

The Marketing Audit Checklist

The senior-level walkthrough of the funnel checks we run on every new account. Work through each section, mark what passes, and circle what doesn't. The circles are your 90-day roadmap.

How to use this

Block 60–90 minutes. Answer honestly, with data open in another tab. Anything you can't verify counts as a fail. When you finish, count the fails per section: the section with the most is where your next dollar of effort goes.

1. Tracking & Measurement

You can't fix what you can't see. This section fails more audits than any other.

- GA4 (or equivalent) is installed on every page, and someone actually opens it weekly.
- Every form, call button, and checkout fires a conversion event you can see in reports.
- Google Search Console and Bing Webmaster Tools are verified and checked monthly.
- Paid platforms (Google, Meta, LinkedIn) have conversion tracking that matches CRM reality within 10%.
- UTM conventions exist, are documented, and are used on every campaign link.
- You know your cost per lead and cost per acquisition by channel, from a report, not from memory.

2. Website & Conversion

A good-looking site that doesn't convert is an expensive brochure.

- The homepage passes the 5-second test: a stranger can say what you do, for whom, and what to click.
- Every service page has one clear primary call to action visible without scrolling.
- Forms ask for the minimum: every extra field costs you leads.
- Site loads in under 3 seconds on a phone over cellular (test it now).
- Every campaign has a dedicated landing page; ads never dump traffic on the homepage.
- Someone submits a test lead monthly and times how long the follow-up takes.

3. SEO & Organic

Rankings compound, but only if the foundations hold.

- Every important page has a unique title tag and meta description written for the click.
- One page targets one primary keyword; no two pages compete for the same term.
- Google Business Profile is claimed, complete, and gets posts and review replies monthly.
- The blog publishes on a consistent schedule tied to keyword research, not inspiration.
- Internal links connect related pages; orphan pages are found and fixed quarterly.
- You appear (or have a plan to appear) in AI answers: ChatGPT, Perplexity, AI Overviews.

4. Paid Media

Paid amplifies what works. It also amplifies what's broken.

- Every active campaign maps to a business goal with a target CPA or ROAS.
- Search terms and placement reports are reviewed at least bi-weekly for waste.
- Ad creative is refreshed on a schedule; nothing has run unchanged for 90+ days.
- Remarketing audiences exist and exclude recent converters.
- Landing pages match ad promises: message, offer, and design.
- You know your break-even CPA, and it's written down where the buyer can see it.

5. Email & CRM

The cheapest revenue you have is the list you already own.

- New leads get a first response (human or automated) within 5 minutes during business hours.
- A welcome sequence exists and is actually sending; check the last 7 days of sends.
- The list is segmented at least by customer vs. prospect; broadcasts are not one-blast-fits-all.
- CRM stages are defined, and deals move through them; nothing sits untouched past 14 days without a flag.
- Win-back and re-engagement flows run automatically for cold segments.
- Deliverability is monitored: SPF, DKIM, and DMARC are set up and passing.

6. Content & Social

Volume without a system produces noise, not pipeline.

- A documented content calendar exists at least 4 weeks out.
- Each core piece is repurposed into at least 3 formats (post, email, clip).
- Social profiles are complete, on-brand, and active within the last 7 days.
- Content topics come from keyword and customer research, not guesswork.
- Someone replies to comments and DMs within one business day.
- You can name the 3 pieces that drove the most leads last quarter.

7. Brand & Positioning

If buyers can't tell you apart, they compare on price.

- You can state, in one sentence, who you're for and why buyers pick you.
- That sentence appears on the homepage, sales deck, and proposals, verbatim.

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- Visual identity (logo, colors, type) is consistent across site, social, and ads.
 - Reviews and testimonials are collected on a system, not on memory.
 - Pricing and packaging are explainable in under a minute.
 - Competitor positioning is reviewed at least twice a year.
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Scoring

0–5 fails: strong foundation; focus on scaling what works. 6–15 fails: you're leaving real money on the table; fix tracking and conversion first. 16+ fails: stop spending on new campaigns until the foundation holds.

Want us to run this audit with you? The first one is free: a 30-minute call, your data on screen, and a prioritized list either way. Book at calendly.com/whitewolfmarketing/consultation.