

THE DIGITAL AUDIT

— CHECKLIST —

*Uncovering the current digital
health and gaps to be built upon.*



Your Digital audit

Digital is not something that sits in isolation from the rest of your business technology and tools. It plays a part within a larger ecosystem and the first step we take before we add more to that system is to understand the current system, how it is functioning (or not) and the gaps.

STEP 1: YOUR DIGITAL ECOSYSTEM (CURRENT STATUS)

What is your website currently built on?

WHAT?
.....

ROLE?
.....

GOOD | BAD | OTHER - WHY?

What is your email platform?

WHAT?
.....

ROLE?
.....

GOOD | BAD | OTHER - WHY?

What is your CRM (customer relationship management platform)

WHAT?
.....

ROLE?
.....

GOOD | BAD | OTHER - WHY?

What is your ERP (Finance system)?

WHAT?
.....

ROLE?
.....

GOOD | BAD | OTHER - WHY?

If you have data visualization tools, what are they?

WHAT?
.....

ROLE?
.....

GOOD | BAD | OTHER - WHY?

What social media channels are you active on?

WHAT?
.....

ROLE?
.....

GOOD | BAD | OTHER - WHY?

Are you actively using search (eg: Google) and if so, what are you using (SEO, SEM)?

WHAT?
.....

ROLE?
.....

GOOD | BAD | OTHER - WHY?

Are there any other systems you currently use (eg: logistics, learning etc)?

WHAT?
.....

ROLE?
.....

GOOD | BAD | OTHER - WHY?

Your Digital audit

STEP 2: THE ECOSYSTEM GAPS WHY WHAT NEXT?

-
-
-
-
-

STEP 3: YOUR DIGITAL COMMUNITY (CURRENT STATUS)

Let's check Facebook

ROLE?

GOOD | BAD | NUMBERS:

Let's check Instagram

ROLE?

GOOD | BAD | NUMBERS:

Let's check LinkedIn

ROLE?

GOOD | BAD | NUMBERS:

Let's check Email

ROLE?

GOOD | BAD | OTHER:

Let's check _____

ROLE?

GOOD | BAD | OTHER:

Let's check _____

ROLE?

GOOD | BAD | OTHER:

STEP 4: THE COMMUNITY GAPS WHY WHAT NEXT?

-
-
-
-
-

Your Digital audit

STEP 5: YOUR PARTNER NETWORK (CURRENT STATUS)

Strategic marketing skills

WHO:

YES | NO | LEARNING:

IN-SOURCE | OUTSOURCE:

Video content production skills

WHO:

YES | NO | LEARNING:

IN-SOURCE | OUTSOURCE:

Marketing administration skills

WHO:

YES | NO | LEARNING:

IN-SOURCE | OUTSOURCE:

Web development skills

WHO:

YES | NO | LEARNING:

IN-SOURCE | OUTSOURCE:

Written content production skills

WHO:

YES | NO | LEARNING:

IN-SOURCE | OUTSOURCE:

Web update skills

WHO:

YES | NO | LEARNING:

IN-SOURCE | OUTSOURCE:

Graphic design skills

WHO:

YES | NO | LEARNING:

IN-SOURCE | OUTSOURCE:

IT support skills

WHO:

YES | NO | LEARNING:

IN-SOURCE | OUTSOURCE:

Your Digital audit

Social media skills

WHO:

YES | NO | LEARNING:

IN-SOURCE | OUTSOURCE:

Data analytics skills

WHO:

YES | NO | LEARNING:

IN-SOURCE | OUTSOURCE:

Search engine (SEO/ SEM) skills

WHO:

YES | NO | LEARNING:

IN-SOURCE | OUTSOURCE:

_____ skills

WHO:

YES | NO | LEARNING:

IN-SOURCE | OUTSOURCE:

_____ skills

WHO:

YES | NO | LEARNING:

IN-SOURCE | OUTSOURCE:

_____ skills

WHO:

YES | NO | LEARNING:

IN-SOURCE | OUTSOURCE:

STEP 6: THE PARTNER GAPS

WHY

WHAT NEXT?

- _____
- _____
- _____
- _____
- _____

Your Digital audit

**JOIN THE
UNLOCK + AMPLIFY
PROGRAM**

**FOR LEADERS WHO ARE SEEKING TO UNDERSTAND, UNLOCK + AMPLIFY THE VALUE WITHIN
THEIR BUSINESS TO CONNECT WITH A MARKET IN A MORE MEANINGFUL WAY.**

VISIT WWW.YOURDIGITAL.COACH TO APPLY