

Digital Presence Audit Document

Competitor Name:

Website URL:

Audit Date:

1. Website Overview

Overall Impression:

User Experience (UX):

Key Features & Technologies:

2. Content Audit

Content Type/Topic

- Blog posts
- Videos
- Infographics
- Case Studies
- Other

Frequency/Recency

Quality Observation

3. Search Engine Visibility (SEO)

SEO Factor	Observation
Meta Titles & Descriptions	

URL Structure

Backlinks

Page Speed

Mobile Friendliness

Top Ranking Keywords

Other SEO Observations:

4. Social Media Presence

Platform	Handle/URL	Followers	Content Frequency	Engagement Level
Facebook				
Instagram				
LinkedIn				
Twitter				
Other				

Social Media Strategy Notes:

5. Online Reviews & Reputation

Platform

- Google Reviews
- Trustpilot
- Industry Forums
- Other

Rating & Review Summary

Key Complaints or Praises:

6. Advertising & Paid Channels

Channel	Activity Observed	Comments
Google Ads		

Social Media Ads

Display Ads

Other

7. Strengths, Weaknesses, Opportunities, Threats (SWOT)

Strengths

Weaknesses

Opportunities

Threats

8. Summary & Recommendations

Summary:

Actionable Recommendations: