



LittleHunk Digital Marketing Forensic Audit & Capability Diagnostic

 LittleHunk Marketing & Media Agency

A Data-Backed Operational Checklist, Calculation Guide & 90-Day Execution Roadmap for Business Owners.

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Audit Profile & Baseline Info

- **Company / Brand Name:**
- **Primary Website Domain:**
- **Auditor Name / Role:**
- **Audit Execution Date:**
- **30-Day Measurement Window:**
- **Primary Business Model:**



Quick-Start Guide (Read Before Starting)



"If you cannot measure it, you cannot improve it."

You do not need a marketing degree to execute this audit. Everything required is tracked by free tools and standard ad dashboards. Set aside **45 minutes** and complete the diagnostic step-by-step.



Pre-Audit Toolbox (Where to Source Data)

Area Audited	Free Tool / Platform	Access Level Needed
Domain Authority (DA / DR)	Ahrefs Authority Checker / Moz Link Explorer	100% Free (No login required)
Search Impressions & Clicks	Google Search Console (GSC)	Free (Company Google account)
Page Speed & Core Web Vitals	Google PageSpeed Insights (pagespeed.web.dev)	100% Free (Paste landing page URL)
User Heatmaps & Friction	Microsoft Clarity (clarity.microsoft.com)	Free (Web tracking snippet)
Traffic, CVR & UTMs	Google Analytics 4 (GA4)	Free (Standard site analytics)
Paid Ad Channel Metrics	Google Ads & Meta Ads Manager	Business Ad Accounts
Organic Social Growth	In-app Professional Dashboards (IG, LinkedIn, Pinterest)	Business Profiles

Plain-English Cheat Sheet

- **DA / DR (Domain Authority / Rating):** A 1–100 score predicting how likely Google is to rank your site based on backlink trust.
- **Impressions:** The number of times your ad, link, or post appeared on screen.
- **Clicks:** How many users actively clicked through to your landing page.
- **CTR (Click-Through Rate):** $\frac{\text{Clicks}}{\text{Impressions}} \times 100$ Low CTR means your hook, image, or title is not compelling.
- **CPC (Cost Per Click):** The monetary cost billed per individual click.
- **CVR (Conversion Rate):** The percentage of visitors completing your desired goal (purchase, inquiry form, call).
- **Scroll Depth:** How far down the page a visitor reads before exiting (e.g., 50% = half the page seen).
- **Rage Clicks:** When a visitor clicks the exact same button 3+ times in rapid succession because it is frozen or broken.

Pillar 1: Search Engine & Answer Engine Optimization (SEO & AEO)

Core Focus: External domain trust, search engine impressions, commercial keyword capture, and AI visibility.

