



FREE RESOURCE

Digital Marketing Audit Checklist

50-point audit framework used by AIDWAY's strategists to evaluate and benchmark digital marketing performance.

How to use: Score each item 0–2 (0 = not in place, 1 = partial, 2 = fully implemented). Total score out of 100. Below 40 = critical gaps · 40–70 = needs improvement · 70+ = strong foundation.

1. SEO & TECHNICAL FOUNDATION

- ☐ XML sitemap exists and submitted to GSC
- ☐ robots.txt is correctly configured
- ☐ Core Web Vitals pass (LCP <2.5s, CLS <0.1)
- ☐ All pages have unique meta title + description
- ☐ Structured data (JSON-LD) implemented
- ☐ No duplicate content or canonical issues
- ☐ Internal linking strategy is documented
- ☐ 404 errors and redirect chains fixed

2. CONTENT MARKETING

- ☐ Target keyword clusters are mapped to pages
- ☐ Editorial calendar exists with 30-day ahead plan
- ☐ Blog posts have H1–H3 hierarchy
- ☐ Each post targets one primary keyword
- ☐ Content updates schedule for top pages
- ☐ Long-form pillar pages exist per vertical
- ☐ Internal links connect pillar → cluster pages

3. PAID SEARCH (GOOGLE ADS)

- ☐ Conversion tracking verified in GA4 + Google Ads
- ☐ Negative keyword list has 50+ terms
- ☐ Ad groups have 10–20 keywords max
- ☐ RSAs have 15 headlines + 4 descriptions
- ☐ Landing pages match ad copy intent
- ☐ Search impression share tracked weekly
- ☐ ROAS / CPA target set per campaign

4. EMAIL MARKETING

- ☐ DKIM, DMARC, SPF records configured

5. SOCIAL MEDIA

- ☐ Profiles complete on all active platforms
- ☐ Posting frequency is consistent (3×/week min)
- ☐ Social listening tool in use
- ☐ Competitor benchmarking done quarterly
- ☐ UGC / testimonials shared regularly
- ☐ Hashtag strategy is documented
- ☐ Story / Reels cadence set for Instagram

6. ANALYTICS & ATTRIBUTION

- ☐ GA4 property configured and data flowing
- ☐ Goals / conversion events firing correctly
- ☐ UTM parameters used on all campaigns
- ☐ Monthly channel attribution report exists
- ☐ Dashboard shared with stakeholders
- ☐ Heat-mapping tool active on key pages

7. CRO & LANDING PAGES

- ☐ Above-the-fold CTA is clear and prominent
- ☐ Form fields limited to essential info only
- ☐ Trust signals (awards, logos) visible
- ☐ Mobile conversion rate tracked separately
- ☐ A/B test running on primary landing page

8. BRAND & REPUTATION

- ☐ Google Business Profile is fully optimised
- ☐ Reviews responded to within 48 hours
- ☐ Brand mentions monitored (Google Alerts)
- ☐ Consistent NAP across all directories
- ☐ Crisis communication plan exists

- ☐ Welcome sequence (3+ emails) is active
- ☐ List segmented by source / behavior
- ☐ Open rate > 25% for primary list
- ☐ Unsubscribe rate monitored (<0.3%)
- ☐ Re-engagement flow for cold subscribers

SCORE SUMMARY

Total Items: **50**

Max Score: **100 pts**

Your Score:
