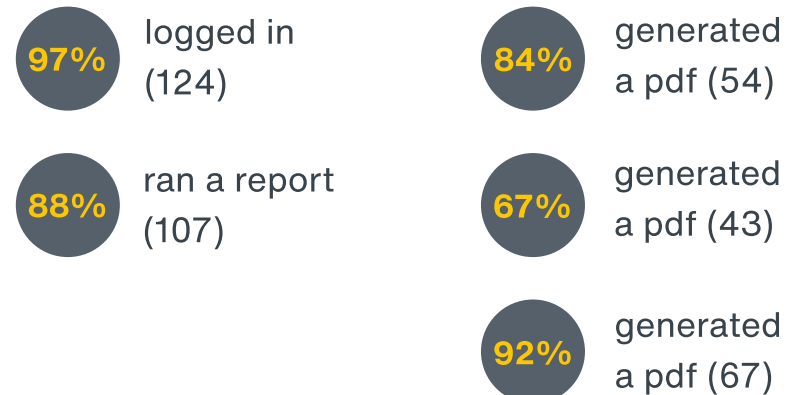
Most active / least active users last month

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

For more information about effectively utilising data at scale, see our augment product tour

Lead generation

Embed a website audit into your website and generate a stream of qualified leads, ready to purchase.

Advertise free check

Collect data

Report

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Scorecard | Detailed audit | Competitors | Progress | Staging

Search for a business

All reports
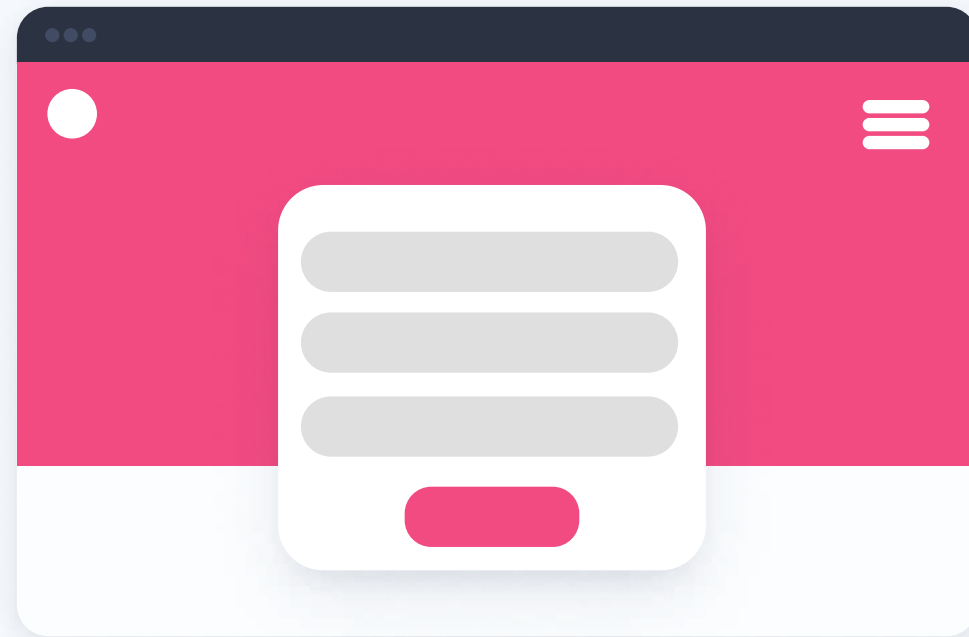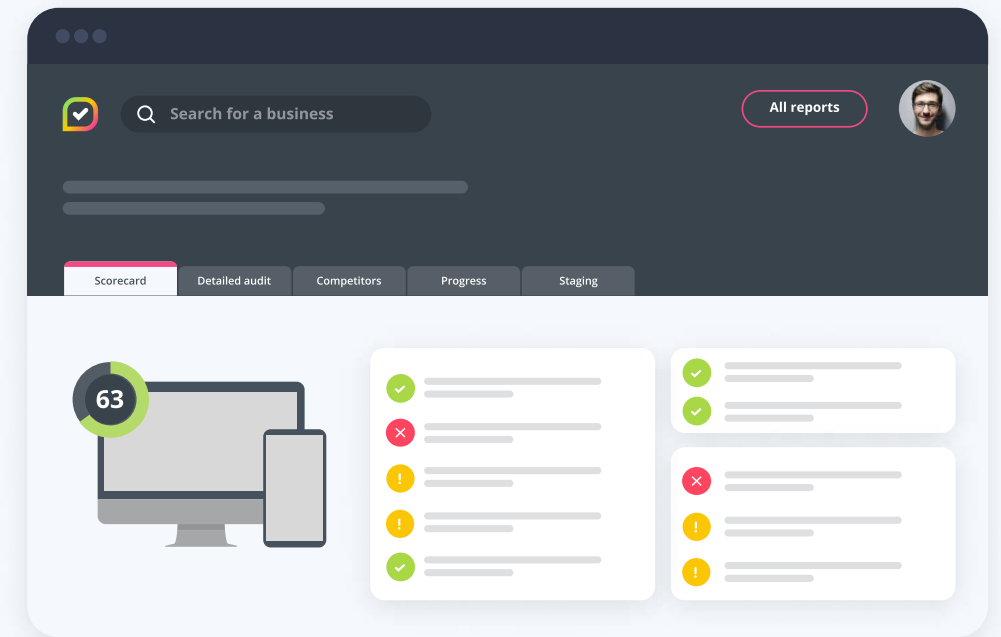
Push leads directly to your CRM

Highly customisable

Collect any data

Add your own analytics and tracking scripts

For more information, see our Acquire product tour for lead generation

Integrations & API

Silktide Prospect is easy to integrate into your workflow with a comprehensive suite of integrations and a fully documented REST API.

CRM integration

Trigger audits directly from your CRM. Reports shared with customers are stored as an activity on their timeline. Data from the audit is fed back to the customer's record for easy segmentation.

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 have a wealth of experience creating bespoke audits for our customers.

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

Strategic	Go-to-market	Production

Market research & thought leadership	Segmentation & lead generation	Sales enablement, training & tools	Quality control & in-life management

Actionable Insights

Generate more leads

The power to sell

In-life management & automated QA

See the Augment tour

See the Acquire tour

You are here

See the Builder tour

Insites®