



DIGITAL MARKETING ***Audit Checklist***

candor™

Websites

- Content is current/up to date
- Google Analytics is installed
- Calls-to-action are incorporated
- Pages are optimized for mobile
- Load speed has been optimized

Social Media

- Profile fields/images are accurate, current and optimized
- Posts have been analyzed to determine best-performing content
- Ad objectives have been tested
- Competitor page/content analysis has been conducted
- Facebook and Instagram are set up to run political/social issue ads

Email Marketing

- Goals have been determined
- Contact list is updated/current
- Template is optimized for mobile
- Frequency and send times have been evaluated
- Subject lines have been A/B tested

Paid Search

- Calendar alerts set for monitoring/optimizing campaigns
- Bid strategies have been tested
- Relevant ad extensions are utilized
- Conversions are being tracked
- Negative keywords have been added

***For more detailed information,
visit candorpr.com/marketing-audit.***

