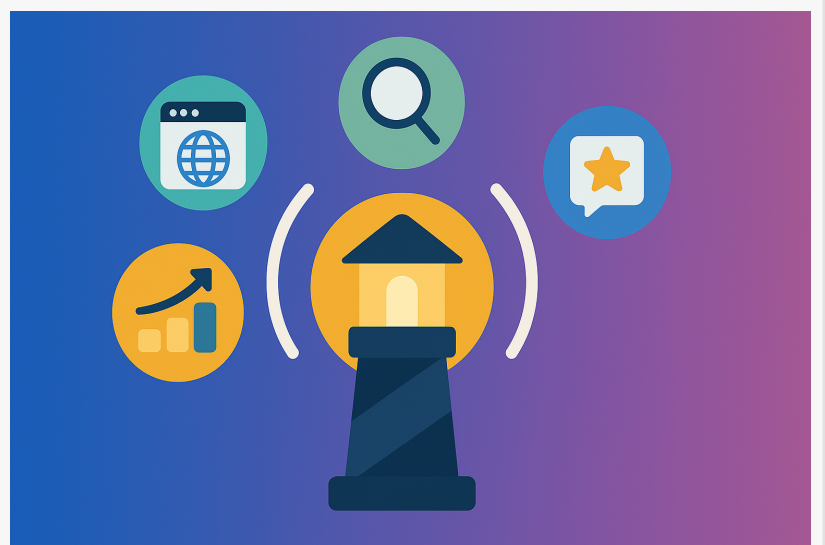


Oakway Marketing Unveils Beacon: AI-Powered Marketing Audit Tool for Home Service Businesses

A free, fast, and insight-driven audit platform designed to help home service companies instantly assess digital marketing performance.

JERSEY CITY, NJ, UNITED STATES, May 8, 2025 /EINPresswire.com/ -- Oakway Marketing, a performance-focused digital agency specializing in [home service brands](#), today announced the official launch of Beacon, a free [AI-powered local marketing audit tool](#) that instantly evaluates a business's online presence and identifies areas for improvement.



Oakway Marketing Beacon

Beacon provides home service companies — from single-location operators to national franchise brands — with a clear, actionable marketing health score in under 60 seconds. The tool analyzes four key pillars of digital performance: website effectiveness, local SEO, advertising performance, and online reputation.

“

Beacon delivers instant clarity — using AI to surface the most important insights and showing companies exactly how to improve their marketing in real time.”

spokesperson for Oakway Marketing

Powered by AI trained on Oakway Marketing's proprietary benchmarks and real-time data via API integrations, Beacon helps business owners quickly answer a critical question: what's working — and what's not?

“Home service businesses don't have time to dig through complicated audits,” said a spokesperson for Oakway

Marketing. “Beacon delivers instant clarity — using AI to surface the most important insights and showing companies exactly how to improve their marketing in real time.”

Purpose-Built for Local and Franchise-Based Home Service Brands

Beacon was specifically designed for industries like HVAC, plumbing, roofing, pest control, and electrical — where companies often operate with lean internal teams and need high-impact insights, fast.

With just a few clicks, users receive:

- An overall marketing health score
- Individual scores across website, SEO, advertising, and reviews
- Prioritized recommendations on what to fix and where to invest

Whether you're managing one location or hundreds, Beacon provides a consistent framework to measure [digital marketing performance](#) across markets.

Fast, User-Friendly, and Action-Oriented

Unlike traditional audits that result in dense, jargon-heavy PDFs, Beacon is designed for speed and usability. Its clean interface and weighted scoring system make it easy to interpret, prioritize, and act on insights — whether you're a seasoned marketer or a busy business owner.

"Beacon removes the guesswork from digital performance," said the spokesperson. "It's not just about identifying problems — it tells you exactly how to solve them."

Availability

Beacon is available now at no cost to home service business owners at:

<https://www.oakwaymarketing.com/audit>

To learn more about Oakway Marketing's services and how we help home service brands grow, visit: <https://www.oakwaymarketing.com>

About Oakway Marketing

Oakway Marketing is a full-service digital agency helping home service brands grow through strategic, scalable marketing. The agency delivers website development, local SEO, paid media, reputation management, and performance analytics — all powered by an integrated technology



Oakway Marketing Icon

Oakway Marketing

Oakway Marketing Logo

platform designed to drive visibility, leads, and growth.

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