- ☐ **1.1 Domain Authority (DA) / Domain Rating (DR)**
 - **Tool:** Ahrefs Website Authority Checker / Moz Link Explorer
 - **Benchmark:** 15–30 (Local/Boutique); 35–55+ (Competitive/National)
 - **Current Score:** /
 - **Referring Domains (Backlinks):**
 - **Status:** ☐ Optimised (≥ 35) | ☐ Moderate (20–34) | ☐ Critical Gap (< 20)
- ☐ **1.2 Page Authority (PA / UR) of Top Money Page**
 - **Tool:** Moz Link Explorer / Ahrefs URL Checker
 - **Benchmark:** 25–45+ on primary commercial landing page
 - **Primary Target URL:**
 - **Current PA / UR Score:** /
 - **Status:** ☐ Competitive | ☐ Direct Link Acquisition Needed
- ☐ **1.3 Organic Search Impressions & Clicks**
 - **Tool:** Google Search Console (Performance → Date: Last 28 Days)
 - **Formula:** $CTR = \left(\frac{Clicks}{Impressions} \right) \times 100$
 - **Benchmark:** MoM Growth $\geq 10\%$; Blended CTR: 2.0% – 5.0%+
 - **Total 28d Impressions:**
 - **Total 28d Clicks:**
 - **Blended Organic CTR:** %
 - **Status:** ☐ Growing MoM | ☐ Stagnant / Visibility Decline
- ☐ **1.4 High-Intent Commercial Keyword Positions**
 - **Tool:** GSC / SEMrush / Ubersuggest Rank Tracker
 - **Benchmark:** 5–10 core transactional keywords ranking in positions 1–5
 - **Keywords in Top 3:**
 - **Keywords in Positions 4–10:**
 - **#1 Money Keyword & Rank:**
 - **Status:** ☐ High Commercial Visibility | ☐ Page 2+ (Invisible to buyers)
- ☐ **1.5 AEO & AI Engine Readiness (Perplexity, ChatGPT, SGE)**
 - **Tool:** Google Rich Results Test & AI Search Prompt Queries
 - **Benchmark:** 0 Schema errors; direct brand mention in ≥ 1 AI engine search
 - **Structured Schema Validated:** ☐ Yes | ☐ No / Incomplete
 - **Brand Recommended by AI:** ☐ Yes | ☐ No
 - **Status:** ☐ AEO Ready | ☐ At Risk of AI Disintermediation
- ☐ **1.6 Google Business Profile (GBP) Local Search Footprint**
 - **Tool:** GBP Performance Dashboard (Last 30 Days)
 - **Benchmark:** 4.7+ Stars; 50+ total reviews; 2–4 verified new reviews/month
 - **Star Rating:** ★
 - **Total Reviews:**
 - **New Reviews (Last 30d):**
 - **Customer Actions (Calls, Directions, Website Clicks):**
 - **Status:** ☐ Local Category Leader | ☐ Under-optimised Local Presence

Pillar 2: Paid Acquisition & Performance Marketing

Core Focus: Unit acquisition efficiency, click-through engagement, and creative velocity across ad channels.

2.1 Google Ads Engine (Search, Performance Max, Display)

- Ad Spend (Last 30 Days): [\$ / ₹]
- Total Impressions: [] | Total Clicks: []
- Click-Through Rate (CTR): [%] (Benchmark: Search 4–8%+, PMax 1–2.5%+)
- Average CPC: $\frac{\text{Spend}}{\text{Clicks}} = [\$ / ₹]$
- Tracked Conversions: []
- Conversion Rate (CvR): [%] (Benchmark: Lead Gen 5–12%+, E-com 2–4%+)
- Cost Per Acquisition (CPA / CPL): [\$ / ₹]
- ROAS (Return on Ad Spend): [x] (Benchmark: > 3.0x – 4.5x)
- Status: [] Profitable & Scaling | [] High Clicks / Low Conversions | [] Inactive

2.2 Meta Ads Engine (Facebook & Instagram)

- Ad Spend (Last 30 Days): [\$ / ₹]
- Total Impressions: [] | CPM: [\$ / ₹]
- Outbound Link Clicks: []
- Outbound Link CTR: [%] (Benchmark: > 1.2% – 2.0%+)
- Hook Rate (3s Video Plays / Impressions): [%] (Benchmark: > 25% – 35%+)
- Cost Per Lead (CPL) or Purchase (CPP): [\$ / ₹]
- Status: [] Profitable Scaling Engine | [] Creative Fatigue (High CPM/Low CTR) | [] Inactive

2.3 Custom Third-Party Ad Channel (LinkedIn, Pinterest, TikTok, YouTube)

- Platform Name:
- Spend (Last 30 Days): [\$ / ₹] | Clicks: []
- CTR: [%] | Average CPC: [\$ / ₹]
- Total Conversions: [] | CPA: [\$ / ₹]
- Status: [] Proven Channel | [] Experimental Testing | [] Budget Drain

2.4 Creative Velocity & Testing Cadence

- Net-new ad creatives launched in last 30 days: [creatives] (Benchmark: 3–5 variations/week)
- Active high-performing ad variations running: []
- Status: [] High-Velocity Creative Testing | [] Creative Stagnation (>30 days old)



Pillar 3: Organic Social Media Footprint (Top 3 Channels)

Core Focus: Audience reach, real community engagement, and outbound profile traffic.

