



WORKBOOK

The Digital Clarity Checklist

A practical review of your website, visibility, brand, content and digital systems, with space to identify your next 90-day priorities.

Created by Avenza Digital

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Your Digital Clarity Review

Work through each section in order, or begin with the area creating the most immediate pressure for your organisation.

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Digital Activity Often Grows in Pieces

A new website page here, a campaign there, another platform, another content request. Each addition may make sense on its own, but the overall experience can become harder to manage and less clear for your audience.

THE PROBLEM	THE SOLUTION
Your website, brand, marketing, content, email and internal systems may be handled separately. Priorities compete, messages drift and important customer journeys develop gaps.	Start with one honest view of the whole digital picture. Agree what matters most, identify the connected issues and focus investment where it will create meaningful progress.
Common signs	What clearer direction creates
• Visitors cannot quickly understand what you offer • Teams repeatedly recreate content and materials • Marketing activity is difficult to measure • Enquiries or sign-ups are lost between systems • Digital work feels reactive rather than planned	• A clearer experience for customers and stakeholders • More consistent messages and visual standards • Better use of content, time and budgets • Stronger routes from attention to action • A manageable plan with named priorities

This workbook gives you a structured starting point. You do not need to have every answer. The value comes from identifying which questions need attention next.

Connected Thinking, Creative Work and Technical Delivery

Avenza Digital helps organisations make their next digital step clearer, then provides the strategy and delivery needed to move it forward.

WHO WE SUPPORT	WHAT WE BRING TOGETHER
Our experience spans public bodies, national organisations, established companies, SMEs, start-ups and community-led teams. We adapt the process to the organisation, its audience and the practical realities of delivery.	Website strategy and development, branding, campaigns, content creation, social media, digital publishing, LMS and course delivery, systems, training and consultancy.
WHY CLIENTS COME TO US	WHERE WE FIT
They may have outgrown a website, inherited disconnected systems, need stronger creative direction, lack internal capacity or want an experienced partner to bring several moving parts together.	The checklist helps diagnose the gaps. Avenza can then shape the plan, deliver the work and support the organisation after launch, with one connected view across strategy, creative and technology.

The aim is practical progress. Clearer priorities, stronger customer journeys and digital work that supports what your organisation is trying to achieve.

A Clear View of Where You Are Now

Use this workbook to identify what is working, what needs attention and which improvements will create the most value. Tick each statement that is already true for your organisation.

- 1

Review honestly

Assess the experience your audience has today, rather than the experience you intend to provide.
- 2

Add your scores

Each section contains eight checks. Your score shows where stronger foundations or clearer priorities may be needed.
- 3

Choose three priorities

Do not try to improve everything at once. Use the final pages to plan three realistic actions for the next 90 days.

What would digital clarity make easier for your organisation?

SECTION 01

Website Foundations

Your website should make the next step clear, work reliably on every device and support the goals of your organisation.

- ☐ 01 Our homepage clearly explains who we help, what we provide and what visitors should do next.
- ☐ 02 The navigation is easy to understand on desktop and mobile.
- ☐ 03 Important pages load quickly and display correctly across current devices and browsers.
- ☐ 04 Every key service or programme has a useful, focused page of its own.
- ☐ 05 Calls to action lead to working forms, booking tools, email or telephone contact options.
- ☐ 06 The site uses clear headings, readable text, descriptive links and accessible colour contrast.
- ☐ 07 Content, plugins, backups and security are reviewed and maintained regularly.
- ☐ 08 Analytics measure meaningful actions such as enquiries, downloads and bookings.

Website foundations score

/ 8

SECTION 02

SEO and Local Visibility

Strong visibility begins with useful content, sound technical foundations and clear signals about your expertise and locations.

- ☐ 01 Each important page has a unique search title and description.
- ☐ 02 Our service pages answer the questions prospective clients actually search for.
- ☐ 03 Our website has a valid XML sitemap and is connected to Google Search Console.
- ☐ 04 We review indexing issues, search queries and organic performance regularly.
- ☐ 05 Our organisation details are consistent across the website, Google Business Profile and directories.
- ☐ 06 Location pages contain genuinely useful local information rather than duplicated generic copy.
- ☐ 07 Relevant pages link to one another in a way that helps visitors and search engines understand the site.
- ☐ 08 Images are compressed, named clearly and supplied with appropriate alternative text.

SEO and visibility score

/ 8

SECTION 03

Brand Consistency

A strong brand system helps every page, campaign and communication feel connected and recognisable.

