

InSync

performance-маркетинг агентство · Україна (онлайн)

OVERALL SCORE

50 out of 100

The site is fast and clear, but AI assistants did not recommend you in any of 5 answers, so clients choosing an agency hear about rivals.

Website 85

Technically clean: loads in 0.5 s, https, mobile layout, clickable phone, a form and messenger links are all there. What's missing is proof: named cases and reviews on the home page.

Google Maps & reviews —

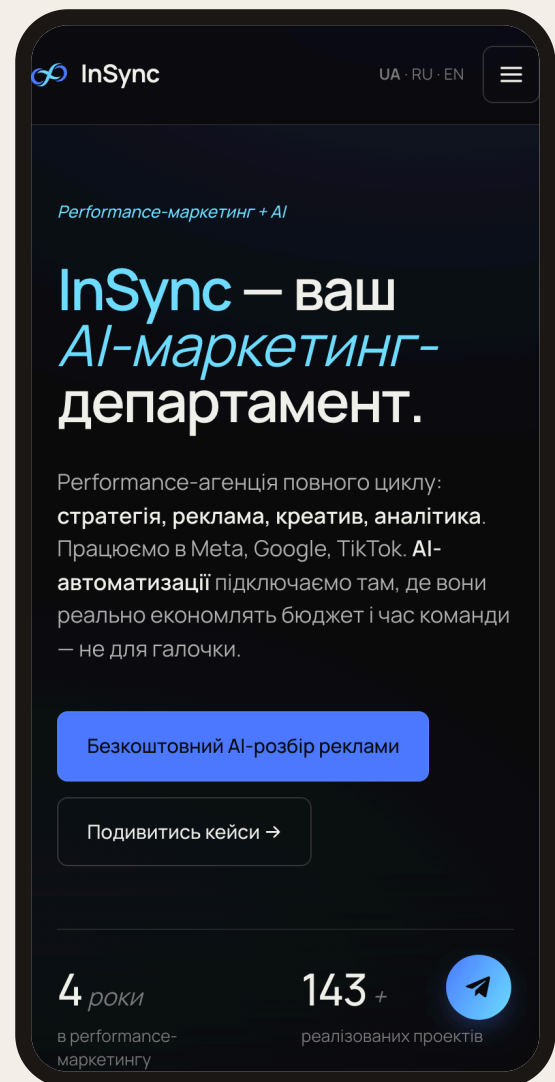
The Google Maps card was not reviewed, so there is no score.

Instagram & social —

Only links to the founder's personal Instagram and Telegram were found, and the account content was not reviewed.

AI visibility 0

Mentioned in 0 of 5 client questions, while Promodo and Performics Ukraine were named in 4 of 5.

