

# DIGITAL MARKETING AUDIT FOR YOUR WEBSITE

A CHECKLIST WITH TIPS ON HOW TO USE IT



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## DIFFERENT DOESN'T MEAN BETTER OR WORSE

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The best digital marketing strategy. The best digital marketing strategy ever. The NEW complete best digital marketing strategy that you'd be an idiot not to use!

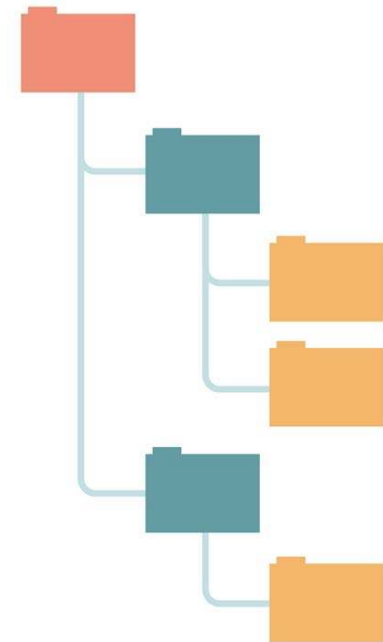
Sound familiar?

People write articles and ebooks with titles like this all the time. **The truth is there is no best digital marketing strategy. There's only the strategy that works best for you.**

Now that we've gotten that platitude out of the way, we can get down to business. While the concept of "best" doesn't really mean much, there are components that are important segments of each strategy.

We've divided this audit into four parts:

- Planning
- Reaching Your Audience
- Conversion
- Engagement



Within each part, we've listed several activities along with questions you can use to help evaluate your strategy and performance. These aren't the only way to audit your strategy, but they provide a good general basis for any audit.

Of course, you can use any criteria you like to rate yourself. For reference, here is our rating scale:

- 1: We're poor at this.**
- 2: We've looked at this and are working on it.**
- 3: We're about average compared to our competitors.**
- 4: We're good at this, but there are things we can do even better.**
- 5: We're amazing at this. Don't fix what isn't broke!**

Now, on to the audit!



## PLANNING

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When it comes to planning anything, there are two extremes. Some people just fly by the seat of their pants with their fingers (and maybe their toes) crossed. On the flip side, other people do *so much* planning that they never really get to the point of putting that plan into action.

The best way is somewhere in between, of course. However, that in-between place is going to be at a different location for different businesses. A large company that sells expensive, on-premise B2B software is going to tilt toward the “more planning” options, while a local mom-and-pop restaurant will generally do better with a flexible digital marketing strategy that doesn’t lock them down from investigating other paths.

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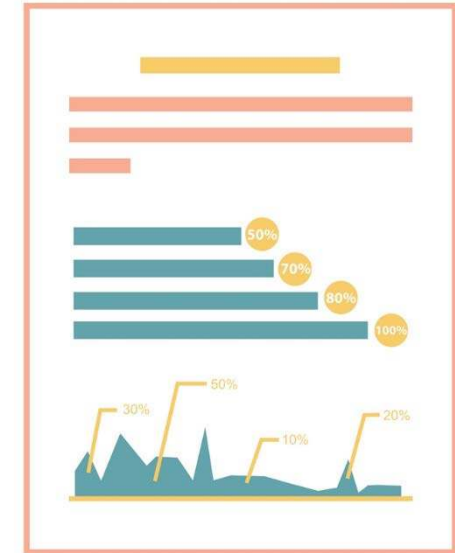
*Every digital marketing plan needs flexibility. Some need more than others.*

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We’re going to assume you’re not clairvoyant and stress the importance of leaving some room for flexibility in every digital marketing plan. If you are clairvoyant, throw this ebook away and give me a call. I want to be your friend.

What does this planning involve? It means doing a little research to understand who your target audience is, what’s important to them, and how your product or service is going to improve their lives. It also includes setting defined goals, coming up with actions to help meet those goals, and determining how to measure these actions.

**Use the checklist on the next page to help you audit this portion of your digital marketing strategy.**



Marketing Activity	Question for Reviewing Performance	Rate Yourself
<b>1. Supporting growth</b>	Q. Do you have a clear strategy to support growth of online channels?	
<b>2. Defined goals</b>	Q. Do you have clear online marketing goals aligned with business goals?	
<b>3. Target markets</b>	Q. Do you know the markets you are prioritizing targeting online?	
<b>4. Customer segments</b>	Q. Do you have clearly defined customer and online audience segments?	
<b>5. Customer insights</b>	Q. Have you summarized key insights and applied them in planning? a. Customer characteristics (profiles) b. Motivations to use or interact with online services c. Perceptions of our service (quality gap) d. Online search behavior	
<b>6. Customer behavior</b>	Q. Do you have good understanding of your online customer behavior (customer journeys) including sites referring traffic?	

Marketing Activity	Question for Reviewing Performance	Rate Yourself
<b>7. Partners and influencers</b>	Q. Has your marketplace been analyzed to understand the types of online sites and influencers that affect awareness and purchase?	
<b>8. Competitor benchmarking</b>	Q. Which competitors are you benchmarked against? Which should you be?	
<b>9. Value proposition</b>	Q. Is your value proposition for online services and presences clearly defined and communicated?	
<b>10. Lead generation</b>	Q. Do you have effective ongoing ways to generate leads?	

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## REACHING YOUR AUDIENCE

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*If you build it, they will come.*

**Yeah ... if only it were that easy. Before they can come, they have to know it's there.**

Unless you're a superbrand or you're handing out free money, you'll have to more than just build a website to reach your audience. You'll have to do some work on SEO, social media, messaging, content marketing, and other activities to get people's attention. And, after getting their attention, you need to find a way to hold on to it.

When trying to determine the return on investment (ROI) of your digital marketing efforts, it's important to have goals that are measurable. What methods will you use to measure how much you're getting through to your audience? Which marketing tactics are working the best? Are different tactics performing differently for each audience segment?

The items on the next two pages will help you see how well you're reaching your audience – and which areas you may need to improve on. You may even gain some other insights, such as which audience segments tend to convert more often, by looking at this information.



**Next Page: Checklist for Auditing Your Reach**



Marketing Activity	Question for Reviewing Performance	Rate Yourself
<b>1. Performance measurements</b>	Q. Do you have good visibility of actual and target performance for volume, quality and value for online visitors?	
<b>2. Media mix</b>	Q. Are the resources you put into your channel media mix of paid, owned, earned media (including inbound or content marketing) right to meet your goals?	
<b>3. Channel efficiency</b>	Q. Do you maximize the efficiency of each channel and prioritize which should be improved further?	
<b>4. Target audiences</b>	Q. Are you clear on which audiences are targeting / not targeting through online media?	
<b>5. Core brand messages</b>	Q. Do you have core brand messages and offers to encourage use of online channels that are defined and effective?	
<b>6. Partner relationships</b>	Q. Do you put sufficient time into managing relationships with partners and influencers?	
<b>7. Traffic routing</b>	Q. Have you defined the best ways to route traffic and manage customer journeys to maximize effectiveness?	
<b>8. Channel integration</b>	Q. Are your channels well integrated to support customer journeys?	
<b>9. Visibility</b>	Q. Do you maintain "always-on" visibility in natural and paid listings for your target keywords where relevant?	

Marketing Activity	Question for Reviewing Performance	Rate Yourself
<b>10. Amplification</b>	Q. Do you leverage the viral / word-of-mouth effect from social channels?	
<b>11. Social media marketing</b>	Q. Are your online social presences and communities effective for measurement of brand reputation?	
<b>12. Content marketing</b>	Q. Do you have a plan in place to improve content marketing to support visibility, social media and conversion goals?	



