

SMALL BUSINESS MARKETING AUDIT

Find the gaps. Fix what matters. Grow with confidence.

A free resource from Launch Marketing Solutions

How to use this audit

Work through each section and mark every item as Good, Fix, or N/A. Be honest. The goal is to find the gaps, not to feel good about where you are right now.

For each item marked Fix, indicate whether it is High or Low priority. At the end of each section, note your score and your single biggest priority. Use the final summary page to see the full picture.

Scoring: Good = 1 point. Fix = 0 points. N/A = not counted. Higher score = stronger foundation.

Business Name: _____

Date of Audit: _____

Website: _____

Completed by: _____

SECTION 1: BRAND AND VISUAL IDENTITY

Does your brand look and feel consistent everywhere?

#	What to Check	Status	Priority
1	Logo is professional and high resolution Do you have a clean vector or high-res version for print and web use?	☐ Good ☐ Needs Fix ☐ N/A	☐ High ☐ Low
2	Logo files are available in multiple formats PNG, SVG, white version, dark version, horizontal and stacked versions	☐ Good ☐ Needs Fix ☐ N/A	☐ High ☐ Low
3	Brand colours are defined and documented Do you have hex codes, CMYK, and Pantone values written down?	☐ Good ☐ Needs Fix ☐ N/A	☐ High ☐ Low
4	Brand fonts are defined and consistently used Same fonts across your website, social, print, and email	☐ Good ☐ Needs Fix ☐ N/A	☐ High ☐ Low
5	Brand is consistent across all touchpoints Website, social profiles, email signatures, print materials, signage	☐ Good ☐ Needs Fix ☐ N/A	☐ High ☐ Low
6	You have a brand style guide or at least a one-pager Something that tells contractors or staff how to represent your brand	☐ Good ☐ Needs Fix ☐ N/A	☐ High ☐ Low

7	Photography and imagery style is consistent Photos feel like they belong together rather than pulled from random sources	☐ Good ☐ Needs Fix ☐ N/A	☐ High ☐ Low
8	Brand voice and tone is defined Is there a written guide for how your brand sounds in copy and messaging?	☐ Good ☐ Needs Fix ☐ N/A	☐ High ☐ Low
9	Your tagline or value proposition is clear and current Does it still accurately reflect what you do and who you serve?	☐ Good ☐ Needs Fix ☐ N/A	☐ High ☐ Low
10	Brand feels appropriate for your target audience Would your ideal customer look at your brand and immediately feel it is for them?	☐ Good ☐ Needs Fix ☐ N/A	☐ High ☐ Low

Notes:

Section Score: ____ / ____

Top Priority from This Section:

SECTION 2: WEBSITE

Is your website working as hard as your business?

#	What to Check	Status	Priority
1	Website loads in under 3 seconds Test with Google PageSpeed Insights. Slow sites lose visitors and rank lower.	☐ Good ☐ Needs Fix ☐ N/A	☐ High ☐ Low
2	Website is fully mobile-responsive Test on your phone. Does everything display and function correctly?	☐ Good ☐ Needs Fix ☐ N/A	☐ High ☐ Low
3	SSL certificate is active (https) Your URL should start with https, not http. Browsers flag unsecured sites.	☐ Good ☐ Needs Fix ☐ N/A	☐ High ☐ Low
4	Your H1 headline clearly states what you do A first-time visitor should know within 5 seconds who you are and what you offer.	☐ Good ☐ Needs Fix ☐ N/A	☐ High ☐ Low
5	There is a clear call to action on every page What do you want visitors to do? Book, call, download, buy? Make it obvious.	☐ Good ☐ Needs Fix ☐ N/A	☐ High ☐ Low
6	Contact information is easy to find Phone, email, or contact form should be accessible from every page.	☐ Good ☐ Needs Fix ☐ N/A	☐ High ☐ Low