Metric / Check	Channel 1: Instagram	Channel 2: LinkedIn	Channel 3: Pinterest / Other
Total Followers / Community			
Net New Followers (Last 30d)			
Monthly Reach (Unique Accounts)			
Monthly Impressions			
Engagement Rate by Reach (ERR %)	%	%	%
Bio Link / Outbound Clicks			
Inbound DMs / Inquiries			
Publishing Frequency	posts/wk	posts/wk	posts/wk
Channel Health Rating	☐ Growth Driver ☐ Plateau / Vanity ☐ Dormant	☐ Growth Driver ☐ Plateau / Vanity ☐ Dormant	☐ Growth Driver ☐ Plateau / Vanity ☐ Dormant

 **Formula:** $ERR = \left(\frac{Likes + Comments + Saves + Shares}{TotalReach} \right) \times 100$

*Industry Benchmarks: Instagram: 2.0% – 5.0%+; LinkedIn: 2.5% – 5.5%+;
Pinterest Pin CTR: > 1.5%*



Pillar 4: Website Conversion Rate Optimisation (CRO) & User Flow

Core Focus: Turning site traffic into revenue and eliminating UX drop-offs.

- ☐ **4.1 Blended Website Conversion Rate (CVR)**
 - **Tool:** GA4 (Reports → Engagement → Conversions)
 - **Formula:** $CVR = \left(\frac{CompletedConversions}{TotalSessions} \right) \times 100$
 - **Benchmark:** E-commerce: 2.0% – 4.0%+; Lead Gen / High-Ticket: 5.0% – 12.0%+
 - **Total Monthly Sessions:**
 - **Total Completed Conversions:**
 - **Blended CVR:** %
 - **Status:** ☐ Optimal (>2.5% E-com / >5% Lead) | ☐ Funnel Leaking Traffic
- ☐ **4.2 Micro-Funnel Drop-Off Points**
 - **E-Commerce Funnel:**
 - Product Page to Add-to-Cart (ATC) Rate: % (Benchmark: 8% – 12%)
 - Cart to Completed Order Rate: % (Benchmark: 30% – 45%)
 - **Lead Generation Funnel:**
 - Form Interaction-to-Submit Rate: % (Benchmark: 65% – 80%)
 - Primary Hero CTA Click Rate: % (Benchmark: 8% – 15%)
- ☐ **4.3 Technical Page Speed & Mobile Vitals**
 - **Tool:** Google PageSpeed Insights (pagespeed.web.dev)
 - **Benchmark:** Mobile Score > 75; Largest Contentful Paint (LCP) < 2.5s
 - **Mobile Performance Score:** / 100
 - **Desktop Performance Score:** / 100
 - **Largest Contentful Paint (LCP):** seconds
 - **Status:** ☐ Fast (<2.5s) | ☐ Borderline (2.5–4.0s) | ☐ Critical Failure (>4.0s)

Pillar 5: Lifecycle Nurturing & Direct Marketing (Email & WhatsApp)

Core Focus: Turning first-time visitors into repeat buyers through zero-ad-cost retention channels.

5.1 Email Marketing Ecosystem

- **Tool:** Klaviyo, Mailchimp, ActiveCampaign, etc.
- **Engaged Active List Size (Active in last 90 days):** []
- **Average Broadcast Open Rate:** [%] (Benchmark: 30% – 40%+)
- **Average Click-to-Open Rate (CTOR):** [%] (Benchmark: 8% – 15%+)
- **Automated Flows Live:**
 - [] Welcome / Brand Onboarding Sequence (3–5 steps)
 - [] Abandoned Cart / Abandoned Lead Form Sequence
 - [] Post-Purchase / Customer Re-engagement Flow
- **Status:** [] Automated Growth Channel | [] Sporadic Manual Blasts | [] Inactive

