

Small Business Marketing Audit Checklist

The 60-point self-audit used by the Hero Team to find growth gaps in under 30 minutes.

How to use it

Score each item Yes / No / Not sure. Every "No" is a growth gap. Focus on sections where you score under 60% first — those are usually the highest-leverage fixes.

1. Website Foundation

- Loads in under 2.5 seconds on mobile (test with PageSpeed Insights).
- Clear H1 including your primary service and city on the homepage.
- One primary call-to-action visible above the fold on every page.
- Phone number and location in the header and footer.
- SSL enabled, no mixed-content warnings, no broken links.
- Mobile-friendly: tap targets $\geq 44\text{px}$, readable body text $\geq 16\text{px}$.

2. Local SEO & Google Business Profile

- Google Business Profile claimed, verified, and 100% complete.
- Primary + secondary categories match your actual services.
- Weekly GBP posts (offer, update, or event).
- At least 25 recent reviews, average rating ≥ 4.6 .
- You reply to every review within 48 hours.
- NAP (Name, Address, Phone) identical across the top 20 citations.

3. On-Page & Technical SEO

- Unique title tag (< 60 chars) and meta description (< 160 chars) per page.
- One H1 per page, semantic H2/H3 structure.
- Alt text on every meaningful image.
- XML sitemap submitted in Google Search Console.
- Schema markup: LocalBusiness, Service, FAQPage, Review where relevant.
- No crawl errors, no 404s from internal links, canonical tags set.

4. Content & Blog

- At least 1 helpful article published per month, targeting a real customer question.

- Every service has a dedicated landing page with unique copy.
- Location pages for each city/neighborhood you serve.
- Internal links from blog posts to service pages.
- Content answers the top 5 questions your sales team hears.

5. Lead Capture & Conversion

- Contact form above the fold, 4 fields or fewer.
- Click-to-call button visible on mobile.
- Lead magnet (guide, checklist, quote) offered on high-traffic pages.
- Thank-you page fires a conversion event (GA4 / Meta / Google Ads).
- Every inbound lead gets an auto-response within 60 seconds.

6. Paid Ads (Google & Meta)

- Conversion tracking verified end-to-end (test lead → CRM → platform).
- Search campaigns split by intent, negatives reviewed weekly.
- Landing page matches the ad headline and offer (message match).
- Meta ads use 3+ creatives per ad set, refreshed every 14 days.
- You know your target CPL and current CPL for each campaign.

7. Email & CRM Automation

- New leads enter a CRM automatically (no manual entry).
- Welcome sequence: at least 3 emails over 7 days.
- Abandoned-quote or no-response follow-up sequence.
- Monthly newsletter to your full list.
- Suppression + unsubscribe compliant (CAN-SPAM / GDPR).

8. Reviews & Reputation

- Automated review-request text/email after every completed job.
- You monitor Yelp, Google, BBB, and industry-specific sites monthly.
- Negative reviews get a public, professional response within 24 hours.
- Best reviews are pulled onto the website with schema markup.

9. Analytics & Reporting

- GA4 installed with enhanced measurement + conversion events.
- Google Tag Manager container with Consent Mode v2.
- Meta Pixel + Conversions API (server-side) firing correctly.
- Monthly dashboard tracking: leads, CPL, close rate, ROAS.
- You know your #1 traffic source and your #1 lead source this month.

10. Social Proof & Brand

- Consistent logo, colors, and tone across web, social, ads, and email.
- Case studies or before/after examples for each core service.
- Active on the ONE social platform your customers actually use.
- Team/about page with real photos — no stock imagery.

Need help fixing what you found?

The Hero Team runs this exact audit for you and installs the fixes — senior-led, transparent pricing, cancel anytime. Get a free analysis at herodigitalmarketingagency.com.

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