



COMPREHENSIVE MARKETING

Audit Checklist





COMPREHENSIVE MARKETING AUDIT CHECKLIST

MARKETING CHECKLIST:

- Logo and brand standards
- Mood Board
- Brand voice
- Prospect profile
 - Target audience
 - Perfect prospect profile
 - Buyer personas
- Printed marketing collateral
- Graphic design assets (icons, templates, business cards, etc.)
- Target audience defined
- Well-defined and competitive pricing
- Market position - what makes you different
- SWOT Analysis
- List of Competitors

SEO CHECKLIST:

- Target keywords defined
- Meta descriptions
- Image/alt tags
- Text is written for humans and in brand voice
- Backlink deep dive
 - Backlink generation strategy
- Competitive analysis
- Fix duplicate content issues
- Link building strategy
- Reclaim lost links Preferred SEO too:
 - Ahrefs
 - SEM Rush
 - MOZ