

Digital marketing audit checklist

This Digital Marketing Audit Checklist is designed to help B2B marketing professionals quickly assess their digital presence across three critical areas: website performance, SEO basics, and social media presence. Whether you're reviewing your current strategy, preparing for a new campaign, or setting goals for 2025, this checklist is designed to provide you a clear starting point.

Here's how to make the most of it:

- 1 Evaluate Each Item:**
Go through each checklist item systematically. Use the recommended tools and tips provided to evaluate your website, SEO, and social media platforms.
- 2 Mark with Traffic Lights:**
 - Green: Everything is optimised and performing well.
 - Amber: Needs attention but isn't an immediate priority.
 - Red: Requires urgent fixes to avoid negative impact.
- 3 Prioritise Your Efforts:**
Focus on addressing red (urgent) items first to ensure your digital channels are functioning effectively. Then, plan improvements for amber items over time.
- 4 Revisit Regularly:**
Use this checklist as part of your quarterly or annual audits to track progress and maintain a strong digital presence.

By following this checklist, you'll gain actionable insights into your digital marketing strategy, helping you optimise performance, attract the right audience, and achieve your marketing goals. Remember, even small changes can drive big results in B2B marketing!

Now let's get to work!



Website Performance

- 1 Mobile-Friendly Design**
Check if your website is mobile-optimised
- 2 Page Load Speed**
Test load speed using GTmetrix or PageSpeed Insights. Aim for under 3 seconds.
- 3 Call-to-Actions (CTAs)**
Ensure CTAs are clear, visible, and functional.
- 4 Clear Navigation**
Ensure the menu structure is logical, and users can easily find key pages like services or contact.
- 5 Contact Forms**
Test all forms to ensure they function correctly and route submissions to the right recipients.
- 6 Analytics Setup**
Verify GA4 (Google Analytics), Tag Manager and Search Console are tracking key metrics such as engagement, conversions, and relevant search queries.

SEO Basics

- 1 Title Tags & Meta Descriptions**
Ensure all pages have unique and relevant titles and descriptions.
- 2 Keywords on Key Pages**
Verify that primary keywords are naturally integrated into important pages like services and blogs.
- 3 Broken Links**
Identify and fix any broken internal or external links.
- 4 Internal Linking**
Ensure key pages link naturally to each other to improve SEO and user experience.
- 5 Alt Text on Images**
Add descriptive alt text to images for accessibility and SEO benefits.
- 6 Local SEO Signals**
Optimise your Google Business Profile and ensure your NAP (Name, Address, Phone) is consistent.



Social Media Presence

- 1 Profile Optimisation**
Ensure social media profiles have up-to-date bios, logos, and contact info.
- 2 Engagement Rates**
Review engagement rates (likes, comments, shares) against industry benchmarks (they will differ depending on the industry but aim for 3% or higher).
- 3 Content Relevance**
Ensure posts are 80% informative and 20% promotional.
- 4 Branding**
Review your social media profiles to ensure consistent branding (logos, cover images, tone of voice, and messaging) across all platforms.
- 5 Social Listening**
Monitor brand mentions, hashtags, and competitors to identify engagement opportunities.
- 6 Social-to-Site Conversion Tracking**
Review how effectively your social media posts drive traffic to your website. Check landing page performance, engagement, and conversion rates for visitors from social media.