

The 15-Point Pre-Engagement Audit

Shario - the checklist we run on every website, ad account and CRM before we quote. Run it yourself - you'll know what's broken whether or not you hire us.

Website & technical

- Site loads in under 3 seconds on mobile and passes Core Web Vitals.
- An XML sitemap exists, is submitted, and is current in Google Search Console.
- No orphaned pages, broken internal links, or multi-hop redirect chains.
- SSL is valid and HTTPS is enforced site-wide, with no mixed-content warnings.
- Every page has a unique title tag and meta description - none duplicated or missing.

SEO

- Each primary keyword is mapped to one canonical page - no keyword cannibalisation.
- Structured data (schema.org) is present on key pages and validates cleanly.
- robots.txt and meta-robots tags are reviewed for anything accidentally blocked from indexing.
- The backlink profile is checked for toxic or spammy referring domains.

Paid media & ad accounts

- Conversion tracking fires correctly on every key action - lead form, call click, WhatsApp click.
- No campaigns are structured to compete against each other in the same auction.
- Budget is reviewed against cost per qualified lead, not cost per click alone.

CRM & attribution

- Every lead source is tagged and attributed back to its originating channel in the CRM.
- Lead response time is measured from first enquiry to first contact.
- Monthly reporting is tied to revenue or qualified pipeline, not vanity metrics.

Shario is a founder-led digital marketing agency in Dubai - shario.ae