

10

The Marketing Audit Checklist

Ten questions, in the order that finds the expensive problems first. Most of it runs in an afternoon with nothing but a browser and your own analytics.

FORMAT

Worksheet. Write in it.

TIME

About half a day.

TOOLS NEEDED

A browser and your analytics.

BEFORE YOU START

This is a search, not an inventory.

An audit is not a list of everything that could be better. It is a search for the small number of things quietly costing the most, and those are rarely the things a business is already worrying about.

The order matters. Each question is placed where it is because of how often it turns out to be the expensive one, not because of how interesting it is.

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- 01 Write down the one number you most want to move: enquiries per month, cost per enquiry, bookings. Every finding gets judged against it.
 - 02 Work through the ten in order. Do not skip ahead to the ones you already have opinions about.
 - 03 Write what you actually found in each box, not what you intend to do about it. Fixes come later.
 - 04 When you reach the end, use the grid on page seven to rank everything by cost and speed.
 - 05 Fix one thing. Give it long enough to show a result before fixing the next.
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Expect to find more than ten things. The discipline is not in finding them. It is in fixing them in the right order.

THE TEN QUESTIONS

01 Does the tracking tell the truth?

Submit a real enquiry through every route a customer has. Then check it appears where you think it appears.

WHAT YOU FOUND

02 Can a stranger tell what you sell in five seconds?

Show the top of your homepage, on a phone, to someone outside the business. Ask what you do and who it is for.

WHAT YOU FOUND

THE TEN QUESTIONS

03 Is the traffic the right traffic?

Where visitors come from and what they searched. High traffic with no enquiries is sometimes the page and just as often the audience.

WHAT YOU FOUND

04 Where do people leave?

The page with the most visits that leads nowhere, and the step in the enquiry process where people drop out.

WHAT YOU FOUND

THE TEN QUESTIONS

05 How fast do you reply?

Send yourself an enquiry on a Friday evening and time the reply. Count how many enquiries last month never got a second follow up.

WHAT YOU FOUND

06 Is your Google Business Profile current?

Categories, hours, services, photos, and whether recent reviews have replies.

WHAT YOU FOUND

THE TEN QUESTIONS

07 What comes up when you search your own name?

The whole first page in an incognito window. Directories, review sites, old profiles, competitors bidding on your name.

WHAT YOU FOUND

08 Would your last nine posts earn trust?

Look at the feed as a stranger would. Not engagement. Whether the account makes the business look well run.

WHAT YOU FOUND

THE TEN QUESTIONS

09 What happens after someone becomes a lead?

Map it. Where it lands, who sees it, what gets sent, what happens if they go quiet, and when you stop.

WHAT YOU FOUND

10 What are you paying for that you cannot explain?

Three months of marketing outgoings. For each one, say what it is for and what it has produced.

WHAT YOU FOUND

Rank what you found.

Put every finding into one of the four boxes. Start top left. The common failure is doing the three easiest things first, which feels productive and changes nothing.

EXPENSIVE · QUICK

Do these now

Almost always tracking, response time and the top of the homepage. Nothing else should start until these are done.

EXPENSIVE · SLOW

Plan these

Worth doing, needs a schedule and probably a budget. Pick one, not three.

CHEAP · QUICK

Batch these

Do them in one sitting when you have an hour. Do not let them displace the box above.

CHEAP · SLOW

Leave these

Write them down and ignore them. Revisit at the next audit.

← QUICKER TO FIX

SLOWER TO FIX →

If a finding does not change what you do, it is an observation, not a finding. Cross it out.

Before you increase ad spend.

Four things that have to be true before more budget is worth committing. Advertising multiplies whatever is already happening, so spending more without these buys more of the current outcome at a higher cost.

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- ☐ Conversions are tracked and tested end to end.
 - ☐ The landing page matches what the ad promises.
 - ☐ Enquiries get a reply the same day, and more than one attempt.
 - ☐ You know what a customer is worth and what one currently costs to acquire.
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If any box is unticked, that is where the next thousand dollars should go instead.

Not sure which of the ten is costing you the most?

I'll look at your website, your social presence and how you show up in local search, and tell you plainly which one is the problem. Written findings in five business days. All I need is your website address, and it costs nothing.

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