

Free Marketing Audit Checklist

50 questions every independent business should be able to answer about their marketing.

How to use this checklist

Work through each section honestly. A tick means you're confident it's working. A cross means it needs attention. A question mark means you're not sure — and not sure is just as useful to know.

When you're done, count your ticks. We've included a scoring guide at the end. If your score reveals gaps you'd like help with, get in touch.

The first conversation is always free.

Section 1: Digital & Online Presence

Your digital footprint is often the first thing a potential customer sees. Is it working for you?

SECTION 1: DIGITAL & ONLINE PRESENCE 15 questions

Your Website

- My website loads in under 3 seconds on mobile notes _____
- My website works properly on a smartphone notes _____
- My website has a clear call to action on every page notes _____
- My contact details are easy to find without scrolling notes _____
- My website copy explains what I do and who for, clearly notes _____
- My website has been updated in the last 6 months notes _____
- I know roughly how many visitors my site gets each month notes _____
- My website has genuine customer reviews or testimonials notes _____

Google Business Profile

- I have claimed and verified my Google Business Profile notes _____
- My opening hours are correct and kept up to date notes _____
- I have at least 10 customer reviews on Google notes _____
- I respond to all my Google reviews (positive and negative) notes _____
- I post updates to my Google Business Profile regularly notes _____
- My business description accurately reflects what I offer notes _____

Search & SEO

- If I Google my business name, I appear at the top notes _____
- If I Google my service + my town, I appear on page one notes _____
- My website pages have descriptive titles (not just "Home") notes _____
- I appear in Google Maps results for relevant searches notes _____
- I have listings on relevant local directories notes _____

Section 2: Social Media & Content

Posting is not the same as marketing. This section helps you find the difference.

SECTION 2: SOCIAL MEDIA & CONTENT

19 questions

Social Media

- I know which social platform my customers actually use notes _____
- I post consistently (at least twice a week) notes _____
- My posts have a clear purpose — not just filling space notes _____
- I use a mix of content types (photos, tips, offers, behind-scenes) notes _____
- I respond to comments and messages within 24 hours notes _____
- My profile bios and links are up to date on all platforms notes _____
- I track which posts perform best and why notes _____
- I have a content plan for at least the next 4 weeks notes _____

Email Marketing

- I collect email addresses from customers and website visitors notes _____
- I send regular emails to my list (at least monthly) notes _____
- My emails have a clear subject line and one main message notes _____
- I track open rates and know what a good rate looks like notes _____
- I have a welcome email that goes out to new subscribers notes _____

Photography & Visuals

- I have good quality photos of my business, products or work notes _____
- My photos are consistent in style and quality notes _____
- I update my photography at least once a year notes _____
- I avoid using generic stock photos where possible notes _____

Section 3: Brand, Advertising & Reputation

How you look, what you say, and what others say about you.

SECTION 3: BRAND, ADVERTISING & REPUTATION 20 questions

Brand & Identity

- My logo looks professional and works at all sizes notes _____
- I use consistent colours and fonts across everything notes _____
- My printed materials match my digital presence in look and feel notes _____
- I have a clear sense of who my target customer is notes _____
- I know what makes me different from my nearest competitors notes _____
- My business name and contact details are correct on all materials notes _____

Advertising

- I know which advertising has driven actual customers to me notes _____
- I am not spending money on ads I cannot measure notes _____
- I have tried Google Ads or know why they are not right for me notes _____
- I have a clear budget for marketing and I stick to it notes _____

Reputation

- I actively ask satisfied customers for reviews notes _____
- I have a process for handling negative reviews professionally notes _____
- I monitor what people say about my business online notes _____
- My reputation reflects the quality of work I actually do notes _____

Offline & Local

- My signage and premises make a good first impression notes _____
- I am involved in or visible within my local community notes _____
- I have referral relationships with complementary businesses notes _____
- My business is listed correctly in printed local directories notes _____

Your Score & Next Steps

Ticks	What it means	What to do
40 – 50	Strong foundations.	Focus on refinement and consistency.
28 – 39	Solid but gaps exist.	Prioritise your lowest-scoring section first.
15 – 27	Significant room to grow.	Start with your website and Google profile.
Under 15	Real opportunity here.	A free consultation would be a good starting point.

Not sure where to start?

Book a free, no-obligation 30-minute consultation with Arcadian XXI. We'll look at your checklist together, tell you what we'd tackle first, and give you honest advice — whether you work with us or not.
hello@arcadianxxi.com · arcadianxxi.com

Three things to do this week

1. Google yourself

Open an incognito window and search for your business name and your main service + your town. What comes up? Is it accurate? Does it make a good impression?

2. Check your Google Business Profile

Log in and make sure your hours, photos and description are current. Add a post if you haven't in the last two weeks.

3. Ask one customer for a review

Send a personal message to a happy customer today. Not a mass email — a direct, genuine ask. One good review is worth ten boosted posts.