

# THE DIGITAL STRATEGY CHECKLIST 2025

A Diagnostic Framework for Brands Ready to Win Online

## HOW TO USE THIS CHECKLIST

Score yourself honestly across 5 strategic pillars. Each item is weighted by business impact. A score below 70% in any pillar indicates a critical gap. This checklist is proprietary to Mansirana.com — built from 200+ client audits.

## STRATEGY PILLARS COVERED:

<b>01</b> DIGITAL PRESENCE Website, SEO & Discoverability	<b>02</b> CONTENT INTELLIGENCE Strategy, Frequency & AI Leverage	<b>03</b> AUTOMATION MATURITY Workflows, CRM & Lead Nurturing	<b>04</b> DATA & ANALYTICS Attribution, Reporting & Insights	<b>05</b> AI READINESS Adoption, Integration & Competitive Edge
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## SCORING GUIDE:

- 0-40%** CRITICAL — Urgent intervention needed
- 41-69%** DEVELOPING — Structured roadmap required
- 70-89%** PERFORMING — Optimisation phase
- 90-100%** ELITE — Maintain and innovate

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## Digital Strategy Checklist

### PILLAR 01 — DIGITAL PRESENCE & DISCOVERABILITY

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- 1 Technical SEO Architecture Audit**

Site crawlability, Core Web Vitals, schema markup, canonical tags, XML sitemaps and robots.txt are fully optimised for 2025 search algorithms including AI-generated search summaries (SGE).
- 2 Brand SERP Ownership**

You control the top 10 results for your brand name across web, images, news, and video. Competitor conquering is mapped and defensive SEO is in place.
- 3 Local & Hyperlocal Visibility**

Google Business Profile is fully optimised with posts, Q&A, photos updated weekly. NAP consistency verified across 50+ directories. Map Pack rankings tracked.
- 4 Competitor Gap Intelligence**

Monthly analysis of competitor keyword gains/losses, new content, backlink acquisitions and ad spend shifts — using tools like Semrush, Ahrefs and SpyFu in combination.
- 5 Website Conversion Architecture**

Every page has a clear primary CTA, secondary engagement hook, and exit-intent strategy. Heatmaps and session recordings are actively reviewed monthly.

### PILLAR 02 — CONTENT INTELLIGENCE & AI LEVERAGE

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- 6 Content Velocity & AI-Assisted Production**

Publishing cadence is consistent with AI-assisted drafting, human editorial oversight, and brand voice guidelines documented in a living style guide updated quarterly.
- 7 Topical Authority Mapping**

Content clusters built around 5–8 core topics with pillar pages and supporting articles. Internal linking is systematic. E-E-A-T signals (experience, expertise, authority, trust) are embedded.
- 8 Video & Short-Form Strategy**

YouTube, Instagram Reels, and LinkedIn video are part of the content calendar. Each long-form piece is repurposed into 3+ formats via documented SOPs.

## Digital Strategy Checklist

### PILLAR 03 — AUTOMATION MATURITY

- 9 CRM & Lead Scoring System**

All leads are scored automatically based on behaviour, source, and firmographic data. No lead falls through the cracks. Sales team receives hot leads in real time with full context.
- 10 Marketing Automation Sequences**

Email nurture flows, WhatsApp follow-ups, and retargeting audiences are connected. Average lead-to-first-touch time is under 5 minutes across all channels.
- 11 Workflow Automation Audit**

Team uses tools like Make.com or Zapier for at least 10 repetitive tasks. Time saved is tracked monthly. ROI of automation is presented to leadership quarterly.

### PILLAR 04 — DATA & ANALYTICS INFRASTRUCTURE

- 12 Multi-Touch Attribution Model**

You know which channels, campaigns and content pieces contribute to each conversion — not just last-click. GA4 custom funnels, UTM hygiene and CRM attribution are aligned.
- 13 Real-Time Reporting Dashboard**

Leadership has a live dashboard showing CAC, LTV, ROAS, organic traffic MoM, conversion rates by source and pipeline health — updated daily without manual effort.
- 14 Predictive Analytics Adoption**

At least one predictive model is in use: churn prediction, demand forecasting, or lead scoring. Data science capability exists internally or via trusted partner.

### PILLAR 05 — AI READINESS & COMPETITIVE INTELLIGENCE

- 15 AI Tool Stack Audit**

Your team uses AI tools beyond ChatGPT. Custom GPTs, fine-tuned models, or API integrations are in place for at least 3 core business functions. Tool ROI is tracked.
- 16 Prompt Library & AI Governance**

A centralised prompt library exists for marketing, sales, and service teams. AI usage policy is documented. Hallucination risk is managed with human-in-the-loop checkpoints.
- 17 Competitive AI Intelligence Monitoring**

You receive weekly AI-generated intelligence briefs on competitors, market shifts, regulatory changes, and emerging technologies in your sector — fully automated.

## YOUR STRATEGY SCORECARD

STRATEGY DIMENSION	CURRENT	TARGET	PRIORITY
Digital Presence & SEO	__ / 25	25 / 25	HIGH
Content Intelligence	__ / 15	15 / 15	HIGH
Automation Maturity	__ / 15	15 / 15	HIGH
Data & Analytics	__ / 20	20 / 20	MED
AI Readiness	__ / 25	25 / 25	HIGH
<b>TOTAL STRATEGY SCORE</b>	__ / 100	100 / 100	—

## WHAT YOUR SCORE MEANS FOR YOUR BUSINESS

**BELOW 50**

Your digital infrastructure is losing you revenue daily. Competitors are capturing your audience. This requires a structured 90-day sprint with expert guidance — not DIY fixes.

**50-74**

You have a foundation but significant gaps are limiting your growth ceiling. A focused audit will identify the 20% of changes that deliver 80% of results.

**75-89**

You're performing well but the landscape is shifting fast. AI adoption, automation depth and predictive analytics are now table stakes, not differentiators.

**90-100**

Elite performance. The question is no longer 'how do we fix this?' — it is 'how do we stay 18 months ahead of everyone else?' That requires strategic partnership, not tools.

### READY TO CLOSE YOUR STRATEGY GAPS?

Book your FREE 45-min Digital Strategy Session at [mansirana.com](https://mansirana.com)

**We turn your checklist gaps into a funded growth roadmap.**