Quarterly Marketing Audit Worksheet

Our Website

- Our hours are correct
- Products, menus, and/or service offerings are up-to-date
- We've added new content, such as:
  - Blogs
  - News
  - Events
  - Case Studies
  - Portfolio entries
  - Press
  - Testimonials
- Our team/leadership/board list is up-to-date
- The copyright date in the footer is the current year
- All our contact information is up-to-date
- Our forms are going to the right people and being received without issue
- Our website is working properly on mobile
- Our social links are correct and working

- We've checked that all links on the site are going to the proper places
- We've made sure all external links open in a new window or tab
- Our website is being backed up regularly
- Our website platform is up-to-date
- Any plugins are up-to-date
- Our website is functioning properly
- Our website is free of malware
- We have blocked any problematic IP addresses
- All our passwords are strong passwords, and those that aren't have been reset
- We have removed any users that don't need access to our website anymore
- We've made sure any pages or links we have removed or changed have redirects in place

Social Profiles

- Our hours are correct
- Our profile information is up-to-date on all our social platforms
- We have been posting regularly to any social platforms we own
- Our cover image on relevant platforms is up-to-date
- We have removed any social profiles we do not plan to be active on
- Our link in our Instagram profile is current (and if we are using a link tree, it's up-to-date with new links)
- We have actively been engaging with our followers by responding to:
  - Comments
  - Reviews
  - Tags
  - Follows
  - Messages
- We have followed other profiles recently
- We have engaged with other profiles recently
- We have reviewed our analytics to understand which posts are most engaging for our audience

Google My Business

- Our hours are correct
- We have added any upcoming special hours (such as being closed for a holiday, or open longer on a particular day for a special event)
- Our business info is all up-to-date
- Any updated information from Google users has been reviewed and approved where appropriate
- We have responded to all reviews:
  - We responded with appreciation for positive reviews
  - We responded with an offer to solve negative reviews off line

Pay Per Click Campaigns

- We've reviewed active campaigns for:
  - Click Through Rate (CTR)
  - Bounce Rate
  - Pages/Per Session
  to determine if any changes need to be made to the budget, search phrases, or negative keywords
- We've reconsidered any search terms that have poor conversion, a low CTR, a high bounce rate, or low pages/session

Google Analytics

- Google Analytics is connected with our website and properly tracking traffic
- We've made note of our bounce rate on the homepage and important landing pages and will address ways to keep users engaged on the site
- We've checked Google Analytics for:
  - Unusual traffic
  - New sources of traffic
  - Unwanted sources of traffic (bot traffic that can be addressed with firewalls and filtered out of Analytics data)
  - Conversion tracking
  - Our top-performing pages
- We've annotated any marketing campaigns or major changes that resulted in dramatic traffic changes

Google Search Console

- We've addressed any major mobile usability issues that Google Search Console has identified
- We've reviewed top performing pages and search queries
- We've made note of search queries that we are note being found for and want to be

KATY DWYER DESIGN

katydwyerdesign.com