



— DIGITAL MARKETING

The Ultimate Audit Guide —————>

A marketing audit is a comprehensive evaluation of your current marketing strategies, systems, and performance. It identifies strengths, weaknesses, inefficiencies, and opportunities across all channels from paid ads to SEO to website conversions.

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SEO & Search Visibility Audit

Understand how your brand appears in search, still the largest digital channel at 40.9% of global ad spend, and whether your site is set up to compete effectively.

Review:

- ☐ Site health and technical performance (crawlability, indexing, errors)
- ☐ Organic vs. paid traffic and traffic sources
- ☐ Competitor keyword rankings and keyword gap opportunities
- ☐ AI search visibility and presence in generative results

Evaluate:

- ☐ Overall site health and ability to support rankings
- ☐ Clarity and effectiveness of website language and messaging
- ☐ Presence of FAQ content to support AEO (Answer Engine Optimization)
- ☐ Google Business Profile setup and optimization

Identify:

- ☐ Technical SEO issues limiting visibility
- ☐ Gaps in keyword targeting and content strategy
- ☐ Opportunities to improve organic performance and AI search presence



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Paid Media Performance (Google Ads + Meta Ads)

Understand how effectively your advertising budget is being used and where improvements can drive better returns.

Review:

- ☐ Campaign structure, audience targeting, and budget allocation
- ☐ Core performance metrics including CTR, CPC, conversions, and cost per acquisition
- ☐ Cross-platform performance trends

Evaluate:

- ☐ Budget efficiency and alignment with performance
- ☐ Audience targeting effectiveness
- ☐ Creative and messaging performance

Identify:

- ☐ Inefficiencies and wasted spend
- ☐ Underperforming audiences, creatives, or placements
- ☐ Opportunities to optimize and reallocate budget



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Attribution & Tracking Audit

Ensure your data is accurate and reliable so decisions are based on a complete and trustworthy picture.

Review:

- ☐ Tracking setup across platforms (Google Analytics, Tag Manager, pixels)
- ☐ Conversion tracking and attribution models
- ☐ Lead source tracking and reporting accuracy

Evaluate:

- ☐ Accuracy and completeness of tracking data
- ☐ Reliability of attribution across channels
- ☐ Alignment between reported data and actual performance

Identify:

- ☐ Missing or misconfigured tracking
- ☐ Gaps in attribution visibility
- ☐ Data inconsistencies impacting decision-making



Website Conversion & Messaging

Assess how effectively your website turns visitors into leads and whether your messaging supports action.

Review:

- ☐ Landing pages and key conversion paths
- ☐ CTA placement, clarity, and effectiveness
- ☐ Forms, lead capture flow, and usability
- ☐ Website messaging and overall clarity

Evaluate:

- ☐ User journey from entry to conversion
- ☐ Effectiveness of messaging in driving action
- ☐ Ease of use across all conversion points

Identify:

- ☐ Friction points causing drop-offs
- ☐ Confusing or unclear messaging
- ☐ Missed opportunities to improve conversion rates



Heatmap & User Behavior Insights

Gain visibility into how users actually interact with your website to better understand behavior patterns.

Review:

- ☐ **Heatmap** tools such as Microsoft Clarity or Hotjar
- ☐ Click patterns and engagement behavior
- ☐ Scroll depth and content interaction
- ☐ Drop-off points in the user journey

Evaluate:

- ☐ How users navigate and interact with key pages
- ☐ Engagement levels across content and CTAs

Identify:

- ☐ UX issues impacting engagement
- ☐ Areas where users lose interest or encounter friction



Website Speed & User Experience

Determine whether technical performance is supporting or hindering user engagement and conversions.

Review:

- ☐ Page load speed and Core Web Vitals
- ☐ Mobile responsiveness and usability
- ☐ Overall technical performance

Evaluate:

- ☐ Site performance across devices
- ☐ Impact of speed on user experience and engagement

Identify:

- ☐ Bottlenecks that are slowing down the site
- ☐ UX issues affecting navigation and accessibility
- ☐ Opportunities to improve mobile and overall experience



Content & SEO Strategy

Evaluate whether your content is aligned with search intent and effectively supports visibility and engagement.

Review:

- ☐ Keyword rankings and on-page SEO performance
- ☐ Content performance and engagement metrics
- ☐ Alignment between content and search intent

Evaluate:

- ☐ Effectiveness of current content strategy
- ☐ Coverage of target keywords and topics

Identify:

- ☐ Content gaps and underperforming pages
- ☐ Opportunities to improve rankings and visibility
- ☐ Areas to strengthen content marketing efforts



AEO & AI Search Optimization

Assess your readiness for emerging search experiences and how well your content is structured for AI-driven results.

Review:

- ☐ Visibility in AI-driven search results and summaries
- ☐ Content structure and formatting for AI consumption

Evaluate:

- ☐ Readiness for evolving search formats
- ☐ Effectiveness of structured and FAQ-based content

Identify:

- ☐ Gaps in AI search visibility
- ☐ Opportunities to enhance structured data and FAQs
- ☐ Improvements to support Answer Engine Optimization



Competitor & Market Positioning

Understand how your brand compares within your market and where opportunities exist to strengthen your position.

Review:

- ☐ Competitor rankings for priority keywords
- ☐ Market positioning and content strategies

Evaluate:

- ☐ Competitive landscape and relative visibility
- ☐ Strength of your positioning against competitors

Identify:

- ☐ Keyword and content gaps
- ☐ Competitive advantages and weaknesses
- ☐ Opportunities to strengthen positioning



Systems, Workflows & Team Capacity

Ensure your internal operations can effectively support and sustain marketing performance.

Review:

- ☐ Internal workflows and marketing processes
- ☐ Campaign management systems and technology stack
- ☐ Team structure, capacity, and execution efficiency

Evaluate:

- ☐ Operational efficiency and scalability
- ☐ Alignment between resources and marketing demands

Identify:

- ☐ Bottlenecks slowing execution
- ☐ Gaps in tools, automation, or resources
- ☐ Opportunities to improve efficiency and performance