Digital Marketing Audits

- Integrated Approach
  - Web
  - Mobile
    - Responsive
    - mWeb
    - Other
  - Email
  - Blog
  - (Social)

Then for each web channel check the following:

- Site Architecture
  - 404’s
  - Breadcrumb
  - Accessible
  - Logical
  - Keyword Dense
  - Domain Name
    - URL’s
  - Speed

- Content Review
  - Traffic Conversion
    - Call to Action
    - Valuable
  - Authenticity
  - Keyword Density
  - Targeted to Buyer Persona

- SEO review
  - Page Rank
  - Search Engine Ranking Report
  - Meta Data
  - Page Titles, Alt Tags
  - Sitemap for Google
  - Outbound Links (anchor text, quality score)
  - Inbound Links (quality score, correct link) → Number of them, Who
  - Capitalization of Trending Topics

- Design
  - Utilizing Trends
  - Accessibility

- Competition
  - Inbound Links that are different
  - Page Rank
  - Position
Audit Resources


- Woorank SEO and Traffic Estimator Report www.woorank.com

- Inbound Link Assessment, SERP Results www.moz.com/tools

- Other Useful Google Insights Tools: https://support.google.com/webmasters/answer/156184?hl=en

- How to check inbound links on Google: link:url.com

- Sitemaps: https://support.google.com/webmasters/answer/156184?hl=en

- Domain Name Search: domainsatcost.ca

- Link Checker: brokenlinkcheck.com

- Mobile Analysis: http://mobitest.akamai.com/m/index.cgi