



HOW TO
YOUR TECH AUDIT
CHECKLIST

WELCOME!

At Boulevard we're on a mission to demystify paid marketing and show you how it can be an effective tool for entrepreneurs in this new digital era. As our world is changing, so is the way in which we market our business.

We believe every digital entrepreneur has the capacity for success, if you ask yourself better marketing questions and apply the tools that will deliver the answers you need to supercharge your growth, maximise conversions and increase sales.

You have everything you need right now at your fingertips to explode your marketing and yield exponential results.

How do we know this?

We are an expert diverse team who eat, sleep, and breathe digital marketing. We have extracted the data from our most successful campaigns to date just for you.

IT'S TIME to implement the tools that will amplify your results and GUARANTEE a profitable, consistent and scalable return on your investment, time and money.

Lets get started !



**JOIN US IN
OUR FACEBOOK GROUP**

The Marketing Hub for Digital Entrepreneurs

[**CLICK TO JOIN**](#)



YOUR TECH AUDIT CHECKLIST

USE THIS CHECKLIST TO AUDIT YOUR TECH AND CONNECT YOUR SYSTEMS IN A COHESIVE WAY.

	YES	NO
Do you have a Facebook Personal Page	<input type="checkbox"/>	<input type="checkbox"/>
Do you have a Facebook Business Page	<input type="checkbox"/>	<input type="checkbox"/>
Do you have a Facebook Business Ads Manager	<input type="checkbox"/>	<input type="checkbox"/>
Do you have a LinkedIn Business Account	<input type="checkbox"/>	<input type="checkbox"/>
Do you have a Instagram Business Account	<input type="checkbox"/>	<input type="checkbox"/>
Do you have a Twitter Business Account	<input type="checkbox"/>	<input type="checkbox"/>
Do you Google Tag Manager Account	<input type="checkbox"/>	<input type="checkbox"/>
Do you have a Google Analytics Account	<input type="checkbox"/>	<input type="checkbox"/>
Do you have a Wordpress website	<input type="checkbox"/>	<input type="checkbox"/>
Do you have a web page builder	<input type="checkbox"/>	<input type="checkbox"/>
Do you have Pixels set up on all your social and web pages	<input type="checkbox"/>	<input type="checkbox"/>
Do you have a privacy, cookie, terms and conditions and GDPR policy	<input type="checkbox"/>	<input type="checkbox"/>
Do you have an automated lead magnet and Sales Funnel	<input type="checkbox"/>	<input type="checkbox"/>
Do you have a CRM system connected to everything	<input type="checkbox"/>	<input type="checkbox"/>
Do you have a payment processing system	<input type="checkbox"/>	<input type="checkbox"/>
Do you have an email system connected to everything	<input type="checkbox"/>	<input type="checkbox"/>
Do you have a follow up sales process	<input type="checkbox"/>	<input type="checkbox"/>



YOUR TECH AUDIT CHECKLIST

Here is a quick Index to help you with your tech and systems audit with language explained.

An **optin page** is any page asking for an email - exchanging an email address for something.

A **pop up** - this is the method by which they enter their email.

An **email system sometimes called a CRM** - This is different from gmail or hotmail - Your CRM stores and allows bulk emailing and automated emails.

01. Pop Up Forms

Do you or your team, for example a VA, have the ability or know-how to add a pop-up form to your optin page, so that it sends the email address to your email system when people sign up?

02. Pixels

Check Your Pixels are on EVERY PAGE of every place - your website, leadpages, click funnel pages, checkouts, calendar bookings.

You can use FB Pixel Checker. It is an extension for a Chrome browser and very useful! Using this extension, on each page of your website, you can click the FB pixel checker icon, and it will tell you if there is a Facebook Pixel, and if so, what kind.

03. Website Check

Check everything on your website is updated (If you have wordpress). Log into your dashboard and you can see how many updates are needed.

Log into your dashboard and you can see how many updates are needed. Then check ALL pages for any broken links and broken image links - on mobile AND desktop.

Do you have an SSL certificate on the page (lock symbol) and have a privacy policy and cookie policy ? The latter two are required to ensure that you are GDPR compliant. If you have any questions about GDPR please reach out, we have a solution for you.

Do you have a Call to Action at the top of your homepage to lead people into your funnel?



YOUR TECH AUDIT CHECKLIST

Your thank you pages are where your warm leads go, and should have an option to bring people further into your brand. There should always be a call to action to enter your community, follow you on social, or for an upsell. Be sure to also test the next step works!

We also recommend using a system that tests your website to make sure its loading properly such as <https://gtmetrix.com/>. You need to make sure your not losing your leads.

04. Check your Funnel

Now your need to test your funnel. When you sign up to your newsletter or lead magnet what happens next?

You are taken to a thank you page

You receive a welcome email

You are entered into a sequence in your email database to be nurtured, or to receive newsletters

What should not happen

- No email appears
- A thank you message instead of a thank you page
- Broken links in emails
- You have no way to track that people have entered your list from that particular sign up

ARE YOU READY FOR THE NEXT LEVEL?



Then join us in our Facebook Group to learn of our Digital Marketing Hacks and get in touch with us about our online and 1-2-1 programs

[OUR ONLINE PROGRAM](#)

[APPLY TO WORK 1-2-1](#)



"Ruth and her team have fully optimised and scaled what's working, returning a 7 x ROI. Huge gratitude to you and I've already been recommending you within my network."

Niyc Pidgeon Hay House Author and Global Speaker