



WEB PRESENCE AUDIT

WEBSITE

Question:	Points	
Do you have a website?	+1	
Is it mobile-friendly?	+5	
Is your on-page SEO done?	+4	
Is your site protected with an SSL certificate?	+3	
Do you have a Facebook pixel installed?	+1	
Do you have Google Tag Manager installed?	+1	
Have you setup your Google Analytics account?	+1	
Does your website pass the Google Page Speed test?	+1	
Have you verified your domain with Google?	+2	
Have you verified your domain with Facebook?	+2	
Have you submitted your sitemap to the search engines?	+3	
Do you have easily found contact information?	+5	
Do you have click-to-call and click-for-direction buttons on mobile?	+5	
Total:	35	

REPUTATION MANAGEMENT

Question:	Points	
Do you have a Google My Business listing?	+1	
Is it claimed and do you own it?	+5	
Is the information up to date?	+5	
Do you post to it regularly?	+1	
Have you claimed and/or created your listings on the main directory sites? (Yelp, Tripadvisor, Houzz, ect.)	+2	
Do you have online reviews?	+1	
Are they responded to within 24 hours?	+5	
Total:	20	

SOCIAL MEDIA

Question:	Points	
Do you have a Facebook page?	+1	
Do you have an Instagram account?	+1	
Do you have a YouTube channel?	+1	
Do you have ad accounts tied to your social accounts?	+1	
Total:	4	

****COMPLETE THE SOCIAL MEDIA AUDIT.**

EMAIL MARKETING

Question:	Points	
Do you have an email list?	+1	
Do you send newsletters frequently (weekly/monthly)?	+1	
Do you send a mix of content? Sales, educational, feel good?	+5	
Total:	7	

TOTAL SCORE

WEBSITE	
REPUTATION MANAGEMENT	
SOCIAL MEDIA	
EMAIL MARKETING	
TOTAL	

65 (potential points) - _____ (total points) = _____ Opportunity Score

AUDIENCE AUDIT

Question:	YES/NO	SIZE
Facebook Likes		
YouTube Subscribers		
Instagram Followers		
Email List		
FB Website Custom Audience		
Google Remarketing List		
Facebook Messenger List		

10-MINUTE SOCIAL MEDIA AUDIT

Social Network:

Channel Link:

Date	Update Description	Update Type

Avg. Update Frequency

___ % Listening

___ % Networking

___ % Influencing

___ % Selling

Audit, as a minimum, the last 10 status updates you or your brand(s) have made on your primary social media channels. Map each update back to one of the 4 stages of the Social Success Cycle.

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