

FREE DOWNLOAD

10-Point Digital Self-Audit Checklist

Diagnose your digital health in 20 minutes. No agency required.

SCORE GUIDE: 0–40 = Critical | 41–60 = Developing | 61–80 = Performing | 81–100 = Elite
 Rate each of 10 checkpoints 1–10. Total your score. Compare against benchmark. Book a call if under 70.

1

Website Speed & Core Web Vitals

Does your site load under 2.5 seconds on mobile? Are CWV scores in the 'Good' range?

SCORE YOURSELF:

1-2 NOT STARTED
3-4 BASIC
5-6 DEVELOPING
7-8 STRONG
9-10 ELITE

YOUR SCORE:

1

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WHY THIS MATTERS: A 1-second delay reduces conversions by 7%. Google uses CWV as a direct ranking factor since 2021.

2

Google Business Profile Completeness

Is your GBP 100% complete with weekly posts, all services listed, and photos updated monthly?

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WHY THIS MATTERS: Businesses with complete GBPs receive 70% more location visits and 50% more website clicks — free traffic

3

Conversion Rate Benchmarking

Do you know your current website CVR? Is it above the industry average for your sector?

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WHY THIS MATTERS: Most B2B sites convert 1–2%. Optimised sites hit 4–6%. The gap is worth hundreds of thousands annually.

4

Lead Response Time Automation

Is every inbound lead contacted automatically within 5 minutes via email, WhatsApp or phone?

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WHY THIS MATTERS: 78% of B2B deals go to the first company to respond. Manual follow-up loses sales every single day.



Social Media Consistency & Algorithm Alignment

Are you posting 4+ times per week? Is content format aligned to each platform's 2025 algorithm?

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YOUR SCORE:

1 2 3 4 5 6 7 8 9 10

WHY THIS MATTERS: Algorithm-aligned posting delivers 3-5x organic reach vs. inconsistent brands. Format matters more than f



Backlink Profile & Domain Authority

Have you audited your backlinks in the last 90 days? Is your DA growing month-over-month?

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9-10 ELITE

YOUR SCORE:

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WHY THIS MATTERS: Toxic backlinks can cause manual Google penalties. A growing backlink profile is the #1 long-term SEO moa



Marketing Automation Depth

Do you have automated sequences for: new leads, abandoned enquiries, post-purchase, re-engagement?

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YOUR SCORE:

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WHY THIS MATTERS: Teams using marketing automation generate 451% more qualified leads. Manual CRM management is your bigges



AI Tool Adoption & ROI Tracking

Is your team using AI for at least 3 workflows? Are you tracking time/cost saved per tool per month?

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YOUR SCORE:

1 2 3 4 5 6 7 8 9 10

WHY THIS MATTERS: Companies tracking AI ROI invest 2x more in the right tools. Untracked AI adoption creates cost without a



Competitor Intelligence Cadence

Do you receive a monthly briefing on competitor keyword changes, new content, ad spend and positioning shifts?

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YOUR SCORE:

1 2 3 4 5 6 7 8 9 10

WHY THIS MATTERS: Markets shift monthly. Brands without competitor intelligence make strategic decisions 6-12 months behind

YOUR AUDIT SCORE SUMMARY

ADD YOUR SCORES:

#1 Website Speed ____ / 10	#2 Google Business ____ / 10	#3 Conv. Rate ____ / 10	#4 Lead Response ____ / 10	#5 Email Health ____ / 10
#6 Social Media ____ / 10	#7 Backlink Profile ____ / 10	#8 Automation ____ / 10	#9 AI Adoption ____ / 10	#10 Competitor Intel ____ / 10

YOUR TOTAL SCORE: _____ / 100 **BAND:** ■ Critical ■ Developing ■ Performing ■ Elite

Score: 0–40 = Critical | 41–60 = Developing | 61–80 = Performing | 81–100 = Elite

WHAT TO DO WITH YOUR SCORE

- 0–40 CRITICAL** Immediate intervention required. Your digital infrastructure is actively costing you business. A structured 90-day sprint with expert oversight is the minimum investment needed.
- 41–60 DEVELOPING** Strong foundation but dangerous gaps. Your competitors with better automation and SEO are capturing your audience right now. A focused audit reveals the highest-ROI fixes.
- 61–80 PERFORMING** You are executing well but the market is accelerating. AI adoption, predictive analytics and automation depth are the next frontier — and they require expert guidance, not guesswork.
- 81–100 ELITE** You are in rare company. The strategic question is no longer 'how to fix' but 'how to stay 18 months ahead.' That requires a partner, not just tools.

WANT A PROFESSIONAL TO DO THIS FOR YOU?

Book your FREE 45-min Strategy Session at mansirana.com

We deliver a complete 34-point audit with ROI projections and a 90-day roadmap — you execute or we do it for you.