



Marketing Audit Template

40 scored questions across 8 chapters, plus a 30/60/90-day action plan.

Score honestly, write down your evidence, fix what's weakest first.

How to score: circle 1-5 for every question — 1 = not in place, 3 = partial, 5 = strong and documented. Write what you actually checked under Notes / Evidence. Anything scored 1-2 gets a Priority, an Action, and an Owner, then moves into the 30/60/90-day plan at the back.

01 Strategy & Goals

CHAPTER SCORE: ____ / 25

01 Do you have a documented marketing plan with targets for the next 6-12 months?

1 2 3 4 5

NOTES / EVIDENCE

PRIORITY H/M/L

ACTION

OWNER

02 Can every member of the team name the top 3 marketing priorities this quarter?

1 2 3 4 5

NOTES / EVIDENCE

PRIORITY H/M/L

ACTION

OWNER

03 Is there a defined ideal customer profile (ICP) that sales and marketing both agree on?

1 2 3 4 5

NOTES / EVIDENCE

PRIORITY H/M/L

ACTION

OWNER

04 Do marketing goals ladder up to specific revenue or pipeline targets?

1 2 3 4 5

NOTES / EVIDENCE

PRIORITY H/M/L

ACTION

OWNER

05 Is there a written positioning statement that differentiates you from named competitors?

1 2 3 4 5

NOTES / EVIDENCE

PRIORITY H/M/L

ACTION

OWNER

02 Analytics & Measurement

CHAPTER SCORE: ____ / 25

06 Is conversion tracking verified and firing correctly on every key action (forms, signups, purchases)? 1 2 3 4 5

NOTES / EVIDENCE

PRIORITY H/M/L

ACTION

OWNER

07 Can you report cost-per-lead and cost-per-acquisition for each active channel? 1 2 3 4 5

NOTES / EVIDENCE

PRIORITY H/M/L

ACTION

OWNER

08 Is there a single dashboard or report the team reviews on a regular cadence? 1 2 3 4 5

NOTES / EVIDENCE

PRIORITY H/M/L

ACTION

OWNER

09 Do you know which channels drove your last 10 customers? 1 2 3 4 5

NOTES / EVIDENCE

PRIORITY H/M/L

ACTION

OWNER

10 Are UTM conventions documented and used consistently across campaigns? 1 2 3 4 5

NOTES / EVIDENCE

PRIORITY H/M/L

ACTION

OWNER

03 Website & Conversion

CHAPTER SCORE: ____ / 25

11 Does your homepage communicate what you do and for whom within 5 seconds? 1 2 3 4 5

NOTES / EVIDENCE

PRIORITY H/M/L

ACTION

OWNER

12 Is there one clear primary call-to-action above the fold on key pages? 1 2 3 4 5

NOTES / EVIDENCE

PRIORITY H/M/L

ACTION

OWNER

13 Have you run at least one A/B test on a high-traffic page in the last quarter? 1 2 3 4 5

NOTES / EVIDENCE

PRIORITY H/M/L

ACTION

OWNER

14 Do your landing pages load in under 3 seconds on mobile? 1 2 3 4 5

NOTES / EVIDENCE

PRIORITY H/M/L

ACTION

OWNER

15 Is social proof (reviews, logos, case studies) genuine, current, and specific? 1 2 3 4 5

NOTES / EVIDENCE

PRIORITY H/M/L

ACTION

OWNER

16 Does published content map to documented keywords or customer questions?

1 2 3 4 5

NOTES / EVIDENCE

PRIORITY H/M/L

ACTION

OWNER

17 Are your most important pages indexed and earning impressions in Search Console?

1 2 3 4 5

NOTES / EVIDENCE

PRIORITY H/M/L

ACTION

OWNER

18 Is there a refresh process for content older than 12 months?

1 2 3 4 5

NOTES / EVIDENCE

PRIORITY H/M/L

ACTION

OWNER

19 Do you have content for each stage of the funnel (awareness, consideration, decision)?

1 2 3 4 5

NOTES / EVIDENCE

PRIORITY H/M/L

ACTION

OWNER

20 Are you tracking whether AI assistants and answer engines cite your content?

1 2 3 4 5

NOTES / EVIDENCE

PRIORITY H/M/L

ACTION

OWNER

21 Is there an automated welcome or onboarding sequence for new leads?

1 2 3 4 5

NOTES / EVIDENCE

PRIORITY H/M/L

ACTION

OWNER