## CONVERSION

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You're doing a fantastic job of reaching your audience, but are they converting from interested parties to prospects and prospects to customers? Do you have a good way of tracking the conversion path and finding the common elements that customers responded to?

How about A/B testing? Are you doing enough of that?

Conversion rates are tricky things because they vary so much across industries, marketing channels, and demographics. It can take a while to figure out which strategies maximize conversion efforts. That's why it's important to measure and monitor your results.

If you're interested in learning more about ways to improve your conversion rates, check out these resources:

- Conversion Rate Optimization, <https://moz.com/learn/seo/conversion-rate-optimization>
- The Beginner's Guide to Conversion Rate Optimization (CRO), <https://blog.hubspot.com/marketing/conversion-rate-optimization-guide>
- The Definitive Guide to Conversion Optimization, <https://www.quicksprout.com/the-definitive-guide-to-conversion-optimization/>



**Next Page: Checklist for Auditing Your Conversion Rate Activities**

Marketing Activity	Question for Reviewing Performance	Rate Yourself
<b>1. Site segmentation</b>	Q. Are your sites / online presence effective in appealing to different audience segments?	
<b>2. Value messages</b>	Q. Are your key value messages or offers effective?	
<b>3. Customer experience</b>	Q. Is your customer experience effective in delivering conversion and satisfaction?	
<b>4. Conversion pathways</b>	Q. How well do you reduce friction to make more efficient customer journeys through the right call-to-action?	
<b>5. Content quality</b>	Q. Is your content effective in supporting conversion?	
<b>6. Social media and UGC</b>	Q. Is your social media and user-generated content effective in supporting conversion?	
<b>7. Value generation</b>	Q. Are you maximizing value generated per visit?	
<b>8. Lead-follow-up</b>	Q. Are leads followed up on effectively using the appropriate channels - email and phone?	
<b>9. Web analytics usage</b>	Q. Are web analytics used effectively to improve results through combining the right metrics, process, people and tools?	



## ENGAGEMENT

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Once you get a customer, how long do you keep that customer? Before that, how long does it take to get a prospect to cross over into customer-land?

You probably know some diehard Coca-Cola drinkers out there. They don't want generic cola, and they'll sneer if you mention Pepsi. They say it's because Coke tastes better. And to them, it does! But how much of that "taste" is due to the actual ingredients and how much of it is due to the person just being used to the flavor and not wanting to change?

Engagement is a broad word, but in this setting, we are using it to mean interacting with the prospect or customer in a way that leaves a positive impression.

It could mean getting customers so happy and used to the way your company works that they'll stay loyal to you even if another company offers a seemingly better deal. Or, it could mean that your customers associate you with the best product, whether "best" is in terms of price, quality, or some other feature.



**Next Page: Checklist for Auditing Your Engagement Strategies and Tactics**

Marketing Activity	Question for Reviewing Performance	Rate Yourself
<b>1. Customer insights</b>	Q. Do you understand the needs, wants, characteristics and value of existing customers?	
<b>2. Customer lifetime value</b>	Q. Do you have strategies in place to increase customer lifetime value?	
<b>3. Satisfaction gap and drivers</b>	Q. Do you have insight on the gap between customer satisfaction needs and delivery linked to ideas to improve satisfaction?	
<b>4. Content marketing</b>	Q. Do you understand and create the content, offers and experiences to engage different audiences?	
<b>5. Communities and social networks</b>	Q. Do you manage customer communities to help grow your brand?	
<b>6. Integrated customer communications</b>	Q. Do you have an integrated lifecycle of email + social media customer communications?	
<b>7. Customer advocacy</b>	Q. Are customer advocacy and community outreach used to improve results?	

## US AND CANADA

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## UK AND EUROPE

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## GET IN TOUCH

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Want to discuss your digital marketing strategy or get recommendations for how to improve it?

Contact us today to schedule a free consultation.