



Automotive Digital Marketing Audit Checklist

Website Performance

Assess website speed, mobile-friendliness, and technical SEO.

Page Load Time (Seconds)

Mobile-Friendly Assessment

- ☐ Fully Responsive
- ☐ Partially Responsive
- ☐ Not Mobile-Friendly

Core Web Vitals - LCP (Largest Contentful Paint, Seconds)

Core Web Vitals - FID (First Input Delay, Milliseconds)

Core Web Vitals - CLS (Cumulative Layout Shift, Score)

Enter a number...

SSL Certificate Status

- ☐ Valid
- ☐ Expired
- ☐ Not Installed

SEO Keyword Analysis

Evaluate keyword rankings, search volume, and competitive landscape.

Total Number of Keywords Tracked

Enter a number...

Primary Keyword Research Tool Used

- ☐ Google Keyword Planner
- ☐ SEMrush
- ☐ Ahrefs
- ☐ Moz Keyword Explorer
- ☐ Other

Average Keyword Ranking Position (across top 20 keywords)

Enter a number...

Top 3 Competitor Domains Targeting Similar Keywords

- ☐ Competitor 1
- ☐ Competitor 2
- ☐ Competitor 3
- ☐ Other

List 5 Target Keywords with Highest Search Volume

Write something...

Estimated Monthly Search Volume (for top 3 keywords)

Enter a number...

Content Marketing Review

Analyze blog posts, videos, and other content for engagement and effectiveness.

Total Blog Posts Published (Last 6 Months)

Enter a number...

Average Blog Post Views (Last 30 Days)

Enter a number...

Primary Content Type Focus

- ☐ Blog Posts
- ☐ Videos
- ☐ Infographics
- ☐ Case Studies

Summary of Top-Performing Content (Last 3 Months)

Write something...

Content Distribution Channels Used

- ☐ Social Media
- ☐ Email Newsletter
- ☐ Paid Advertising
- ☐ Dealer Website
- ☐ Third-Party Platforms

Last Content Audit Date

Enter date...

Social Media Presence

Evaluate social media profiles, engagement rates, and follower growth.

Total Followers (All Platforms)

Enter a number...

Average Post Engagement Rate (%)

Primary Social Media Platforms Used

- ☐ Facebook
- ☐ Instagram
- ☐ X (Twitter)
- ☐ LinkedIn
- ☐ YouTube
- ☐ TikTok

Content Pillars (Topics)

- ☐ New Vehicle Spotlights
- ☐ Service Promotions
- ☐ Customer Testimonials
- ☐ Team Introductions
- ☐ Community Involvement

Last Content Audit Date

Paid Advertising Campaigns (PPC)

Review Google Ads, social media ads, and other paid advertising performance.

Daily Ad Spend

Conversion Rate (%)

Enter a number...

Click-Through Rate (CTR) (%)

Enter a number...

Campaign Goal (e.g., Leads, Sales)

- ☐ Leads
- ☐ Sales
- ☐ Brand Awareness
- ☐ Website Traffic

Campaign Platforms (e.g., Google Ads, Bing Ads, Social Media)

- ☐ Google Ads
- ☐ Bing Ads
- ☐ Facebook Ads
- ☐ Instagram Ads
- ☐ LinkedIn Ads

Notes on Campaign Performance

Write something...

Local SEO Optimization

Assess Google My Business profile, local citations, and online reviews.

Google My Business Profile Views (Last 30 Days)

Enter a number...

Google My Business Profile Actions (Calls, Directions, Website Visits)

Enter a number...

