



Essential Digital Marketing Audit Blueprint

for small business



About the author

Hello! I'm Lisa, the driving force behind Simple Desk Solutions, where our mission is to lift the weight of digital marketing off your shoulders. With a passion for creative communication, I'm all about bringing your business ideas to life. My extensive experience in B2B communications, business writing, and strategic marketing equips me to deliver results that count, transforming challenges into opportunities for growth.

Lisa Marie Einarson

Let's start here!

Embarking on a digital marketing audit is a crucial step for any business aiming to refine its online strategy. This ebook will guide you through a detailed checklist designed to scrutinize every facet of your digital marketing efforts. As you delve into this audit, I encourage you to adopt the perspective of your customers. See your marketing through their eyes—this will be instrumental in identifying what truly resonates and what may be falling flat.



Why is digital marketing so important?

Digital marketing opens up a world of opportunities that were previously accessible only to large companies with significant marketing budgets. It allows you to reach a broader audience at a lower cost, increase brand awareness, and engage with customers on platforms they frequent daily. By leveraging the right digital marketing strategies, small businesses can compete on an equal footing with their larger counterparts, carving out their niche in the marketplace.

01. Take a look at your website

1. Website Design and Usability:

- Is the website mobile-friendly and responsive?
- Are the navigation and interface user-friendly?

2. Content Quality:

- Is the content up-to-date, relevant, and engaging?
- Does the content include keywords for SEO?

3. Technical SEO:

- Are all website pages optimized for search engines (title tags, meta descriptions)?
- Is the website's loading speed optimized?

4. Conversion Optimization:

- Are there clear calls to action on each page?
- Is there a simple and effective contact form or lead capture mechanism?



Having a well-optimized website is essential, as it underpins all other marketing efforts. Without it, you risk letting potential customer engagement and conversions slip through your fingers. Ensure your website serves as a strong foundation, making your digital marketing strategies productive and effective.

02. Review your Social Media presence

1. Platform Relevance:

- Are you present on the right platforms for your target audience?
- Are the platforms actively managed and regularly updated?

2. Engagement and Content:

- Is the content engaging and appropriate for the audience?
- How frequent are the interactions (likes, comments, shares)?

3. Brand Consistency:

- Is your branding (logos, colours, messages) consistent across all platforms?
- Are all social media profiles complete and do they link back to your website?



Reviewing and refining your social media strategy is just as crucial as optimizing your website. A strong social media presence not only enhances brand visibility but also fosters direct engagement with your audience. Make sure your social media profiles and content align with your brand's values and goals. This ensures that your efforts attract and retain the right followers, turning them into loyal customers and amplifying the impact of your overall marketing strategies.



03. Email marketing check up

1. List Health:

- How often is the email list cleaned (removing unengaged subscribers)?
- Are there segments based on subscriber behaviour and preferences?

2. Campaign Effectiveness:

- What are the open rates and click-through rates of recent campaigns?
- Are A/B tests regularly performed to optimize emails?

3. Content and Personalization:

- Is the content of the emails personalized and relevant to the audience?
- Are emails optimized for mobile viewing?



Email marketing remains a powerhouse in driving conversions and building lasting relationships with your audience. It allows for direct and personalized communication with your customers, making it a critical tool for nurturing leads and boosting loyalty. Ensure your campaigns are well-targeted, your messages are engaging, and your calls to action are clear. This will maximize the effectiveness of your email efforts, turning every sent email into a potential return on your investment.

04. Pay-per-click and advertising

1. Ad Performance Analysis:

1. Are the advertising campaigns achieving their set goals (e.g., conversions, lead generation)?
2. Is the cost-per-click and return on investment within expected ranges?

2. Keyword and Targeting Review:

1. Are the keywords and targeting options regularly reviewed and updated?
2. Are there any underperforming ads that need adjustment or discontinuation?

3. Landing Pages:

1. Are the landing pages optimized for conversion?
2. Do they align with the messages in the ads?



To leverage PPC effectively, focus on crafting compelling ad copy, choosing the right keywords, and optimizing landing pages to convert clicks into customers efficiently. By continuously analyzing and refining your PPC strategies, you can ensure that your advertising budget is spent intelligently, yielding measurable and profitable results.

05. Other marketing matters

1. Alignment with Business Goals:

- Does the digital marketing strategy align with overall business objectives?
- Are there measurable KPIs established to track progress?

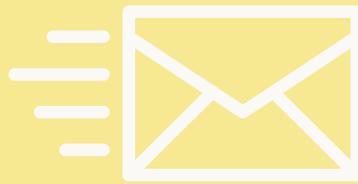
2. Competitive Landscape:

- How does your digital presence compare to your competitors?
- Are there insights or trends in the industry that are not being capitalized on?





What's next?



Applying these principles consistently is key to creating a robust digital presence that resonates with your audience and drives meaningful results. Whether refining your website, enhancing social media interactions, perfecting email campaigns, or optimizing PPC strategies, each step is an investment in your business's future.

If you're looking for deeper insights or need assistance in taking these strategies from concept to reality, I'm here to help. I offer tailored support in both strategizing and implementing, designed to fit your unique business needs and goals. Let's connect and transform these insights into actionable steps, ensuring that your digital marketing not only meets but exceeds your expectations.

Reach out with any questions to info@simpledesksolutions.ca