5.2 WhatsApp Marketing & Direct Messaging Broadcasts

- **Tool:** WhatsApp Business API (Wati, Interakt, AiSensy, etc.)
- **Opted-in Subscriber Base:** []
- **Average Broadcast Read Rate:** [%] (Benchmark: 80% – 92%+)
- **Average Broadcast Link CTR:** [%] (Benchmark: 12% – 25%+)
- **Automated Instant Auto-Reply / FAQ Bot:** [] Yes | [] No
- **Phone Number Quality Rating (Meta):** [] Green (High) | [] Yellow (Medium) | [] Red (At Risk)
- **Status:** [] High Engagement Channel | [] Under-utilized | [] Not Implemented



Pillar 6: Technical Tracking, Behavioral Analytics & Attribution

Core Focus: Data integrity, user session recordings, and attribution precision.

6.1 Heatmaps & Behavioral Friction (Microsoft Clarity / Hotjar)

- **Tool Configured:** ☐ Microsoft Clarity | ☐ Hotjar | ☐ None / Not Tracking
- **Primary URL Audited:**
- **50% Scroll Depth Reach:** % *(Benchmark: > 55% – 65%)*
- **75% Scroll Depth Reach:** % *(Benchmark: > 30% – 45%)*
- **Rage Click Rate:** % *(Benchmark: < 1.0% – 1.5%)*
- **Dead Click Rate:** % *(Benchmark: < 3.0% – 5.0%)*
- **Quick Back Rate:** % *(Benchmark: < 4.0% – 6.0%)*
- **Status:** ☐ Frictionless UX (<1.5%) | ☐ Broken Elements / Misleading UI Detected

6.2 Advanced Engagement Metrics (GA4)

- **GA4 Engagement Rate:** % *(Benchmark: > 55% – 70%+)*
- **Average Engagement Duration:** min : sec *(Benchmark: 45s – 2m+)*
- **90% Scroll Event Trigger Share:** % *(Benchmark: > 25% – 35%)*
- **Status:** ☐ High-Intent Traffic | ☐ Misaligned Ad Targeting / Instant Bounces

6.3 Technical Tracking Infrastructure & Server-Side Setup

- **Google Tag Manager (GTM):** ☐ Single Container Live | ☐ Hardcoded / Fragmented
- **Server-Side Tracking (Cloud GTM / Stape):** ☐ Active | ☐ Browser-Only Pixel
- **Meta Event Match Quality (EMQ):** / *(Benchmark: ≥ 7.0 / 10)*
- **Google Ads Enhanced Conversions:** ☐ Active | ☐ Inactive
- **Status:** ☐ Pristine Data Pipeline | ☐ Signal Loss (Ad Waste Likely)

6.4 Campaign Attribution Cleanliness & UTM Governance

- **Standardized UTM Builder Document in Use:** ☐ Yes | ☐ No / Inconsistent
- **GA4 "Unassigned" Traffic Share:** % *(Benchmark: < 5% – 10%)*
- **Status:** ☐ Crystal-Clear Attribution | ☐ Blind Attribution (>15% Unassigned)



Pillar 7: Brand Search Equity & Social Proof Architecture

Core Focus: Direct brand demand, review acquisition speed, and trust credibility.

- ☐ **7.1 Branded Search Volume (Demand Indicator)**
 - **Tool:** GSC (Performance → Filter queries containing your Brand Name)
 - **Branded Clicks (Last 28 Days):** ☐ ☐
 - **Branded Impressions:** ☐ ☐
 - **MoM Trend:** ☐ Increasing (+10%+) | ☐ Flat | ☐ Declining
- ☐ **7.2 Automated Review & Social Proof Generation**
 - **Formula:** $CaptureRate = \left(\frac{NewReviewsin30d}{CompletedOrdersorClientsin30d} \right) \times 100$
 - **Benchmark:** 5% – 10%+ Review Capture Rate; 100% negative review response within 24h
 - **Review Capture Rate:** ☐ % ☐
 - **Automated Review Request Flow:** ☐ Active via WhatsApp/Email | ☐ Manual / None
 - **Dedicated UGC & Video Testimonial Asset Library:** ☐ Yes (10+ assets) | ☐ No
 - **Status:** ☐ Strong Social Proof Velocity | ☐ Trust Deficit



