



Monthly Digital Audit Checklist

Stay proactive, not reactive.

Website & UX

- Check page load speeds on desktop & mobile
- Test all forms and CTAs for functionality
- Identify broken links or 404 errors
- Review mobile responsiveness
- Update outdated product or service info

SEO & Analytics

- Review Google Search Console for issues
- Check top performing & underperforming keywords
- Monitor bounce rate & page dwell time
- Track backlinks and domain authority
- Ensure proper meta tags, H1s, and alt texts

Paid Campaigns (Google/Facebook/LinkedIn Ads)

- Check CTRs, CPC, and conversion rates
- Pause underperforming ads
- A/B test new creative or copy
- Review targeting settings
- Align campaign messaging with current offers

Social Media

- Audit engagement rate (likes, comments, shares)
- Check follower growth and demographics
- Review content performance
- Update bios, links, and branding
- Respond to DMs, comments, and reviews



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Content & Messaging

- Update blog posts with fresh stats/links
- Re-share high-performing content
- Ensure tone and messaging match brand voice
- Identify content gaps based on user needs
- Plan next month's content calendar

Technical & Security

- Update plugins & CMS (WordPress, etc.)
- Check for malware or threats
- Review hosting/server status
- Backup website files
- Test site on multiple browsers/devices

Competitor Check

- Review 1-2 key competitor websites
- Compare their latest content or offers
- Analyze social media activity
- Spot emerging trends you're missing

** Pro Tip: Assign responsibilities across your team so no area gets overlooked.*