

# Website and Email Marketing Audits

### Audits Ensure Compliance With “Best Practices”

One easy and cost-effective step you can take to improve the results of your online marketing efforts is an audit. The purpose of an audit is to determine the “status quo” of your website or email marketing program in various performance categories, and to assess compliance with “best practices.”

Once the status quo and compliance level are determined, we can recommend appropriate strategies to address any weaknesses and improve results. Each audit culminates in a short written report (a recorded “walk-through” of common website “tasks” is available as an optional extra).

### Website Audit

Among the key areas covered in our website audits are:

- Assessing search engine optimization across multiple performance categories (e.g., inbound links, internal linking structure, keyword and referral traffic, meta-tag composition, etc.)
- Reviewing site architecture to confirm user-friendly navigation (new optional extra: recorded “walk-through” of common website “tasks”).
- Reviewing integration of multimedia and other ancillary marketing tools (e.g., podcasts, video, e-newsletters, etc.).

### Email Marketing Audit

Among the key areas covered in our email marketing audits are:

- Measuring email marketing reputation across multiple metrics that affect deliverability (authentication, IP address and domain reputation, etc. - see screenshot to right).
- Assessing compliance with design and distribution “best practices” that maximize readership, and minimize the impact of technologies such as filters and image blocking.
- Reviewing use of campaign statistics for business development.

### Get Started Today

To sign up for an audit, please contact us today at 866.833.6245 or [sales@elawmarketing.com](mailto:sales@elawmarketing.com).

Identify Your Weaknesses.  
Then Fix Them.

A website or email marketing audit can identify critical weaknesses in your execution, and deviations from “best practices” that are hurting results.

