

# 60-MINUTE MARKETING AUDIT Checklist

## 1. WEBSITE & SEO (10 MINS)

- ☐ Does your homepage have a clear value proposition above the fold?
- ☐ Are you ranking on Page 1 for at least 5 non-branded search terms?
- ☐ Are all your meta titles/descriptions optimized for click-throughs?
- ☐ Is there a clear CTA (Call to Action) on every page?

## 2. CONTENT & MESSAGING (10 MINS)

- ☐ Does your messaging sound like it came from a human—not a jargon robot?
- ☐ Have you published at least 2 new content pieces this week?
- ☐ Do your case studies or testimonials actually include results?
- ☐ Are you answering the questions your ideal buyers actually Google?

## 3. LEAD GENERATION (10 MINS)

- ☐ Do you have at least one lead magnet or gated content piece?
- ☐ Is your CRM capturing leads correctly and tagging sources?
- ☐ Is your nurture email open rate above 25%?
- ☐ Have you followed up with all SQLs in the last 7 days?

## 4. PAID & ORGANIC CHANNELS (10 MINS)

- ☐ Are you spending money on channels that deliver measurable ROI?
- ☐ Are your ad creatives A/B tested and refreshed monthly?
- ☐ Is your CPL (Cost Per Lead) in line with industry benchmarks?
- ☐ Have you turned off underperforming campaigns in the last 60 days?



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## 5. ANALYTICS & KPIS (10 MINS)

- ☐ Are your top 5 KPIs tracked in a single dashboard?
- ☐ Do you have attribution set up (first click, last click, or multi-touch)?
- ☐ Is there a monthly marketing report shared with the executive team?
- ☐ Do you have clear goals for each campaign tied to business outcomes?

## 6. TEAM & EXECUTION (10 MINS)

- ☐ Does every team member know the current marketing strategy?
- ☐ Are weekly check-ins happening with your internal or external teams?
- ☐ Are there clear owners and deadlines for every initiative?
- ☐ Do your agency/freelancers have current brand and persona docs?

