

## The Digital Web Strategy Audit Checklist

	Category	Topic Focus	Yes/ No	Whos does it?	Status 
Planning & Design	Strategy	Content marketing strategy (Vision, mission...)			
	Strategy	Audience segmentation planning			
	Strategy	Align with sales, marketing, operational objectives			
	Strategy	Market Benchmarking: digital brand presence			
	Strategy	Competitor analysis ( Social presence, Adv. Mth spending...)			
	Creative design	User Experience			
	Creative design	Branding / Identity			
	Creative design	Landing-pages			
	Creative design	Assets (Website Content, Imagery, Widgets)			
	Creative design	Video, Infographics, other media			
	Hosting Infrastructure	Select top 5-10 Saas / Web hosting			
	Hosting Infrastructure	Offer migration service/assistance			
	Hosting Infrastructure	Market leaders since? (is there a consistent growth? )			
	Hosting Infrastructure	Provide 24/7 assistance / service delivery (SLA)			
Building & Testing Phase	Hosting Infrastructure	Secure, knowledgeable and helpful ( FAQ-Tutorials...)			
	Hosting Infrastructure	Performance (Bandwith), scalability (is it Shared, VPS...)			
	Hosting Infrastructure	Setup & Configuration (Self-service, Email, Database..)			
	Storage Infrastructure	Database / Cloud img/Extra (CDN, Web servers..)			
	Platforms	Web Content Management System (WCMS)			
	Applications	Baseline Functionality (Forms, Personalization)			
	Applications	Ecommerce options			
	Applications	CRM / sCRM / Marketing Automation			
	Applications	Custom Applications ( Intranet / Extranet)			
	Applications	Mobile Apps / Mobility			
	Applications	Social Community			
	Promoting	Content Marketing			
	Promoting	Organic Search / Search Engine Optimisation (SEO)			
	Promoting	Social Media			
Promoting	Email Marketing				
Promoting	Search Marketing Pay-Per-Click (PPC)				

Web Audit Guidelines

Bt	Promoting	Blog Networking			
	Promoting	Mobile Marketing			
	Promoting	Display Advertising / Video Channels			
	Promoting	Online PR			
Control & Growth	Reporting	Business implementation / Process			
	Analytics	Tool(s) Setup & Configuration			
	Analytics	Campaign KPI's			
	Analytics	Page conversion / Goal Tracking			
	Internal skills	Staff Capability (What applicable skills...)			
	Internal skills	Training kit / Tutorials / Assessment			
	Partners	Skills complementing yours			
	Partners	knowledgeable / Good market presence/ other			
Vendors	Flexible contract length / Case studies				
Vendors	Good reviews / Market Performance				

CTH is an independent digital marketing consultancy business operating in Hampshire, UK. We specialise in digital strategy, content marketing strategy, audits, and audience segmentation via different channels

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