

## Website/ SEO

- Best Practices
- Google Search
- Site Content Analysis
- Technical Performance
- Competitive Analysis
- Landing Pages Review

## Social

- Audience
- Activity
- Engagement
- Competitor Comparison
- Content Performance
- Recommendations

## Paid Advertising

- Best Practices
- Spending by platform
- Activity Generated
- Engagement Rates
- Conversions
- ROI
- Recommendations

## Marketing Automation

- Database Management
- Automation Rules
- Lead Scoring
- Software Integrations
- Reporting
- Recommendations

## Management Reporting

- Process
- Standard Reports
- KPI's
- Recommendations

## Roadmap

- Urgent Action Items
- Short-Term Action Items
- Long-Term Action Items



# Digital Marketing Audit Deliverables Index

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