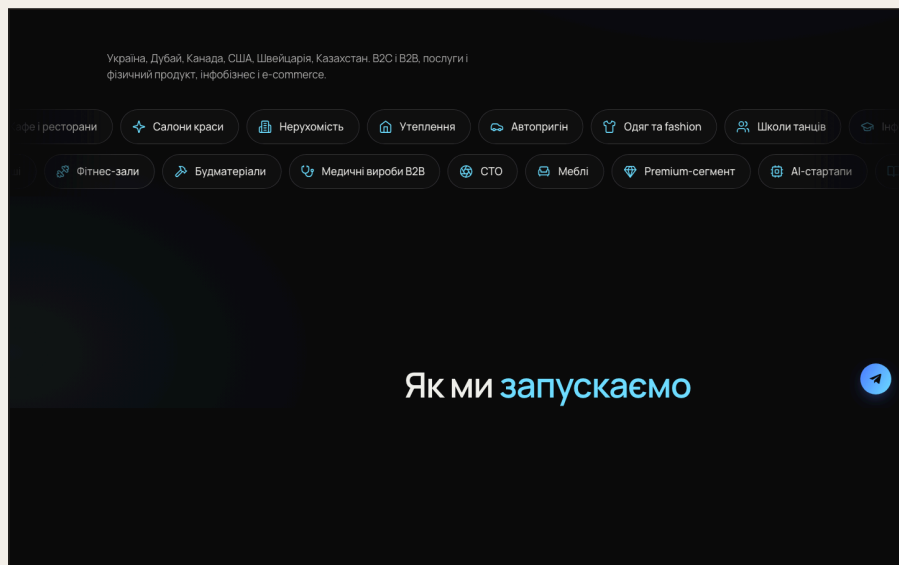


PHONE

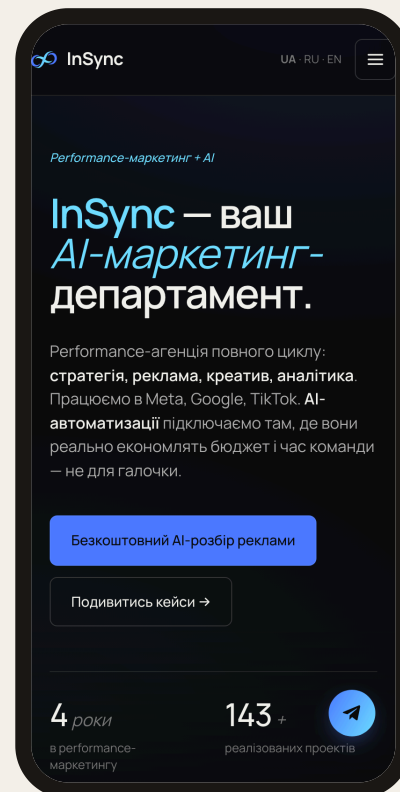
01

The first 5 seconds

What a customer sees when they first find you



DESKTOP



PHONE

- In 5 seconds it is clear that this is a performance agency running Meta, Google and TikTok ads with AI, and there is an obvious button for a free ad review.
- The numbers (150+ projects, 40+ niches, \$200K+ ad spend) are visible, but there are no client names, logos or reviews next to them, so it is hard to believe them at first glance.
- It is not clear from the home page who you work with best (small business or large) or what a typical engagement looks like. Pricing sits on a separate page.

SPEED ON A PHONE

0.5 s

Main content appears in

0.3 MB

Page weight

90

Our test: phone, slow 4G

02

Does AI recommend you

We asked an AI assistant with live web search the questions your customers ask. (Claude + веб-поиск)

You were named in **0** of 5 answers

CUSTOMER QUESTION	YOU	NAMED INSTEAD
Яке маркетингове агентство в Україні краще обрати для запуску реклами в Meta та Google Ads? Хочу, щоб були реальні кейси і відгуки	no	UAWC Agency, Excella PPC, Elit-Web, Panem Agency
Порадь performance-агентство, яке налаштовує таргетовану рекламу в Instagram і TikTok під ключ для малого бізнесу	no	Voice Marketing, SkillROAS, Netpeak, Performics Ukraine
Скільки коштує ведення таргетованої реклами та Google Ads в Україні у 2026 році і до кого звернутися, щоб не злити бюджет?	no	Netpeak, Performics Ukraine, Promodo, MixDigital
Підкажи агентство, яке вміє поєднувати рекламу з AI-автоматизацією і наскрізною аналітикою, щоб бачити окупність кожної гривні	no	Netpeak, Performics Ukraine, MixDigital, Promodo
Витратив гроші на таргет у двох агентствах, а заявки дорогі й їх мало. Куди звернутися для аудиту реклами і як знайти, де зливається бюджет?	no	Spilno, Adligator, Sol8, Atria

WHO AI RECOMMENDS INSTEAD

Promodo	Performics Ukraine	Netpeak	MixDigital	Ланет CLICK	Webpromo
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Where you lose customers

HIGH**AI assistants don't recommend you**

0 of 5 questions mentioned InSync, including 'where to get an ad audit', which is exactly your free review. You sell GEO and write about being found by AI, yet you are absent from the answers yourselves.

HIGH**Weak proof for someone choosing an agency**

The first question asks for 'real cases and reviews'. In the collected home page text there are only numbers and a founder quote, with no named client results or reviews.

HIGH**You are not on the lists where rivals get named**

Promodo, Performics Ukraine, Netpeak and MixDigital appear in 3–4 of 5 answers, so assistants find them on third-party lists and catalogs. No such presence for InSync was found in the data.

NOTABLE**Contacts lead to personal accounts**

The only social links are the founder's personal Instagram and Telegram, and the email is a gmail address. For an agency selling a 'marketing department' this looks less solid.

NOTABLE**The home page talks about the agency, not the client's result**

The hero says 'your AI marketing department' and compares you to 95% of agencies. The client's own outcome (what they get and how soon) is pushed lower.

04

10 fixes, in priority order

01 Rewrite the first screen around the client's result

On the home page replace the H1 and the paragraph under it with the text from the section «Ready-made texts». Keep the 'Free AI review' button right under it.

A visitor should immediately see what they get and who it is for, which raises the share who click the review button.

Time
15 min
Impact
high

02 Put 3 named cases with numbers right under the first screen

Add a block of three cards: niche, country, budget, number of leads, cost per lead, each with a 'read the case' link. Use the existing 475 leads at \$2.8 each (B2B construction) as the first card, then two more from the 'Кейси' section.

