



DIGITAL MARKETING ***Audit Checklist***



Websites

- ☐ Content is current/up to date
- ☐ Google Analytics is installed
- ☐ Calls-to-action are incorporated
- ☐ Pages are optimized for mobile
- ☐ Load speed has been optimized

Social Media

- ☐ Profile fields/images are accurate, current and optimized
- ☐ Posts have been analyzed to determine best-performing content
- ☐ Ad objectives have been tested
- ☐ Competitor page/content analysis has been conducted
- ☐ Facebook and Instagram are set up to run political/social issue ads

Email Marketing

- ☐ Goals have been determined
- ☐ Contact list is updated/current
- ☐ Template is optimized for mobile
- ☐ Frequency and send times have been evaluated
- ☐ Subject lines have been A/B tested

Paid Search

- ☐ Calendar alerts set for monitoring/optimizing campaigns
- ☐ Bid strategies have been tested
- ☐ Relevant ad extensions are utilized
- ☐ Conversions are being tracked
- ☐ Negative keywords have been added

***For more detailed information,
visit candorpr.com/marketing-audit.***