22 Are leads scored or segmented so the best prospects get prioritized follow-up?

1 2 3 4 5

NOTES / EVIDENCE

PRIORITY H/M/L

ACTION

OWNER

23 Is your CRM connected to your email platform with two-way data sync?

1 2 3 4 5

NOTES / EVIDENCE

PRIORITY H/M/L

ACTION

OWNER

24 Do you remove or re-engage inactive subscribers on a schedule?

1 2 3 4 5

NOTES / EVIDENCE

PRIORITY H/M/L

ACTION

OWNER

25 Can you attribute revenue to specific automated flows?

1 2 3 4 5

NOTES / EVIDENCE

PRIORITY H/M/L

ACTION

OWNER

26 Does every active paid channel have a positive or improving return on ad spend?

1 2 3 4 5

NOTES / EVIDENCE

PRIORITY H/M/L

ACTION

OWNER

27 Have underperforming campaigns been paused or restructured in the last 90 days?

1 2 3 4 5

NOTES / EVIDENCE

PRIORITY H/M/L

ACTION

OWNER

28 Are ad creatives refreshed on a regular cadence to fight fatigue?

1 2 3 4 5

NOTES / EVIDENCE

PRIORITY H/M/L

ACTION

OWNER

29 Is there a documented testing plan (audiences, creatives, offers)?

1 2 3 4 5

NOTES / EVIDENCE

PRIORITY H/M/L

ACTION

OWNER

30 Do paid landing pages match the message of the ads pointing to them?

1 2 3 4 5

NOTES / EVIDENCE

PRIORITY H/M/L

ACTION

OWNER

31 Is marketing spend documented by channel and reviewed monthly?

1 2 3 4 5

NOTES / EVIDENCE

PRIORITY H/M/L

ACTION

OWNER

32 Do you follow a deliberate allocation model (e.g. 70-20-10) for proven vs. experimental spend?

1 2 3 4 5

NOTES / EVIDENCE

PRIORITY H/M/L

ACTION

OWNER

33 Was budget reallocated based on performance data in the last quarter?

1 2 3 4 5

NOTES / EVIDENCE

PRIORITY H/M/L

ACTION

OWNER

34 Do you know your blended CAC and how it trends over time?

1 2 3 4 5

NOTES / EVIDENCE

PRIORITY H/M/L

ACTION

OWNER

35 Is there budget reserved for testing at least one new channel per quarter?

1 2 3 4 5

NOTES / EVIDENCE

PRIORITY H/M/L

ACTION

OWNER

36

Are brand visuals and messaging consistent across your website, social, and sales materials?

1

2

3

4

5

NOTES / EVIDENCE

PRIORITY H/M/L

ACTION

OWNER

37

Do you monitor reviews and brand mentions at least weekly?

1

2

3

4

5

NOTES / EVIDENCE

PRIORITY H/M/L

ACTION

OWNER

38

Can customers articulate what makes you different (verified through interviews or surveys)?

1

2

3

4

5

NOTES / EVIDENCE

PRIORITY H/M/L

ACTION

OWNER

39

Is there a process for collecting and publishing customer proof (case studies, testimonials)?

1

2

3

4

5

NOTES / EVIDENCE

PRIORITY H/M/L

ACTION

OWNER

40

Does organic word-of-mouth or referral traffic appear in your acquisition data?

1

2

3

4

5

NOTES / EVIDENCE

PRIORITY H/M/L

ACTION

OWNER

30/60/90-Day Action Plan

Move everything you scored 1-2 into a phase below. Fix what's broken first, double down on what works next, then test something new.

FIRST 30 DAYS			<i>fix what's broken</i>
ACTION	EXPECTED IMPACT	METRIC TO WATCH	OWNER
ACTION	EXPECTED IMPACT	METRIC TO WATCH	OWNER
ACTION	EXPECTED IMPACT	METRIC TO WATCH	OWNER
ACTION	EXPECTED IMPACT	METRIC TO WATCH	OWNER

DAYS 31-60			<i>double down on what works</i>
ACTION	EXPECTED IMPACT	METRIC TO WATCH	OWNER
ACTION	EXPECTED IMPACT	METRIC TO WATCH	OWNER
ACTION	EXPECTED IMPACT	METRIC TO WATCH	OWNER

DAYS 61-90			<i>test something new</i>
ACTION	EXPECTED IMPACT	METRIC TO WATCH	OWNER
ACTION	EXPECTED IMPACT	METRIC TO WATCH	OWNER
ACTION	EXPECTED IMPACT	METRIC TO WATCH	OWNER

Want this audit scored for you?

The interactive assessment asks the questions and builds your prioritized plan instantly. Free, no signup.

marketinghealthtest.com/assessment