People asking about agencies want real cases, and today they have to look for them in the menu.

Time
1 hour
Impact
high

03 Set up the agency's Google Business Profile

Go to business.google.com, create a profile as a service-area business covering Ukraine, choose the category 'Marketing agency', add the site, phone, and paste the description from the section «Ready-made texts».

It's a second place where clients and assistants check that the agency exists, and it carries reviews.

Time
1 hour
Impact
high

04 Publish a page that answers 'where is my ad budget leaking'

Create a page with the title 'Where ad budget leaks: a 7-point check of your Meta and Google account'. List 7 concrete signs (for example no events in the pixel, one audience in every ad set, leads not tied to sales), with a short fix for each. At the end add a button to the free review.

This is the fifth question in the check, and it is the one where your free review fits best, but five other agencies were named instead.

Time
1 day
Impact
high

05	Collect 5 written client reviews Message five current or past clients in Telegram with three questions: what the problem was, what changed, whether they'd recommend you. Ask them to also post it on your Google profile, then add the quotes with names to the home page under the cases. Reviews with names are what people and assistants cite when choosing an agency.	Time 1 week Impact high
06	Get into the 'best agencies' lists that rivals appear in Search Google for the first question from the check, open the first 5 lists and catalogs, and write to each editor or catalog owner offering a case and a profile. Prepare a one-paragraph agency description and 2 cases to send. Assistants repeat what third-party lists say, so without them rivals will keep being named instead of you.	Time 1 week Impact high
07	Add short direct answers to the five client questions in the FAQ In the FAQ section add five questions worded like the ones in the check (how to choose an agency for Meta and Google, how much management costs, how to see payback per hryvnia, where to go for an audit). Under each, give a 2–3 sentence answer with a link to the matching page. Assistants quote pages that answer the question in the first 2–3 sentences.	Time 1 day Impact medium
08	Create an agency Instagram and Telegram channel and link them from the site Create the account, paste the bio from the section «Ready-made texts», post three case carousels, then replace the personal links in the site footer and contacts with the agency ones. A company account looks more solid than a personal one and gives a place to publish cases.	Time 1 day Impact medium
09	Switch to an email on your own domain Create a mailbox on the insync.com.ua domain, set forwarding from the old address, and replace the email in the footer, contacts and forms. An address like hello@insync.com.ua looks more trustworthy than gmail for a company that sells marketing.	Time 1 hour Impact medium
10	Repeat the AI check in a month Ask ChatGPT, Gemini and Claude with search the same five questions, and in a table note whether InSync is named and which rivals appear. It's the only way to see whether the changes moved you into the answers.	Time 15 min Impact low

05

Ready-to-use copy

WEBSITE HERO

Ads that bring leads, and analytics that show where every hryvnia goes

Meta, Google and TikTok ads with AI automation, in one team. Start with a free review: within a day we send 3 places where your budget leaks and what to change this week.

INSTAGRAM BIO

Performance marketing + AI. Meta, Google, TikTok ads and end-to-end analytics. Free ad review within 24h 📌

GOOGLE MAPS DESCRIPTION

InSync is a Ukrainian performance marketing agency working online across the country. We run ads in Meta (Facebook and Instagram), Google and TikTok and handle the full cycle: strategy, positioning, creatives, ads, end-to-end analytics and CRM integration. We use AI automation where it really saves budget and time: lead scoring, auto-funnels, daily campaign checks. 4 years in performance marketing, 150+ projects in 40+ niches. Weekly reports in plain language and a regular strategy call. If your leads are expensive or few, start with a free review of your ads: we go through your ad account, site or Instagram and send 3 places where the budget leaks.

AD COPY 1

Ads eating budget?

Free review

Our AI agent goes through your ad account and site and within a day sends 3 places where the budget leaks. Free, apply in 2 minutes.

AD COPY 2

Meta, Google, TikTok ads turnkey

Strategy, creatives, ads and analytics in one team. Weekly reports in plain language. 150+ projects in 40+ niches.

AD COPY 3

See the payback of every hryvnia

End-to-end analytics and CRM integration show which ad brings leads and sales. Start with a free review of your ads.

Today, in 15 minutes

- Create a Google Business Profile for the agency and paste the description from the section «Ready-made texts».
- Replace the heading and subheading on the home page with the text from the section «Ready-made texts».
- Search Google for 'Яке маркетингове агентство в Україні краще обрати для запуску реклами в Meta та Google Ads', open the first 5 lists and write down which ones you can get into.

Want us to fix it for you?

We'll build a draft of your new website from your data and rewrite your copy for leads – within 48 hours, no calls.

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