Google My Business Category Accuracy

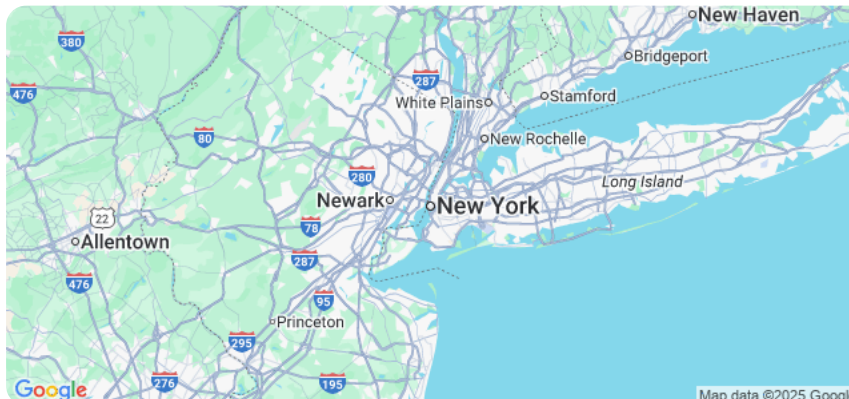
- ☐ Accurate
- ☐ Needs Adjustment

NAP Consistency (Name, Address, Phone)

- ☐ Website
- ☐ Google My Business
- ☐ Yelp
- ☐ Facebook
- ☐ Other Directories

Primary Service Area (Radius in Miles)

[Set My Current Location](#)



Number of Local Citations (NAP Listings)

Enter a number...

Review Response Policy Implemented?

☐ Yes

☐ No

Email Marketing Effectiveness

Evaluate email open rates, click-through rates, and list segmentation.

Average Open Rate (%)

Enter a number...

Average Click-Through Rate (%)

Enter a number...

Conversion Rate (%)

Enter a number...

List Segmentation Strategy

☐ None

☐ Basic (Demographics)

☐ Intermediate (Behavior)

☐ Advanced (Custom)

Email Automation Usage

- ☐ None
- ☐ Welcome Series
- ☐ Abandoned Cart
- ☐ Promotional Campaigns

Describe Email Personalization Efforts

Write something...

Last List Cleaning Date

Enter date...

Website Analytics & Tracking

Verify accurate Google Analytics setup, goal tracking, and conversion monitoring.

Google Analytics Account Verification Status (1=Verified, 0=Not Verified)

Enter a number...

Current Monthly Website Sessions

Enter a number...

Conversion Rate (%)

Enter a number...

Bounce Rate (%)

Enter a number...

Last Google Analytics Goal Configuration Date

Enter date...

Google Tag Manager (GTM) Implementation Status

- ☐ Implemented
- ☐ Not Implemented
- ☐ Partially Implemented

Notes on Data Anomalies or Unexpected Trends

Write something...

Reputation Management & Online Reviews

Monitor online reviews on platforms like Google, Yelp, and DealerRater.

Google Review Score (Current)

Enter a number...

Yelp Rating (Current)

Enter a number...

DealerRater Rating (Current)

Enter a number...

Overall Sentiment (Past Month)

- ☐ Positive
- ☐ Neutral
- ☐ Negative

Summary of Recent Review Trends

Write something...

Date of Last Review Response Audit

Enter date...

Review Response Policy Followed?

- ☐ Yes
- ☐ No
- ☐ N/A

Competitive Analysis

Identify competitor strengths and weaknesses in their digital marketing efforts.

Competitor 1: Overall Digital Presence Strength (vs. Our Business)

- ☐ Much Stronger
- ☐ Stronger
- ☐ About the Same
- ☐ Weaker
- ☐ Much Weaker

Estimated Competitor 1 Website Traffic (Monthly)

Enter a number...

Competitor 1: Key Differentiator (e.g., Price, Service)

- ☐ Price
- ☐ Service
- ☐ Inventory
- ☐ Marketing
- ☐ Other

Competitor 1: Observed Strengths in Digital Marketing

Write something...

Competitor 1: Observed Weaknesses in Digital Marketing

Write something...

Competitor 2: Overall Digital Presence Strength (vs. Our Business)

- ☐ Much Stronger
- ☐ Stronger
- ☐ About the Same
- ☐ Weaker
- ☐ Much Weaker