



B2B Tech Company Marketing Audit

Checklist for technology companies

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Built for B2B technology companies (SaaS, IT services, managed services, dev tools, cybersecurity) that know their product is strong but suspect their marketing isn't keeping up. Work through each section and note the gaps. Every gap is a deal you're losing to a competitor with a weaker product but better visibility.

1. Website Credibility

- ☐ You have at least 3 detailed case studies with specific metrics (not just "we helped Company X")
- ☐ Your team page shows real people with real credentials
- ☐ Your site displays security and compliance badges relevant to your market (SOC 2, ISO 27001, HIPAA)
- ☐ You have a clear pricing page or transparent pricing model (not just "contact us for pricing")
- ☐ Your site loads in under 2 seconds (test at pagespeed.web.dev)
- ☐ Product screenshots or demo videos are current and high quality
- ☐ You have a dedicated integrations or partnerships page
- ☐ Your site works flawlessly on mobile

2. Content and Thought Leadership

- ☐ You publish at least 2 blog posts per month
- ☐ Your blog content targets specific problems your buyers face (not generic productivity tips)
- ☐ You have at least one in-depth downloadable resource (whitepaper, guide, or report)
- ☐ Your documentation (if applicable) is public, searchable, and well-maintained
- ☐ You publish original research, data, or benchmarks (not just rehashed advice)
- ☐ Your content addresses all stages of the buyer journey: awareness, research, evaluation, decision
- ☐ Founder or leadership team publishes thought leadership on LinkedIn or industry platforms
- ☐ You have comparison or "vs" pages for key competitors

3. SEO and Visibility

- ☐ You rank on page 1 for at least 5 non-branded keywords
- ☐ Your main pages have optimized title tags and meta descriptions
- ☐ You have a keyword strategy mapped to specific pages (no keyword cannibalization)
- ☐ Your backlink profile includes links from relevant industry sites
- ☐ You have separate landing pages for each use case or vertical you serve
- ☐ Your site has proper technical SEO (schema markup, XML sitemap, canonical tags)
- ☐ You monitor and fix crawl errors monthly via Google Search Console
- ☐ Your PageSpeed score is above 80 on both mobile and desktop

4. AI Search Presence

- ☐ Your company appears when asking ChatGPT, Perplexity, or Gemini "What are the best [your category] tools?"
- ☐ Your website has clear, structured content that AI models can cite
- ☐ You appear in Google's AI Overview for relevant queries
- ☐ Your content includes structured data (FAQ schema, product schema, organization schema)
- ☐ You have strong profiles with recent reviews on G2, Capterra, or TrustRadius
- ☐ Your brand is mentioned in third-party content (articles, forums, industry discussions)

5. Lead Generation

- ☐ You have a clear primary CTA on every page (demo, trial, or sales contact)
- ☐ Your demo or trial signup process takes less than 2 minutes
- ☐ You have at least one lead magnet (guide, tool, calculator, template)
- ☐ You have an email nurture sequence for new leads
- ☐ You track which pages and content drive the most conversions
- ☐ Your forms collect only the information you actually need at that stage

Scoring

Count your checked boxes:

- **25–36 checks:** Strong marketing foundation. Focus on the gaps and invest in AI search presence to stay ahead.
- **13–24 checks:** Mixed results. Some pieces are working, but gaps in visibility or lead generation are limiting growth.
- **0–12 checks:** Your marketing is significantly underperforming. Competitors with weaker products but better marketing are winning deals you should be closing.

Next Step

I work with B2B technology companies that have strong products but underperforming marketing. If your pipeline depends too heavily on outbound and referrals, I can show you exactly where the inbound gaps are and how to close them.

Get in touch: kreative.design/contact/

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