7	Navigation is simple and intuitive Can a stranger find what they need in under 3 clicks?	☐ Good ☐ Needs Fix ☐ N/A	☐ High ☐ Low
8	Page titles and meta descriptions are filled in Every page should have a unique, keyword-relevant title and description.	☐ Good ☐ Needs Fix ☐ N/A	☐ High ☐ Low
9	Images have descriptive alt text Alt text helps with accessibility and SEO. Blank alt text is a missed opportunity.	☐ Good ☐ Needs Fix ☐ N/A	☐ High ☐ Low
10	Google Analytics or equivalent tracking is installed You cannot improve what you cannot measure.	☐ Good ☐ Needs Fix ☐ N/A	☐ High ☐ Low
11	Google Search Console is connected Shows how Google sees your site, what keywords bring traffic, and any errors.	☐ Good ☐ Needs Fix ☐ N/A	☐ High ☐ Low
12	There are no broken links or 404 errors Check with a tool like Screaming Frog or Broken Link Checker.	☐ Good ☐ Needs Fix ☐ N/A	☐ High ☐ Low
13	Website copy speaks to your audience's problems Does the copy focus on the customer or mostly on you and your credentials?	☐ Good ☐ Needs Fix ☐ N/A	☐ High ☐ Low
14	There is a lead capture mechanism Form, newsletter sign-up, free download, or booking widget.	☐ Good ☐ Needs Fix ☐ N/A	☐ High ☐ Low
15	Privacy policy and terms are in place Required for most ad platforms and legally important in most regions.	☐ Good ☐ Needs Fix ☐ N/A	☐ High ☐ Low

Notes:

Section Score: ____ / ____

Top Priority from This Section:

SECTION 3: GOOGLE AND LOCAL PRESENCE

Can people find you when they search?

#	What to Check	Status	Priority
1	Google Business Profile is claimed and verified If you haven't done this, it's the single highest-impact free marketing task available.	☐ Good ☐ Needs Fix ☐ N/A	☐ High ☐ Low

2	Google Business Profile is fully completed Name, address, phone, hours, website, services, description, and category all filled in.	☐ Good ☐ Needs Fix ☐ N/A	☐ High ☐ Low
3	Profile photos are current and high quality Cover photo, logo, interior, exterior, team, and product photos where relevant.	☐ Good ☐ Needs Fix ☐ N/A	☐ High ☐ Low
4	Google reviews are actively being collected Do you have a system for asking happy customers to leave a review?	☐ Good ☐ Needs Fix ☐ N/A	☐ High ☐ Low
5	You respond to all Google reviews Both positive and negative reviews should receive a response.	☐ Good ☐ Needs Fix ☐ N/A	☐ High ☐ Low
6	Business hours are accurate and updated for holidays Incorrect hours are one of the most common complaints on Google listings.	☐ Good ☐ Needs Fix ☐ N/A	☐ High ☐ Low
7	Google Posts are being used Regular posts keep your profile active and show up in search results.	☐ Good ☐ Needs Fix ☐ N/A	☐ High ☐ Low
8	Your business appears in relevant local searches Search your main service and city. Do you show up in the map pack?	☐ Good ☐ Needs Fix ☐ N/A	☐ High ☐ Low
9	NAP is consistent across all directories Name, Address, Phone must match exactly on Google, Yelp, Facebook, and other listings.	☐ Good ☐ Needs Fix ☐ N/A	☐ High ☐ Low
10	You are listed in relevant industry directories Houzz, TripAdvisor, Healthgrades, etc. depending on your industry.	☐ Good ☐ Needs Fix ☐ N/A	☐ High ☐ Low
11	Bing Places profile is claimed Often overlooked but still drives meaningful traffic.	☐ Good ☐ Needs Fix ☐ N/A	☐ High ☐ Low

Notes:

Section Score: ____ / ____

Top Priority from This Section:

SECTION 4: PAID ADVERTISING

Is your ad spend set up to actually return results?

