blazedigital

KNOW WHERE YOU STAND. KNOW WHERE TO GROW.

DIY MARKETING CHECKLIST

Use this checklist to audit your digital marketing presence across 7 key areas. Score each section, identify your gaps, and build a clear action plan — in under an hour.



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HOW TO USE THIS CHECKLIST

01	Work through each of the 7 sections.
02	Check off every item that is currently in place for your business.
03	Score each section: 1 point per checked item.
04	Add your section scores for a TOTAL SCORE out of 50.
05	Prioritize the unchecked items — those are your biggest growth opportunities.
06	Revisit this checklist every 90 days to track your progress.

YOUR SCORE AT A GLANCE

SECTION	ITEMS	YOUR SCORE	PRIORITY?
1. Website & UX	/ 8	___	☐ Yes ☐ No
2. SEO Basics	/ 8	___	☐ Yes ☐ No
3. Google Business Profile	/ 6	___	☐ Yes ☐ No
4. Social Media	/ 7	___	☐ Yes ☐ No
5. Paid Advertising	/ 6	___	☐ Yes ☐ No
6. Email Marketing	/ 7	___	☐ Yes ☐ No
7. Analytics & Reporting	/ 8	___	☐ Yes ☐ No
TOTAL SCORE	**/ 50**	___	

SCORING KEY

40–50	Strong foundation — optimize and scale.
28–39	Decent base — address the gaps before scaling.
15–27	Significant opportunity — focus on quick wins first.
0–14	Start from scratch — let's build this together.

01 WEBSITE & UX

FOUNDATION

- [ ] Your website loads in under 3 seconds on mobile and desktop.
- [ ] Your homepage clearly communicates what you do and who you serve.
- [ ] Your phone number, address, and contact info are easy to find.
- [ ] Every page has a clear, visible call-to-action (CTA).

DESIGN & TRUST

- [ ] Your website loads in under 3 seconds on mobile and desktop.
- [ ] You have customer testimonials, reviews, or case studies visible on the site.
- [ ] Your website is SSL-secured (https://).
- [ ] Your site is fully mobile-responsive and easy to navigate on a phone.

02 SEO BASICS

ON-PAGE

- [ ] Every page has a unique, keyword-rich title tag (under 60 characters).
- [ ] Every page has a unique meta description that encourages clicks.
- [ ] Your most important pages use H1 and H2 headers with target keywords.
- [ ] Images on your site have descriptive alt text.

ON-PAGE

- [ ] You publish new content (blog posts, service pages) at least monthly.
- [ ] Your top pages link to related content on your site (internal linking).
- [ ] At least a few reputable external sites link back to your website.
- [ ] You have not been hit by a Google penalty (check Search Console).

Quick Win: *Google Search Console is free and shows exactly which keywords are driving traffic. If you haven't set it up, do it today.*

SECTION SCORE: ___ / 8 **NOTES:**

03 GOOGLE BUSINESS PROFILE

SETUP & ACCURACY

- [ ] Your Google Business Profile is claimed and verified.
- [ ] Your business name, address, and phone number are accurate and consistent.
- [ ] You have selected the most accurate primary and secondary categories.
- [ ] Your business hours are current and updated for holidays.

ENGAGEMENT

- [ ] You have at least 10 Google reviews (and actively request new ones).
- [ ] You respond to all Google reviews — positive and negative.
- [ ] You post updates, offers, or news to your profile at least twice a month.

SECTION SCORE: ___ / 6 **NOTES:**

04 SOCIAL MEDIA

PRESENCE

- [ ] You are active on at least one platform where your audience spends time.
- [ ] Your profile photos, bios, and links are consistent and up to date.
- [ ] Your content reflects your brand voice and is visually on-brand.

STRATEGY

- [ ] You post consistently (at least 3x per week on your primary platform).
- [ ] You use a mix of content types: educational, promotional, and engaging.
- [ ] You actively respond to comments and DMs within 24 hours.
- [ ] You track which posts drive the most engagement and adjust accordingly.



Quick Win: *You don't need to be everywhere. Pick one or two platforms where your ideal customers already hang out and show up consistently.*

SECTION SCORE: ___ / 7 **NOTES:**

05 PAID ADVERTISING

SETUP

- [ ] You have a clear goal for your paid campaigns (leads, sales, awareness).
- [ ] Your ads are targeted to a specific, well-defined audience.
- [ ] You have conversion tracking set up so you know what's working.

ENGAGEMENT

- [ ] You review ad performance at least weekly and make adjustments.
- [ ] You are testing at least two different ad creatives or headlines.
- [ ] You have a dedicated landing page for your top campaigns (not just your homepage).

SECTION SCORE: ___ / 6 **NOTES:**

06 EMAIL MARKETING

LIST & SETUP

- [ ] You have an email list and actively grow it with a lead magnet or opt-in offer.
- [ ] New subscribers receive an automated welcome email within 24 hours.
- [ ] Your emails are mobile-optimized and render correctly on all devices.
- [ ] You are using an email platform that tracks opens, clicks, and unsubscribes.

CONTENT & CONSISTENCY

- [ ] You send a regular newsletter or campaign at least twice a month.
- [ ] Your subject lines are specific, benefit-driven, and avoid spam triggers.
- [ ] You segment your list and personalize emails when possible.



Quick Win: *Your welcome email gets the highest open rates of any email you'll ever send. Make it count — offer real value, not just a 'thanks for signing up.*

SECTION SCORE: ___ / 7 **NOTES:**

07 ANALYTICS & REPORTING

TRACKING

- [ ] Google Analytics 4 (GA4) is installed and tracking correctly on your site.
- [ ] Google Search Console is set up and connected to your GA4 account.
- [ ] You have conversion goals set up in GA4 (form submissions, calls, purchases).
- [ ] Your paid ad accounts (Google, Meta) have conversion tracking pixels installed.

REVIEW

- [ ] You review your website analytics at least once a month.
- [ ] You know your top traffic sources and which channels drive the most leads.
- [ ] You track key metrics: conversion rate, cost per lead, and return on ad spend.
- [ ] You use data to inform decisions — not just to report after the fact.

SECTION SCORE: ___ / 8 **NOTES:**

YOUR PRIORITY ACTION PLAN

Use your audit results to fill in this plan. Focus on your three lowest-scoring sections first — those are your fastest path to growth.

PRIORITY #1 - BIGGEST GAP

Section:	
What's missing:	
Action I'll take:	
By when:	
Who is responsible:	

PRIORITY #2 - QUICK WIN

Section:	
What's missing:	
Action I'll take:	
By when:	
Who is responsible:	

PRIORITY #3 - LONGER-TERM BUILD

Section:	
What's missing:	
Action I'll take:	
By when:	
Who is responsible:	

Set a reminder to re-run this audit in 90 days: ____ / ____ / ____

NOT SURE WHERE TO START?

You've done the audit. Now let's build the strategy.

At Blaze Digital, we turn audit results into action plans — and action plans into real, measurable growth. Whether you need a full strategy overhaul or help closing one specific gap, we're here for it.

WHAT YOU GET IN A FREE BLAZE CONSULTATION:

- ✔ A review of your audit scores and what they mean for your business
- ✔ Expert insight on your top 3 opportunities
- ✔ A clear next step — whether you work with us or not
- ✔ Zero pressure. Zero fluff. Just honest, useful advice.

BOOK YOUR FREE CONSULTATION