Master Audit Scoring Matrix

Rate each pillar from **1 to 5** based on your diagnostic results above:

- **1 Point:** Inactive, untracked, or severe drop-offs.
- **3 Points:** Partially active, basic metrics met, but inconsistent or manual.
- **5 Points:** Fully optimised, automated, hitting healthy benchmarks, and tracked weekly.

Marketing Pillar Audited	Your Score (Max 5)
Pillar 1: Search & Answer Engine Optimization (SEO & AEO)	[/ 5]
Pillar 2: Paid Acquisition (Google, Meta, 3rd Ad Channel)	[/ 5]
Pillar 3: Organic Social Media Footprint (Top 3 Channels)	[/ 5]
Pillar 4: Website Conversion Rate Optimisation (CRO & Speed)	[/ 5]
Pillar 5: Lifecycle Nurturing (Email & WhatsApp Broadcasts)	[/ 5]
Pillar 6: Technical Tracking, Clarity Analytics & Attribution	[/ 5]
Pillar 7: Brand Search Equity & Social Proof Architecture	[/ 5]
★ TOTAL MARKETING MATURITY SCORE	[/ 35]

Growth Stage Classification

- **0 – 12 Points (Leaky Bucket Stage):** Marketing is operating blind. Ad budgets are leaking through poor landing pages, tracking is unverified, and content lacks conversion intent.
- **13 – 22 Points (Developing / Early Traction):** One channel is working, but organic search authority, lifecycle nurturing, and creative testing systems are absent.
- **23 – 30 Points (Scaling Growth Engine):** Predictable customer acquisition, solid attribution, and good on-page conversion. Ready to scale spend and secondary channels.
- **31 – 35 Points (Dominant Marketing Machine):** Omnichannel synergy. Paid, organic, and retention systems reinforce each other with compounding brand equity.

90-Day Corrective Action Matrix

Rule: Do not attempt to fix all 7 pillars at once. Identify your **3 lowest-scoring pillars** and focus all resources on them over the next quarter.

Execution Priority	Identified Bottleneck	Current Baseline Metric	90-Day Corrective Target	Action Plan & Tool
Example	<i>Tracking & Mobile CRO</i>	<i>Meta EMQ 4.1; LCP 4.8s</i>	<i>EMQ > 8.0; LCP < 2.2s</i>	<i>Deploy server-side CAPI via GTM; compress hero images</i>
Priority 1 (Days 1–30)				
Priority 2 (Days 31–60)				
Priority 3 (Days 61–90)				



LittleHunk Paid Forensic Audit & Strategy Service



WANT OUR SPECIALISTS TO RUN THIS ENTIRE FORENSIC AUDIT FOR YOU?

Uncovering hidden conversion leaks, testing server-side tracking, and mapping competitor search share requires specialised software and technical expertise.

LittleHunk Marketing & Media Agency provides a comprehensive **Paid Forensic Audit & Strategic Growth Roadmap**:

1. **Complete Technical & Tracking Audit:** Deep inspection of your GA4, GTM, Meta CAPI, and Microsoft Clarity recordings.
2. **Paid Ad & Creative Fatigue Analysis:** Audit of Google & Meta ad structures, unit economics, and hook rate performance.
3. **AEO & Search Landscape Breakdown:** Full backlink profile, competitor share of voice, and AI search presence report.
4. **Prioritised 90-Day Growth Blueprint:** A step-by-step operational roadmap designed to eliminate wasted ad spend and lift conversion rates.



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