#	What to Check	Status	Priority
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1	Google Ads account is set up and verified Business verification and payment method confirmed.	☐ Good ☐ Needs Fix ☐ N/A	☐ High ☐ Low
2	Conversion tracking is properly installed Are you tracking calls, form submissions, or purchases from your ads?	☐ Good ☐ Needs Fix ☐ N/A	☐ High ☐ Low
3	Google Tag Manager is being used Makes tracking setup cleaner and easier to manage.	☐ Good ☐ Needs Fix ☐ N/A	☐ High ☐ Low
4	Campaigns are organized by goal or service Each campaign should have one clear objective.	☐ Good ☐ Needs Fix ☐ N/A	☐ High ☐ Low
5	Ad copy includes a clear value proposition and CTA Why should someone click your ad over the competition?	☐ Good ☐ Needs Fix ☐ N/A	☐ High ☐ Low
6	Negative keywords list is in place Prevents your ads from showing for irrelevant searches and wasting budget.	☐ Good ☐ Needs Fix ☐ N/A	☐ High ☐ Low
7	Ad extensions are set up Sitelinks, callouts, call extensions, and location extensions all improve performance.	☐ Good ☐ Needs Fix ☐ N/A	☐ High ☐ Low
8	Landing pages match ad messaging The page someone lands on should deliver exactly what the ad promised.	☐ Good ☐ Needs Fix ☐ N/A	☐ High ☐ Low
9	Meta Ads account is set up and verified Business Manager, ad account, and Facebook Pixel all configured.	☐ Good ☐ Needs Fix ☐ N/A	☐ High ☐ Low
10	Meta Pixel is installed and firing correctly Required for retargeting and conversion tracking on Meta.	☐ Good ☐ Needs Fix ☐ N/A	☐ High ☐ Low
11	Audiences are defined for Meta campaigns Custom audiences, lookalikes, and interest-based targeting all considered.	☐ Good ☐ Needs Fix ☐ N/A	☐ High ☐ Low
12	Ad creative is refreshed regularly Ad fatigue is real. Creative should be updated at minimum every 4 to 6 weeks.	☐ Good ☐ Needs Fix ☐ N/A	☐ High ☐ Low
13	You review ad performance at least monthly Are you looking at cost per click, cost per lead, and ROAS regularly?	☐ Good ☐ Needs Fix ☐ N/A	☐ High ☐ Low
14	Budget is allocated based on performance data More budget to what works, less to what doesn't.	☐ Good ☐ Needs Fix ☐ N/A	☐ High ☐ Low

Notes:

Section Score: ____ / ____

Top Priority from This Section: _____

SECTION 5: SOCIAL MEDIA

Is your social presence working for your brand?

#	What to Check	Status	Priority
1	All active profiles are fully completed Bio, profile photo, cover image, website link, and contact info on every platform.	☐ Good ☐ Needs Fix ☐ N/A	☐ High ☐ Low
2	Profile and cover photos are on-brand and current No outdated logos, low-res images, or placeholder graphics.	☐ Good ☐ Needs Fix ☐ N/A	☐ High ☐ Low
3	You are posting consistently on your primary platform Consistency matters more than frequency. Pick one or two platforms and show up.	☐ Good ☐ Needs Fix ☐ N/A	☐ High ☐ Low
4	Content mix includes value, not just promotion Educational, entertaining, and community content alongside promotional posts.	☐ Good ☐ Needs Fix ☐ N/A	☐ High ☐ Low
5	You are engaging with comments and messages Social media is a two-way channel. Unanswered comments hurt credibility.	☐ Good ☐ Needs Fix ☐ N/A	☐ High ☐ Low
6	Post captions are on-brand in tone and voice Does your social presence sound like your brand, or like a generic business?	☐ Good ☐ Needs Fix ☐ N/A	☐ High ☐ Low
7	Hashtag strategy is in place Relevant, researched hashtags rather than random or overused ones.	☐ Good ☐ Needs Fix ☐ N/A	☐ High ☐ Low
8	Social profiles link to your website Every platform should have a working link back to your site.	☐ Good ☐ Needs Fix ☐ N/A	☐ High ☐ Low
9	You track social performance monthly Reach, engagement rate, and follower growth at minimum.	☐ Good ☐ Needs Fix ☐ N/A	☐ High ☐ Low
10	You have a content calendar or planning system Even a simple spreadsheet prevents last-minute scrambling.	☐ Good ☐ Needs Fix ☐ N/A	☐ High ☐ Low
11	User-generated content or client features are shared Real clients, real results, real photos build credibility faster than anything else.	☐ Good ☐ Needs Fix ☐ N/A	☐ High ☐ Low
12	Inactive or outdated profiles have been deactivated A dead profile with your business name is worse than no profile	☐ Good ☐ Needs Fix	☐ High ☐ Low

	at all.	☐ N/A	
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Notes:

Section Score: ____ / ____

Top Priority from This Section:

SECTION 6: EMAIL MARKETING

Are you staying top of mind with the people who already know you?

