

Your Simple Guide to Conducting Your Own Growth Audit (No Tech Degree Required!)

Here's a straightforward process to conduct your own growth audit: Let's break this down into simple steps that anyone—even if you have no marketing experience—can follow.

1. Know Where You're Going: Define Your Growth Goals

Before you start digging into data, ask yourself: what does growth look like for *your* business right now?

- Do you want more new customers?
- Do you want to keep your existing customers happier and buy more?
- Are you trying to boost your overall revenue?
- Are you aiming to reach a new audience?

Be specific! Instead of saying "grow my business," aim for something like "increase monthly sales by 10% in the next three months."



Key Question: What specific business goals am I trying to achieve?

2. Gather Your Clues: Collect Your Data

Think of your data as the clues that will lead you to the treasure. Here are some key places to look:

2.1. Analyze Your Traffic Sources:

- Where are people finding your business online?
- Where are people coming from to visit my website? (e.g., Google search, social media, ads, other websites, emails)
- Which of these places brings the most people to my website?
- Which of these places brings people who actually become customers?
- Are there places where I'm getting a lot of visitors, but they're not buying anything?
- Are other websites sending people to me? If so, which ones?
- Are my emails bringing people to my website, and are those people becoming customers?



Key Question: Which online places are most helpful for getting new customers?

2.2. Evaluate Your Website Performance (Use Google Analytics):

- How well does your website work for visitors?
- Does my website load quickly? (If it takes more than a few seconds, people might leave.)
- Does my website look good and work well on phones and tablets?
- Are people leaving my website quickly after arriving?
- Are people getting stuck or giving up on a particular page?
- Are the buttons people need to click on clear and easy to find?
- Are people clicking on those buttons?
- What are the most common things people do on my website?
- Which pages do people leave on my website the most?
- Are there any broken links or things that are confusing to use?

 **Key Question:** Is my website making it easy for people to become customers?

2.3. Social Media Insights (Facebook, Instagram, etc):

- How are people interacting with your brand on social media?
- How many likes, comments, and shares are my posts getting?
- Which social media sites send the most people to my website?
- Do people who come from social media actually buy something?
- What kind of posts (like videos, pictures, text) get the most attention?
- Who are the people following me? Are they the people I want to reach?
- What are people saying about my brand on social media?
- Am I using hashtags so new people can find me?
- What are other similar businesses doing on social media?
- Am I using social media to help customers or connect with them?
- If I pay for ads on social media, am I getting good results?

 **Key Question:** Which social media sites are helping me connect with customers and grow my business?

2.4. Your Customer Database (CRM): Information about your customers.

- How much does it cost me to get one new customer?
- How long do customers stay with me and keep buying?
- What kinds of things do my customers buy?
- What problems or needs do my customers have?
- What are the most popular things people buy from me?
- How long does it take for someone to buy something after they first contact me?

- Do my customers come back and buy more than once?
- Are new customers happy with how they start using my product or service?
- Am I grouping my customers based on what they like so I can send them better information?
- Are my customers happy with my business overall?

 **Key Question:** What can I learn from my customers to get more and keep them happy?

2.5. Sales Numbers: Information about what you're selling.

- Are my sales going up or down over time?
- How many people who are thinking about buying actually buy something?
- How much money does the average person spend when they buy from me?
- What are my best-selling products or services?
- Do I sell more at certain times of the year?
- Am I reaching my sales goals?
- How well is my sales team doing (if I have one)?
- Is my process for selling things working well?
- Do I know where my potential customers are coming from?
- How fast is my business growing compared to others?

 **Key question:** What's stopping me from making more sales?

2.6. Marketing Platform Data (If you use them): Information from tools you use for marketing.

- **For Paid Advertising (Google Ads, Social Media Ads):**
 - Are people clicking on my ads?
 - How much am I paying each time someone clicks?
 - Are people buying something after clicking on my ads?
 - Am I making more money from the ads than I'm spending?
 - Which ads and who I'm showing them to are working best?
 - Does my website look good when people click on my ads?
 - Am I showing ads to people who have visited my website before?
 - How do my ads compare to what others are doing?
- **For Email Marketing:**
 - Are people opening my emails?
 - Are people clicking on links in my emails?
 - Are people buying something after getting my emails?
 - Is my list of email subscribers growing?
 - Are people unsubscribing from my emails?
 - Which emails are doing the best?
 - Do my emails look good on phones?

