

REWANS — FREE RESOURCE

The Marketing Audit *Checklist.*

50 checks across SEO, paid media, content & conversion, email & automation, and analytics — the same framework used to open every client engagement, before a single dollar of ad spend or a single blog post.

REWANS.COM · AUDIT FIRST, RETAINER SECOND

01 • SEO & Technical Foundations

10 CHECKS

- ☐ **Core Web Vitals pass on mobile**
LCP, INP, and CLS all in the “Good” range in Search Console’s field data, not just a lab test.
- ☐ **No orphaned high-intent pages**
Every money page is reachable within 3 clicks of the homepage and linked from at least one other indexed page.
- ☐ **Zero keyword cannibalization on priority terms**
No two pages competing for the same primary keyword and splitting ranking signals.
- ☐ **Indexation matches intent**
Search Console’s Index Coverage report shows no unintended noindex, canonical, or crawl-block issues on pages meant to rank.
- ☐ **Structured data validates clean**
Schema markup (Article, Product, FAQPage, LocalBusiness) passes Google’s Rich Results Test with zero errors.
- ☐ **Title tags and meta descriptions are unique**
No duplicate or templated tags across category, product, or location pages.
- ☐ **Internal linking reflects topical priority**
Highest-value pages receive the most internal links, not just the newest pages.
- ☐ **XML sitemap is current and submitted**
Reflects live URLs only, resubmitted after any major content or structure change.
- ☐ **HTTPS and redirect chains are clean**
No mixed content warnings, no multi-hop redirect chains eating crawl budget.
- ☐ **Mobile and desktop rendering match**
No content hidden on mobile that’s present on desktop (a common accidental thin-content trigger).

02 • Content & On-Page

10 CHECKS

- ☐ **Every page maps to one target keyword and funnel stage**
No page trying to rank for five unrelated terms at once.
- ☐ **Content matches search intent, not just the keyword**
A “best X” query gets a comparison page, not a single-product pitch.
- ☐ **H1–H3 structure is logical and scannable**
Headings form an outline a reader (and a crawler) can follow without reading every paragraph.
- ☐ **Top pages updated within the last 12 months**
Stats, screenshots, and pricing reflect the current year, not a 2023 snapshot.
- ☐ **E-E-A-T signals are visible**
Author bio, credentials, and original data or experience are present on expertise-sensitive pages.
- ☐ **Every post has a clear next step**
A relevant internal link or CTA — not a dead end after the last paragraph.
- ☐ **Answer-first formatting on informational pages**
The direct answer appears in the first 2–3 sentences, ahead of the AI Overviews / featured-snippet cut line.

☐ **No thin or duplicate content**
Location or category pages aren't the same template with the city name swapped.

☐ **Images have descriptive alt text and are compressed**
Under 200KB where possible, with alt text describing content, not stuffed with keywords.

☐ **A content calendar exists and is followed**
Publishing is scheduled against keyword and funnel gaps, not ad hoc.

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03 • Paid Media & Conversion

10 CHECKS

☐ **Conversion tracking fires correctly on every channel**
Verified with a live test conversion, not assumed from a green checkmark.

☐ **UTM parameters are consistent across all campaigns**
Same naming convention everywhere, so channel performance can actually be compared.

☐ **Quality Score / Relevance drivers are healthy**
Ad copy, keyword, and landing page message match — no generic homepage as the landing page.

☐ **Budget is weighted toward proven winners**
Spend allocation reflects the last 30–90 days of performance, not launch-day guesses.

☐ **Negative keyword lists are current**
Search term reports reviewed in the last 30 days to cut irrelevant spend.

☐ **Landing pages load in under 2.5 seconds**
Paid traffic is the least patient traffic on the site — slow pages burn budget directly.

☐ **One primary CTA per landing page**
No page asking a paid visitor to choose between five competing actions.

☐ **Attribution window matches the actual sales cycle**
A 7-day click window on a 45-day B2B deal cycle will systematically undercount what's working.

☐ **Creative is refreshed before fatigue sets in**
Frequency and CTR trends checked, not just left running until performance visibly drops.

☐ **CRO testing runs on the highest-traffic pages first**
A/B tests are prioritized by traffic volume and revenue impact, not by whichever page is easiest to edit.

04 • Email, CRM & Automation

10 CHECKS

☐ **SPF, DKIM, and DMARC are correctly configured**
Missing or misconfigured records are the single biggest cause of email landing in spam.

- ☐ **A welcome sequence exists for new subscribers**
New leads get automated follow-up, not just an inclusion in the next broadcast.
- ☐ **Cart/lead abandonment flows are active**
Automated recovery sequences trigger within hours, not days.
- ☐ **Lead scoring reflects actual buying signals**
Sales is alerted on high-intent behavior, not just any form fill.
- ☐ **List hygiene is maintained**
Bounced and disengaged contacts are suppressed or removed on a regular schedule, protecting sender reputation.
- ☐ **CRM and email platform data stay in sync**
No manual CSV exports bridging two systems that should talk to each other.
- ☐ **Segmentation goes beyond "all contacts"**
Messaging is tailored by lifecycle stage or behavior, not blasted uniformly.
- ☐ **Unengaged segments are re-engaged or sunset**
A deliberate win-back or removal process exists for contacts inactive 90+ days.
- ☐ **No tool overlap wasting license spend**
Every platform in the martech stack has a distinct job — no two tools solving the same problem.
- ☐ **Handoff from marketing to sales is defined**
A clear, documented trigger for when a lead moves from nurture to outreach.

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05 • Analytics & Tracking

10 CHECKS

- ☐ **GA4 data retention is set to 14 months, not the 2-month default**
One of the most common silent data-loss misconfigurations.
- ☐ **Key conversions are marked and verified**
Not every event is a "conversion" — only the ones tied to actual revenue or pipeline.
- ☐ **Cross-domain and cross-device tracking is configured**
Booking or checkout flows on a separate subdomain aren't silently breaking the funnel view.
- ☐ **A single source of truth is agreed on**
GA4, ad platforms, and CRM numbers won't match exactly — but everyone reports from the same one.
- ☐ **A monthly reporting cadence actually happens**
Dashboards are reviewed on a fixed schedule, not just pulled up when something looks wrong.
- ☐ **North Star metric is defined and tracked**
One number the whole team rallies around, not five competing vanity metrics.
- ☐ **Funnel drop-off points are identified**
The specific step where prospects leave is known, not just the overall conversion rate.



Tracking is validated after every major site change

A redesign or CMS migration doesn't silently break tags for weeks before anyone notices.



Server-side or first-party tracking is in place

Reducing reliance on third-party cookies, which continue to degrade in accuracy.



Reports tie marketing activity to pipeline or revenue

Not just traffic and clicks — the number leadership actually cares about.

Want this audit run on your business instead of your inbox?

[REWANSH.COM/PRICING](https://rewansh.com/pricing)

A paid, one-time marketing audit — SEO, paid media, content, and funnel — with a prioritized action plan. No retainer required to start.