

Digital marketing audit checklist

A weighted, scored audit across eight areas. Score each item 0, 1 or 2.

How to score

Score	Label	What it means
0	Not in place	Missing entirely, or so broken it produces no value.
1	Partly in place	Exists but is incomplete, out of date, or not acted on.
2	In place	Working, current, and someone owns it.

Score every item, then work out each section as a percentage of its maximum and multiply by the section weight. The weights are not equal: measurement is weighted highest because if measurement is wrong, every other score in this audit is a guess.

Section	Weight	Why it carries this weight
Measurement and analytics	20%	If measurement is wrong, every other score is a guess.
Website and technical	15%	The site is the one asset you own outright.
Search visibility	15%	Organic search is usually the cheapest durable channel.
Paid media	12%	Paid is where waste compounds fastest.
Content	10%	Content is the raw material every channel consumes.
Email and CRM	10%	The only audience you are not renting.
Social and community	8%	Cheap to start, expensive to sustain badly.
Reporting and governance	10%	Work that is not reviewed does not improve.

Score bands

Score	Band	What to do next
85+	Strong	Focus on growth and testing rather than fixing fundamentals.
65+	Solid with gaps	Fix the two lowest-scoring sections before adding new channels.
40+	Fragmented	Stop adding channels. Repair measurement and website basics first.
0+	Foundational work needed	Treat this as a setup project, not an optimisation project.

Measurement and analytics (20%)

If measurement is wrong, every other score is a guess.

☐ Analytics is installed on every page and firing once, not twice

- ☐ Key conversions are defined and tracked as events
- ☐ Traffic from your own team and agencies is excluded
- ☐ Google Search Console is connected and verified
- ☐ Channel groupings are correct so paid traffic is not counted as organic
- ☐ UTM parameters follow one written convention
- ☐ Someone can state last month's conversion count from memory

Section score: _____ / 14

Website and technical (15%)

The site is the one asset you own outright.

- ☐ Every important page returns 200 and is reachable in three clicks
- ☐ The site renders and is usable on a mid-range phone
- ☐ Core Web Vitals are in the good range in Search Console field data
- ☐ HTTPS is enforced and there is one canonical hostname
- ☐ An XML sitemap exists and lists only indexable pages
- ☐ robots.txt does not block anything important
- ☐ Broken internal links and redirect chains have been checked in the last quarter

Section score: _____ / 14

Search visibility (15%)

Organic search is usually the cheapest durable channel.

- ☐ You know your top 10 pages by impressions and clicks
- ☐ Each priority page targets one clear primary intent
- ☐ Title tags and meta descriptions are unique and written for the query
- ☐ Pages have a visible author or accountable publisher
- ☐ Internal links point to your commercially important pages
- ☐ Content is reviewed and updated on a schedule, not left to rot

Section score: _____ / 12

Paid media (12%)

Paid is where waste compounds fastest.

- ☐ Conversion tracking in the ad platform matches analytics within a tolerable margin
- ☐ Search term and placement reports are reviewed at least monthly
- ☐ Negative keyword or exclusion lists are maintained
- ☐ Landing pages match the promise made in the ad
- ☐ Budget is allocated by measured CPA, not by habit
- ☐ You know your break-even CPA or ROAS

Section score: _____ / 12

Content (10%)

Content is the raw material every channel consumes.

- ☐ Content maps to a defined audience and a stage of the funnel
- ☐ Each piece has one job and one call to action
- ☐ There is a written publishing cadence someone owns
- ☐ Existing content is refreshed as well as added to
- ☐ Assets are reused across channels rather than made once and forgotten

Section score: _____ / 10

Email and CRM (10%)

The only audience you are not renting.

- ☐ You capture email addresses with clear consent and a reason to subscribe
- ☐ A welcome sequence exists and runs automatically
- ☐ Lists are segmented by something more useful than sign-up date
- ☐ Deliverability records (SPF, DKIM, DMARC) are configured
- ☐ Unsubscribe and preference handling works and is honoured

Section score: _____ / 10

Social and community (8%)

Cheap to start, expensive to sustain badly.

- ☐ Active channels are chosen deliberately, not inherited
- ☐ Profiles are complete, current and link to the right page
- ☐ There is a response process for comments and messages
- ☐ You can name what each channel is actually for

Section score: _____ / 8

Reporting and governance (10%)

Work that is not reviewed does not improve.

- ☐ A recurring report goes to a named person on a fixed date
- ☐ The report contains commentary and next actions, not just numbers
- ☐ Goals are written down with a target and a date
- ☐ Decisions from the last report were actioned or explicitly dropped
- ☐ Someone owns each channel by name

Section score: _____ / 10

Your result

Weighted total out of 100

Band

The two sections to fix first

Review date
