



THE MARKETING AUDIT CHECKLIST

Here's a short marketing audit checklist you can save for a rainy day.

STRATEGY & GOALS

- Clear business goals tied to revenue
- Defined KPIs (not just activity metrics)
- Alignment between marketing and sales
- A documented plan (even if it's simple)

CHANNELS

- SEO performance (rankings, impressions, conversions)
- Paid performance (cost per lead, return on spend)
- Social performance (comments, shares, saves — not just likes)
- Email performance (clicks and conversions, not just opens)
- Channel-specific expectations (not all channels convert directly)

CONTENT

- Answers real questions clearly
- Structured for readability (headings, bullets, flow)
- Optimized for search and AI visibility
- Up-to-date and accurate
- Not repetitive or generic

AUDIENCE

- Defined personas (who you're targeting)
- Clear pain points and priorities
- Messaging that reflects real buying decisions
- Feedback loop from sales or customers

WEBSITE

- Pages are clear and easy to understand
- Navigation makes sense
- CTAs are visible and specific
- Load speed is acceptable
- Mobile experience is smooth
- Accessibility basics are in place

CONVERSION

- Clear next step on every key page
- Forms are simple and functional
- No dead ends in the user journey
- Funnel stages are defined and measurable

DATA

- Conversion tracking is set up correctly
- Key actions are being measured
- Analytics, CRM, and ad platforms are connected
- Reports reflect actual performance (not assumptions)



Quick Reality Check
If you went through that list and thought:

“We kind of have that...”

“I’m not sure where that lives...”

“We haven’t looked at that in a while...”

“Are we even doing that?”

That’s your signal it’s time to run a proper audit.