- Am I making my emails personal for each person?
- **For Other Platforms (e.g., SEO tools):**
 - What words are people using to find me on Google?
 - How much free traffic am I getting from Google?
 - Does Google see my website as a good source of information?
 - Are there any technical problems with my website that Google doesn't like?

 **Key question:** Are my marketing tools helping me get more customers and sales?

2.7. What Your Customers are Saying (Feedback, Reviews, Social Mentions):

Understanding what people think about your business.

- What are people saying in their reviews? Are they happy or unhappy?
- What are people saying about me on social media?
- What are people telling me directly through surveys or messages?
- What problems do people keep mentioning?
- Overall, are people happy with my brand?
- How likely are my customers to tell their friends about me?
- Am I responding to what customers are saying, both good and bad?
- Am I using what customers say to make my products or services better?
- Am I sharing good things customers say about me in my marketing?

 **Key question:** What can I learn from what people are saying to make my business better for them?

Now it's your turn! Go through each of these question sections and really dig into the data for your own business and online presence. The more questions you ask and honestly answer, the clearer your current situation will become, and the more obvious your path to growth will be. Remember, these questions are a starting point – feel free to ask even more that are specific to your unique business. Think of this as collecting all the clues you need to uncover the secrets to your business's growth potential!

3. Review Your Content & Messaging

Now, let's look at the clues you've gathered and see what story they tell. Even the best marketing strategy won't work if your message isn't clear, engaging, and relevant. Take a close look at your content and how you're communicating with your audience, focusing on areas like:

- Does your content solve real problems for your audience?
- Are your headlines grabbing attention and making people want to learn more?
- Are you speaking their language, avoiding jargon and using words they understand?
- Are your social media posts sparking conversations and getting people involved, or are they being ignored?

- Why might you be losing your audience? Are they not finding what they need, or is the content not interesting?
- What kind of feedback are you getting (or *not* getting) on your content?

Take a moment to analyze your answers in the previous step and list out the key findings? For example, are you noticing that certain topics resonate more than others, or that your social media engagement is low on a particular platform?

 **Key question:** Is my messaging clear, compelling, and resonating with my target audience?

4. Identify Opportunities and Weaknesses

Datas don't lie, and neither do the insights you've gained from looking at your content and messaging. Now, it's time to combine the data from your analytics platforms (like Google Analytics, social media insights, email open rates, etc.) with the answers you just explored in the previous two steps. This will give you a much clearer picture of what's really happening. Consider questions like:

- Which marketing channels are actually driving sales and contributing to your revenue goals?
- What's your conversion rate across different channels and touchpoints? (How many visitors turn into leads, and how many leads become buyers?)
- Which types of content are getting the most engagement and leading to desired actions (like website clicks or sign-ups)?
- Where are people dropping off in the customer journey, from initial awareness to becoming a loyal customer?
- Are there any patterns emerging from your content review that correlate with your analytics data? For example, does content on a specific topic lead to higher conversion rates?
- Are there any channels or content types that are performing poorly despite significant effort?

 **Key question:** What do the numbers and my previous analysis tell me about what's working well and what's not, and where are the biggest gaps or opportunities?

Based on this comprehensive analysis, pinpoint:

- **What's Working Like Magic (Strengths):** What are you doing really well?
- **Where You're Tripping (Weaknesses):** Where are things not working as well as they should?
- **Hidden Treasures (Opportunities):** Are there any areas you haven't explored or aren't fully utilizing?
- **Potential Storm Clouds (Threats):** What external factors could impact your growth?

A simple way to organize this is with a SWOT analysis (Strengths, Weaknesses, Opportunities, Threats).

5. Develop an Action Plan

Now that you know where the growth is strong and where the roadblocks are, it's time to create a plan to get you there. This is where you outline the specific steps you'll take to address the weaknesses and capitalize on the opportunities you've identified.

- **Prioritize:** Focus on the things that will have the biggest impact on your growth goals.
- **Be Specific:** Outline exactly what you need to do.
- **Set a Timeline:** When will you do these things?
- **Assign Tasks:** Who's responsible for what?
- **Track Your Progress:** How will you know if your plan is working?

6. Implement and Iterate

Start putting your plan into action. But remember, growth isn't a straight line. You need to keep an eye on your data, see what's working, and be willing to adjust as you go. It is a trial and error method.