

	<b>THE DIGITAL STRATEGY AUDIT CHECKLIST</b>
<b>CATEGORY</b>	<b>AREA OF FOCUS</b>
Strategy	Alignment with Corporate Sales, Marketing & Operational Objectives
Strategy	Competitive Benchmarking: Digital Footprint & Reach
Strategy	Competitive Benchmarking: Competitor Ad Spending & Budgets
Infrastructure	Hosting: Setup & Configuration
Infrastructure	Hosting: Performance & Scability
Applications	Content Management System (CMS)
Applications	Baseline Functionality (Forms, Personalization)
Applications	Database / Data Warehouse
Applications	Ecommerce
Applications	CRM / Marketing Technology & Automation
Applications	Custom Applications / Intranet / Extranet
Applications	Community
Applications	Mobile Apps / Mobility
Creative/Design	User Experience
Creative/Design	Branding / Identity
Creative/Design	Website Assets (Imagery, Content, Widgets)
Creative/Design	Rich Media / Video
Promotion	Social Media
Promotion	Search Engine Optimization / Organic Search
Promotion	Pay-Per-Click (PPC) Search Marketing / Paid Search
Promotion	Email Marketing
Promotion	Content Marketing
Promotion	Mobile Marketing
Promotion	Display Advertising
Promotion	Online PR
Analytics	Tool(s) Setup & Configuration
Analytics	Conversion / Goal Tracking
Analytics	Reporting: Business Process
Talent / Skills	Staff Capability Assessment
Vendors	Vendor Mix, Contracts & Performance Assessment

*Source: East Coast Catalyst & ChiefDigitalOfficer.net*