



# The Digital Marketing Audit Checklist

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## **1. Digital Strategy & Planning**

- Do we have a documented digital marketing strategy?
- Are our marketing activities aligned with clear business objectives?
- Do we understand our primary audience segments?
- Are our marketing channels selected strategically or historically?

## **2. Website Performance**

- Is the website fast, secure and mobile-friendly?
- Are landing pages designed to convert visitors into enquiries?
- Is the user journey clearly guiding visitors toward conversion?
- Are contact forms and conversion paths working correctly?

## **3. Analytics & Data Tracking**

- Is Google Analytics configured correctly?
- Are conversion actions properly tracked?
- Do we understand where our leads and enquiries come from?
- Are marketing performance reports reliable?

## **4. Paid Media Campaigns**

- Are our campaigns targeting the right audiences?
- Are budgets allocated to the most effective channels?
- Are our ads aligned with strategic messaging?
- Are campaigns generating qualified leads?

## **5. Search Engine Optimisation (SEO)**

- Are we ranking for relevant search terms?
- Is our website technically optimised for search engines?
- Do we regularly publish valuable content?
- Is our internal linking structure strong?

## **6. Social Media Marketing**

- Are we posting strategically or simply maintaining presence?
- Does our content resonate with our audience?
- Are we measuring engagement and conversions?
- Are social campaigns aligned with broader marketing objectives?

## **7. CRM & Marketing Technology**

- Is our CRM integrated with our marketing platforms?
- Are leads automatically captured and tracked?
- Are marketing automation tools being used effectively?
- Do marketing and sales teams share the same data visibility?

## **8. Lead Handling & Sales Processes**

- How quickly do we respond to new enquiries?
- Are leads properly qualified before entering the sales process?
- Do we track leads from enquiry to sale?
- Is our sales team receiving the right information?

## **9. Compliance & Data Governance**

- Are our website forms compliant with data privacy requirements?
- Are cookies and tracking scripts managed correctly?
- Are we collecting first-party data responsibly?
- Are our marketing communications compliant with regulations?