

WanderCIRCLE Digital FREE Marketing Audit checklist

Your Complete Digital Marketing Audit Checklist

Part I: Marketing Audit Checklist

Let's start with the big picture! This section is about assessing your overall marketing approach and figuring out if you are **getting your money's worth** out of your marketing strategies.

1. Marketing Strategy

- Do you have a marketing strategy?
- Is your marketing strategy well-documented (or at least written down somewhere)?
- Is your marketing strategy working for you? Are you getting the results you expected?
- Do you keep track of your marketing results? Is there a process for analyzing your strategy's successes and failures?
- Do you feel like you are getting enough value out of your marketing budget?
- Which marketing channel is generating the most leads? Which one has the largest return on investment (ROI)?
- Are you using a referral strategy or a loyalty program in place?
- Is there a content marketing strategy?
- Do you have an email marketing strategy? If not, do you at least have a method for collecting email addresses of your website visitors?
- Do you have an advertising strategy, such as a pay-per-click (PPC)?

2. Social Media Marketing

- Does your company have a social media presence? If yes, is the information on your social media channels relevant and up to date?
- If you have a social media presence, is your activity integrated with your overall marketing strategy? Are the updates you are sharing relevant and consistent with your brand image?
- Are you responding to inquiries and otherwise engaging with your social media followers?
- Are you getting leads from social media?

3. Internet Marketing

- Is your company's information up-to-date elsewhere on the web, such as Google, Yelp, etc.?
- Are people finding your website on search engines?
- Is your website generating leads for you?

Part II: Website Audit Checklist

Your website is one of the most important aspects of your company's marketing plan.

It's the **sales associate that's always on call** – so let's make sure it's as professional and helpful as it can be!

1. Website Design

- Is your company's website design up-to-date and relevant? Does it represent your company as it is today?
- Is your company's website design responsive? Does it work on different screens, including tablets and smartphones, as well as different browsers?
- Do you know where you want your website visitors to go after they click on your website? Does your website have clear call-to-action (CTAs)?
- Is Google Analytics installed on your website? Do you have a process for checking in with your website analytics to see what can be improved?
- Do you have a back-end content management system that allows you to update your website text and images easily?
- Is your website optimized for search engines? How highly do you rank for your chosen keywords?

2. Website Content

- Is the rest of your content up-to-date? Have you updated your product and service information recently?
- Do you have an active blog on your website? Do you make a point of regularly publishing relevant, high-quality blog posts and sharing them with your audience?

3. Company Information

- Is the contact information on your website up-to-date?
- Can your website visitors easily find information on your website (via clear navigation and a prominent search bar)?

- Do you have recent pictures of your physical office space/team members up on your website?
- Are there links to your social media pages listed on your website?

Part III: Content Audit Checklist

A website with **poor content can actually do your business more harm than good** by leaving a bad impression on your potential customers.

Use this part of the audit checklist to make sure your content is both relevant to your target audience and high-quality enough to impress them!

To impress your audience (and search engines), make sure your content:

1. Content Design

- Is scannable and easy-to-read
- Includes strong titles and H1 tags that use easy to understand searchable terms
- Uses audience-appropriate language (without too much industry jargon)
- Is shareable (e.g., are social sharing buttons readily available?)
- Is better than the content currently found on Page 1 of search results

2. Credibility

- Is free of spelling and grammar errors
- Links to reputable sources
- Has been fact-checked