



NO-FLUFF MARKETING AUDIT CHECKLIST

Quick Wins to Help You Cut Through the Chaos and See What to Fix First

✅ Section 1: Website & SEO Basics

- ☐ Is your website mobile-friendly and fast-loading?
- ☐ Do all your key pages have clear, benefit-driven headlines?
- ☐ Have you set up Google Analytics (GA4) and submitted your site to Google Search Console?
- ☐ Are your meta titles and descriptions written for real people (not just stuffed with keywords)?
- ☐ Do you have internal links connecting related blog posts or service pages?

✅ Section 2: Social Media Presence

- ☐ Are your bios consistent across platforms (LinkedIn, IG, etc.) and aligned with your current offers?
- ☐ Are you posting content that speaks to your audience's current challenges, not just selling?
- ☐ Do you have at least one piece of evergreen content (e.g. a pin, reel, or carousel) that performs well regularly?

✅ Section 3: Email Marketing & Lead Gen

- ☐ Do you have a clear freebie/lead magnet to grow your list?
- ☐ Are you sending a welcome email (or sequence) to new subscribers?
- ☐ Is there a clear opt-in form on at least one high-traffic page (like your homepage or blog)?

Ready to go deeper?

Let's untangle your systems together. Book a free 30-minute consult or check out my done-for-you services:

👉 jessicakmurray.com/work-with-me



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✅ **Section 4: Systems & Strategy**

- ☐ Do you have a repeatable way to plan or schedule content (even if it's in a Google Sheet)?
- ☐ Are you using automation tools (like MailPoet, Zapier, or social schedulers) to save time?
- ☐ Can you describe your customer journey—from how someone finds you to how they buy?

✅ **Section 5: Confidence & Clarity Check**

- ☐ Can you explain what you offer in one clear sentence?
- ☐ Do you feel proud (not overwhelmed) when someone visits your website or socials?
- ☐ Are you tracking what works—or just throwing spaghetti at the wall?

💡 **Want help making sense of your results?**

If this checklist lit a fire under you—but you're still not sure what to do next—I can help.

💻 I offer comprehensive audits and done-for-you digital marketing systems that bring clarity, confidence, and conversions.

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