#	What to Check	Status	Priority
1	You have an email marketing platform set up Mailchimp, Klaviyo, ActiveCampaign, HubSpot, or similar.	☐ Good ☐ Needs Fix ☐ N/A	☐ High ☐ Low
2	Your email list is being actively grown Is there a sign-up form on your website and a reason to join?	☐ Good ☐ Needs Fix ☐ N/A	☐ High ☐ Low
3	Your list is segmented by audience or behaviour Different messages for new subscribers, active clients, and lapsed contacts.	☐ Good ☐ Needs Fix ☐ N/A	☐ High ☐ Low
4	A welcome email or sequence is in place New subscribers should receive an automated welcome within 24 hours.	☐ Good ☐ Needs Fix ☐ N/A	☐ High ☐ Low
5	You send emails on a consistent schedule Monthly at minimum. Weekly is ideal for most service businesses.	☐ Good ☐ Needs Fix ☐ N/A	☐ High ☐ Low
6	Subject lines are tested and optimized Are you A/B testing subject lines to improve open rates?	☐ Good ☐ Needs Fix ☐ N/A	☐ High ☐ Low
7	Emails are mobile-optimized Over 60 percent of emails are opened on mobile. Test before sending.	☐ Good ☐ Needs Fix ☐ N/A	☐ High ☐ Low
8	Every email has one clear CTA What do you want the reader to do? Make it obvious and easy.	☐ Good ☐ Needs Fix ☐ N/A	☐ High ☐ Low
9	You track open rates, click rates, and unsubscribes Benchmarks: 20 to 25 percent open rate, 2 to 3 percent click rate for small business.	☐ Good ☐ Needs Fix ☐ N/A	☐ High ☐ Low
10	Your unsubscribe and compliance settings are correct	☐ Good ☐ Needs Fix	☐ High ☐ Low

	CAN-SPAM and CASL compliance. Unsubscribe link must work.	☐ N/A	
11	You are not buying or renting email lists Purchased lists damage your sender reputation and rarely convert.	☐ Good ☐ Needs Fix ☐ N/A	☐ High ☐ Low

Notes:

Section Score: ____ / ____

Top Priority from This Section:

SECTION 7: CONTENT AND SEO

Is your content working to bring in organic traffic?

#	What to Check	Status	Priority
1	You have identified your primary target keywords What does your ideal customer actually type into Google to find you?	☐ Good ☐ Needs Fix ☐ N/A	☐ High ☐ Low
2	Target keywords appear naturally in your website copy Homepage, service pages, and about page should all include relevant keywords.	☐ Good ☐ Needs Fix ☐ N/A	☐ High ☐ Low
3	Each page targets a specific keyword or topic One primary keyword per page prevents your own pages from competing with each other.	☐ Good ☐ Needs Fix ☐ N/A	☐ High ☐ Low
4	You have a blog or insights section on your website Regular content signals to Google that your site is active and authoritative.	☐ Good ☐ Needs Fix ☐ N/A	☐ High ☐ Low
5	Blog content answers real questions your audience asks What do clients ask you in consultations? Those are your best blog topics.	☐ Good ☐ Needs Fix ☐ N/A	☐ High ☐ Low
6	Content is formatted for AEO and featured snippets Answer-first structure, FAQ blocks, and clear headers help AI and voice search surface your content.	☐ Good ☐ Needs Fix ☐ N/A	☐ High ☐ Low
7	You have an lms.txt file or AI readiness strategy Helps AI tools like ChatGPT and Perplexity understand and cite your content.	☐ Good ☐ Needs Fix ☐ N/A	☐ High ☐ Low
8	Internal linking is in place across your website Pages should link to related pages and service pages to build site structure.	☐ Good ☐ Needs Fix ☐ N/A	☐ High ☐ Low
9	You have inbound links from other reputable websites	☐ Good	☐ High

