

DIGITAL MARKETING AUDIT

Quarterly Performance Review Checklist

Date: _____ | Auditor: _____

DONE	AUDIT CHANNEL	CHECKLIST ITEMS	PRIORITY / NOTES
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SEARCH ENGINE OPTIMIZATION (SEO)

	Technical SEO	Site speed, mobile responsiveness, XML sitemap, SSL certificate, 404 errors.	
	On-Page SEO	Meta titles, descriptions, H1-H3 tags, keyword density, alt text on images.	

CONTENT MARKETING

	Blog Performance	Top performing posts, bounce rates, internal linking, CTA effectiveness.	
	Asset Review	Whitepapers, case studies, and video engagement metrics.	

SOCIAL MEDIA CHANNELS

DONE	AUDIT CHANNEL	CHECKLIST ITEMS	PRIORITY / NOTES
	Engagement	Follower growth, share of voice, comment sentiment, click-through rates.	
	Branding	Bio links updated, consistent profile imagery, posting frequency.	
PAID ADVERTISING (PPC)			
	Ad Spend ROI	Cost-per-click (CPC), conversion rate, ROAS, landing page quality score.	
	Ad Creative	A/B testing results, copy relevancy, visual performance.	
EMAIL MARKETING			
	List Health	Open rates, unsubscribe rates, segmentation accuracy, deliverability.	

Executive Summary & Top 3 Priorities

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- 2.
- 3.