INSIGHT MARKETING TECH

Digital Marketing Health Check Scorecard

Score 30 criteria across six dimensions of your digital marketing in about 30 minutes, find your band, and leave with a ranked list of the three fixes that matter most.

FREE SELF-SCORING SCORECARD

Marketing Built On Data, Not Guesswork · insightmarketingtech.com

How to use this scorecard

Work through each dimension with the person who knows that area best. Score each criterion honestly using the scale below. When you are unsure, score lower: an unknown is usually a gap.

> **Scoring scale.** 0 = not in place · 1 = ad hoc / inconsistent · 2 = in place and documented · 3 = in place, measured and improved on a schedule

1. Score all 30 criteria (maximum 90 points).
2. Add up each dimension subtotal (maximum 15 per dimension).
3. Find your overall band on the results page.
4. Pick your three lowest-scoring criteria that sit in your two lowest dimensions. Those are your first fixes.
5. Re-score in 90 days using the same people. Progress matters more than the absolute number.

Dimension 1: Strategy and positioning

#	Criterion	What "3" looks like	Score (0-3)
1	Ideal customer profile is written down	A one-page ICP with firmographics or demographics, pains and buying triggers that sales and marketing both use	
2	Value proposition is specific	Homepage and ads state who it is for, the outcome, and why you over the alternative, in plain words	
3	Revenue goal is translated into a marketing target	Revenue target is converted into required leads, pipeline or orders by month	
4	Budget is tied to expected return	Every major budget line has an expected outcome and a review date	
5	Competitive position is reviewed	Competitor messaging, offers and pricing are reviewed at least twice a year	

Subtotal: _____ / 15

Dimension 2: Website and conversion

#	Criterion	What "3" looks like	Score (0-3)
1	Every key page has one primary action	Each high-traffic page has a single clear call to action above the fold	
2	Forms and checkout are short	Only fields you actually use are required; completion rate is tracked	

3	Mobile experience is tested	Top pages and the conversion path are tested on a real phone each quarter	
4	Page speed is monitored	Core pages load quickly on mobile and speed is checked after every release	
5	Conversion tests are run	At least one structured test or improvement per month, with a written hypothesis	

Subtotal: _____ / 15

Dimension 3: Channels and traffic

#	Criterion	What "3" looks like	Score (0-3)
1	Channel roles are defined	Each channel has a stated job (demand capture, demand creation, retention)	
2	Cost per acquisition is known by channel	CAC or cost per lead is calculated per channel from actual spend	
3	Search visibility is managed	Priority keywords are tracked and technical SEO issues are reviewed quarterly	
4	Paid media has guardrails	Budgets, negative keywords/audiences and target CPA or ROAS are set and reviewed weekly	
5	Channel dependency is managed	No single channel produces so much of your pipeline that losing it would stall the business	

Subtotal: _____ / 15

Dimension 4: Content and email

#	Criterion	What "3" looks like	Score (0-3)
1	Content maps to buying stages	Content exists for problem-aware, solution-aware and decision-stage buyers	
2	Email list is growing from owned channels	Opt-ins are captured on site with a clear reason to subscribe	
3	Automated nurture exists	Welcome and follow-up sequences run automatically based on sign-up source or behavior	
4	List hygiene is maintained	Bounces and long-term inactive contacts are handled; deliverability is monitored	
5	Content performance is reviewed	Traffic, engagement and assisted conversions per piece are reviewed monthly	

Subtotal: _____ / 15

Dimension 5: Measurement and analytics

#	Criterion	What "3" looks like	Score (0-3)
1	Conversion tracking is verified	Key conversions fire correctly and are tested after site changes	
2	UTM conventions are enforced	One documented naming convention used on every campaign link	
3	Leads and sales are connected to source	CRM or order data records original and latest source for each customer	
4	There is one agreed dashboard	Leadership looks at the same weekly view with defined metrics	
5	Attribution limitations are understood	The team knows what the current model over- and under-credits, and does not rely on last click alone	

Subtotal: _____ / 15

Dimension 6: Operations and tools

#	Criterion	What "3" looks like	Score (0-3)
1	Tool stack is documented	A list of every marketing tool, its owner, cost and what data it sends where	
2	Integrations are monitored	Form-to-CRM and ad-platform syncs are checked for failures	
3	Campaign process is repeatable	A launch checklist covers tracking, QA, approvals and follow-up	
4	Roles are clear	Every recurring task has a named owner and a backup	
5	Consent and privacy are handled	Consent is captured and stored; unsubscribes and data requests are honored promptly	

Subtotal: _____ / 15

Your results

Dimension	Subtotal (/15)
1. Strategy and positioning	
2. Website and conversion	

3. Channels and traffic	
4. Content and email	
5. Measurement and analytics	
6. Operations and tools	
Total (/90)	

Band	Score	What it usually means	What to do next
Foundational	0-30	Marketing runs on effort and instinct. Results are hard to explain or repeat.	Fix measurement first (Dimension 5), then write the ICP and value proposition. Do not add channels yet.
Developing	31-55	Some things work, but you cannot say reliably why. Spend is hard to defend.	Connect leads and sales to source, set channel roles, and start one monthly conversion improvement.
Established	56-75	A working system with clear gaps. Growth is limited by the weakest dimension.	Target your lowest dimension; introduce a testing cadence and review CAC by channel monthly.
Optimized	76-90	Marketing is measured, repeatable and improving.	Protect what works: document processes, reduce channel dependency, and test new channels with capped budgets.

Your top three fixes

Criterion	Why it matters to us	Owner	Due date

> Scores are only useful if they are honest. A low score is not a failure; it is a list of the work that will return the most. If you want a second opinion on your results, Insight Marketing Tech offers a Digital Marketing Strategy Sprint that starts from this same scorecard.

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