



Digital Marketing Audit Checklist

The Essential Audit Checklist for
Strategic Investment in Digital Marketing



EMAIL

support@dilate.com.au



CALL US

1800 345 283



WEBSITE

<http://www.dilate.com.au/>

Goals and Objectives for your Brand

I have clearly defined growth objectives, and have lead indicators that indicate success

My goals are specific, measurable, achievable, relevant, and time-bound (SMART)

Target Audience Analysis

I have identified my target audience, including demographics, psychographics, and online behavior

I understand their needs, preferences, and pain points

I have created buyer personas for each of your target audiences

Website Development

My website passes the [Mobile Friendly Test](#)

My websites layout is clear and easy to navigate

My website allows the user to call or submit enquiries easily from any page

My website loads quickly

My website content is high quality and relevant to my buyer personas needs and wants

Website is Optimised for Search Engines (SEO)

I have a keyword strategy that I follow to optimise website content

I check for proper URL structure, meta tags, headings, and image alt attributes

I can evaluate the website's backlink profile

Organic Marketing Strategy

My content aligns with my target audience

I have a seamless email marketing strategy

Do you use tools to track and measure your organic content performance?

Paid Advertising Strategy

I am currently running Google Ads or Social Ads

My ads lead to appropriate landing pages

I have conversion tracking to analyse the return on investment (ROI) for each advertising channel

Analytics and Tracking

I implement web analytics tools like Google Analytics

I track key performance indicators (KPIs) and goals

I use website and campaign data to identify trends and opportunities

Conversion Optimisation Strategy

I understand my website's conversion funnel and user journey

I have calls-to-action (CTAs), landing pages, and lead capture forms

I can identify opportunities to improve conversion rates and user experience

Return on Investment (ROI) Analysis

I am able to evaluate the overall effectiveness of digital marketing efforts

I am able to view key metrics, such as website traffic, leads, conversions, and revenue

I can compare the ROI of different marketing channels and campaigns

What applies to you?

I have expert knowledge and skillset to market my brand, I just need a team of experts who can help me drive my strategy

Digital marketing is unfamiliar however I am open to investigate

I am restricted on time and (human) resources

I need more human resources but limited capacity to hire and train

I feel stuck and I'm needing to grow my brand awareness and online presence

My team needs access to diverse skill-sets and knowledge

Myself/my team specialise in other forms of marketing

I need better access to industry insights and trends

I want to be able to measure results and analytics better

I want a better competitive advantage

I need help managing risks that comes with running marketing campaigns

I need access to more advanced tools and technologies

I need to scale, while being able to pivot with the market

I'm looking for cost-effective solutions within my strategies

I am looking for an objective and unbiased perspective from an agency

I want to outsource help that can provide guided expertise

I want to explore digital marketing, but I need to give attention to the day-to-day of my business' operations

I feel stuck and I'm needing to grow my brand awareness and online presence

I want to be able to grow my business to a point where I can spend more time with myself and my loved ones

I don't have a digital marketing budget

I'm unsure how much to invest in digital marketing

I have a large digital marketing budget, and I know what I need

I have a large digital marketing budget, but I'm not sure what I need

I need help managing risks that comes with running marketing campaigns