

## Sample Article

### Why Do a Digital Marketing Audit

So what is a digital marketing audit and why should an organization of any size take advantage of executing one? Well, in a nutshell, the digital marketing audit is really just simply an inspection of all the practices, strategies, and outcomes of what a business has been doing to establish and improve its online presence.

It is important to conduct this audit from time to time. An organization may want to employ either full-time staff or a consultant for a period of 2-3 months, or contract an agency to do this. There are benefits for either option, but thinking of the Organization's business strategy and how such a routine audit can be incorporated into those business development initiatives, a contractual agreement with an agency long term is usually the better option.

### How to Carry Out a Digital Marketing Audit

An Audit examines and takes into the consideration of an Organization's digital health in many aspects, not just for their Website or for Social. An audit requires examines of all aspects of an Organization's digital initiatives - SEO, Content Marketing, On-site optimization, Social Media - all of these comprise of one main Digital Marketing strategy and it is best to visit what has been done and will be done every so often.

### The Audit of Content and Content Marketing

There must be a reason why an Organization spends so many long hours crafting that content plan, posting to social media, and then tracking that engagement ruthlessly. But really, where will that take you? What is the end goal of all those Likes, Shares, and Comments?

Which are your best performing posts and which ones have been passed over completely? Which articles have generated the greatest interest engagement on Social Media? Which have been shared the most? Well simply, you should want to build on them to further your reach!

### The Audit of Social Media Performance

A social media strategy involves having clear goals about where the efforts are eventually going to lead a brand further down the road, but these goals do tend to get left in the wash and can be regarded as impractical months down the road.

Every brand wants 1,000,00 followers in 3 months! Yes, it may be possible. However, unlikely. A brand wants every piece of its content to go viral. Again, it may be possible but it certainly is not likely. Creating the right kinds of social media goals is indeed an art in of itself, and important metrics you would want to bother to track vary industry from industry. There is no cookie-cutter approach.

A Business must ascertain:

- Has traffic on the website risen? If so, by how much. If not, then it is safe to say your social media efforts aren't cutting it.
- Has the brand increased awareness in a measurable amount of time?
- How many leads have you generated through social media alone?

### **Auditing SEO**

A sound SEO Strategy should lead to a big jump in the search rankings of the website in no way should it lead to a decline. This is not at all something that is directly obvious to business owners. In fact, hiring an SEO Marketing consulting to carry out the dirty work of a proper SEO strategy plan is one of the most lucrative skills a digital marketing professional could have under his/her belt.

Google put out frequent updates to its search algorithm and sometimes this leads to a freefall in ranking for unwary businesses. So many couldn't find out for months that their websites had been penalized, so therefore, it should be a considered point to highlight the critical importance to follow and understand these algorithm updates and make necessary adjustments regularly.

A regular SEO audit could clear up a lot for an Organization:

- The Ups and Downs in the rankings of the Website.
- Best performing keywords of the Website.
- Non-performing keywords of the Website.
- New keywords that might benefit the Website.

### **Auditing The Website**

Never Go for too long, without cleaning out the basement.

A Website that hasn't been checked for flaws can also lead to a drop in rankings.

- Are all links both internal and external working as they should be?
- Are all the images loading properly, and is text wrapping around them as it should?
- Is all information relevant, up to date, and accurate?

## **Take Note of Where Your Organization is Headed and Be Vigilant with necessary changes to Suit the Needs of the Business**

Auditing the individual aspects of your digital marketing campaign is a campaign in of itself but with it, you will gain a clearer idea about the bigger picture. After all, Data doesn't lie. If you don't like what you see it is up to you to change it accordingly.

When auditing becomes a regular practice, it also becomes a less-time consuming process. It will give you insights into what is performing, what exactly is lagging, and that which is completely damaging if not useless to the business.

Most often than not, especially with Organization's still figuring out digital marketing, this leads to an overall assessment of the business strategy. In some cases, it may lead to drastic change. For this purpose, it could be recommended setting aside time for a thorough audit every 3 months.

NetRev Marketing is a Transformational Digital Marketing Agency with a combined total of 30 years experience in the field of digital marketing. Contact us today and let's see how we can optimize your business to navigate and conquer the digital landscape!



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