	Backlinks from directories, press, partners, or industry sites improve authority.	☐ Needs Fix ☐ N/A	☐ Low
10	Page load speed is optimized for SEO Core Web Vitals are a Google ranking factor. Check with PageSpeed Insights.	☐ Good ☐ Needs Fix ☐ N/A	☐ High ☐ Low
11	Schema markup is in place where relevant LocalBusiness, FAQPage, and Article schema help search engines understand your content.	☐ Good ☐ Needs Fix ☐ N/A	☐ High ☐ Low
12	You publish content on a consistent schedule One quality post per month is better than a burst of posts followed by silence.	☐ Good ☐ Needs Fix ☐ N/A	☐ High ☐ Low

Notes:

Section Score: ____ / ____

Top Priority from This Section:

SECTION 8: OVERALL STRATEGY

Is your marketing connected to a clear plan?

#	What to Check	Status	Priority
1	You have documented marketing goals for the year Specific, measurable goals tied to business outcomes, not just activity.	☐ Good ☐ Needs Fix ☐ N/A	☐ High ☐ Low
2	Your marketing budget is defined and allocated Do you know how much you are spending and on what each month?	☐ Good ☐ Needs Fix ☐ N/A	☐ High ☐ Low
3	You know your cost per lead Total marketing spend divided by number of leads generated.	☐ Good ☐ Needs Fix ☐ N/A	☐ High ☐ Low
4	You know your best-performing lead source Where do your best clients actually come from? Is your budget aligned with that?	☐ Good ☐ Needs Fix ☐ N/A	☐ High ☐ Low
5	Your ideal customer profile is documented Written description of who you serve best, including demographics and pain points.	☐ Good ☐ Needs Fix ☐ N/A	☐ High ☐ Low
6	Your core marketing message is clear and consistent The same positioning comes through on your website, social, ads, and in person.	☐ Good ☐ Needs Fix ☐ N/A	☐ High ☐ Low
7	Marketing and sales are aligned	☐ Good	☐ High

	Leads generated by marketing are followed up on quickly and consistently.	☐ Needs Fix ☐ N/A	☐ Low
8	You review marketing performance monthly At minimum, look at traffic, leads, and spend once a month.	☐ Good ☐ Needs Fix ☐ N/A	☐ High ☐ Low
9	You have a 90-day marketing plan in place Know what you are working on and why for the next three months.	☐ Good ☐ Needs Fix ☐ N/A	☐ High ☐ Low
10	You are not spreading budget across too many channels Doing two channels well beats doing six channels poorly.	☐ Good ☐ Needs Fix ☐ N/A	☐ High ☐ Low
11	Competitor marketing is reviewed periodically Know what others in your space are doing. Not to copy but to differentiate.	☐ Good ☐ Needs Fix ☐ N/A	☐ High ☐ Low
12	You have a process for collecting client testimonials A system, not just hoping clients remember to leave reviews.	☐ Good ☐ Needs Fix ☐ N/A	☐ High ☐ Low

Notes:

Section Score: ____ / ____

Top Priority from This Section:

AUDIT SUMMARY

Your full picture at a glance

Section	Score	Status	Top Priority
Brand and Visual Identity	____ / ____	☐ Strong ☐ Needs Work ☐ Critical	_____
Website	____ / ____	☐ Strong ☐ Needs Work ☐ Critical	_____
Google and Local Presence	____ / ____	☐ Strong ☐ Needs Work ☐ Critical	_____
Paid Advertising	____ / ____	☐ Strong ☐ Needs Work ☐ Critical	_____
Social Media	____ / ____	☐ Strong	_____

		☐ Needs Work ☐ Critical	
Email Marketing	___ / ___	☐ Strong ☐ Needs Work ☐ Critical	_____
Content and SEO	___ / ___	☐ Strong ☐ Needs Work ☐ Critical	_____
Overall Strategy	___ / ___	☐ Strong ☐ Needs Work ☐ Critical	_____

Top 3 Priorities Across All Sections

1. _____
2. _____
3. _____

What does your score tell you?

80% or above	Strong foundation. Focus on optimization and scaling what's already working.
50% to 79%	Solid base with clear gaps. Prioritize your top three items and work through them systematically.
Below 50%	Significant foundation work needed. This is actually good news. There is a lot of room to grow and quick wins available.

Not sure where to start with your results?

Book a free 30-minute marketing consultation and we will walk through your audit together.

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