- ☐ 01 Our visual identity reflects the organisation we are today and the clients or audiences we want to reach.
- ☐ 02 Logo files, colours, typefaces and usage rules are documented and easy for the team to access.
- ☐ 03 Website, email, social media, presentations and printed materials feel visually connected.
- ☐ 04 Our written tone is consistent, clear and appropriate for our audience.
- ☐ 05 Templates exist for frequently produced materials and protect core brand standards.
- ☐ 06 Photography and imagery follow a recognisable direction rather than relying on unrelated stock images.
- ☐ 07 Our key messages explain the value we provide rather than listing services alone.
- ☐ 08 Someone reviews brand consistency before new materials are published.

Brand consistency score	/ 8
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SECTION 04

Content and Social Media

Content should support a defined audience and purpose, whether it is a detailed guide, campaign asset or short-form video.

- ☐ 01 We know which audiences we are creating content for and what each audience needs from us.
- ☐ 02 Our content plan connects to organisational goals, services, campaigns or stakeholder priorities.
- ☐ 03 We balance timely short-form content with useful long-form articles, guides or case studies.
- ☐ 04 Every channel has a clear role, rather than receiving the same content by default.
- ☐ 05 Short-form video is planned around a useful message and includes captions.
- ☐ 06 Our process covers briefing, creation, approvals, publishing and reuse.
- ☐ 07 We have a realistic publishing rhythm that the team can maintain.
- ☐ 08 Performance is reviewed using meaningful measures such as enquiries, saves, clicks and completion rates.

Content and social score

/ 8

SECTION 05

Conversion and Email

A clear visitor journey turns interest into an enquiry, booking, download or ongoing relationship.

- ☐ 01 Each priority page has one clear primary action.
- ☐ 02 Forms ask only for information that is necessary at that stage.
- ☐ 03 Enquiries reach the correct person or system and receive a timely response.
- ☐ 04 We offer a useful next step for visitors who are not ready to enquire.
- ☐ 05 Newsletter consent is clear, recorded and separate from other permissions where required.
- ☐ 06 New subscribers receive the resource or information they requested automatically.
- ☐ 07 Email content is planned to remain useful after the initial welcome message.
- ☐ 08 Downloads, submissions and bookings are tracked as conversions.

Conversion and email score

/ 8

SECTION 06

Digital Systems and Learning

The right systems should reduce friction, support delivery and remain manageable for the people who use them.

- ☐ 01 Our digital tools have clear owners, purposes and documented processes.
- ☐ 02 We avoid collecting the same information manually across disconnected systems.
- ☐ 03 Access levels, passwords, licences and administrator accounts are reviewed regularly.
- ☐ 04 Our learning platform or LMS is structured around user needs and course outcomes.
- ☐ 05 Course content is accessible, current and divided into manageable learning stages.
- ☐ 06 Automations are documented and tested so failures can be identified quickly.
- ☐ 07 Data collection, retention and deletion practices are understood by the relevant team members.
- ☐ 08 We know which systems should be improved, integrated, replaced or retired.

Systems and learning score

/ 8

YOUR RESULTS

Turn the Review into Priorities

Add your six section scores. The number is a prompt for discussion, not a judgement. Pay particular attention to low-scoring items that affect enquiries, trust, accessibility or day-to-day delivery.

0-16	Foundations first	Focus on reliability, clear messaging, working customer journeys and the systems that support delivery.
17-32	Strong opportunities	Your foundations may be in place, but a focused plan can improve consistency, visibility and conversion.
33-48	Ready to optimise	Use performance evidence to refine journeys, improve integration and strengthen the areas with the greatest commercial value.

My total score

Choose the Next Three Actions

Select actions that are specific, achievable and connected to an organisational priority. Name an owner and agree how you will know the work has helped.

PRIORITY 1

Action:

Owner and deadline:

Evidence of progress:

PRIORITY 2

Action:

Owner and deadline:

Evidence of progress:

PRIORITY 3

Action:

Owner and deadline:

Evidence of progress:

NEXT STEP

Would an Expert Review Help?

If the checklist has highlighted several connected issues, Avenza Digital can help you decide what to address first and shape a practical route forward.

Book a Digital Power Hour

A focused paid consultation for a website, marketing, content, LMS or digital delivery challenge. Bring the checklist and leave with clearer priorities and practical next steps.

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Avenza Digital supports organisations across Ireland with websites, branding, content, digital marketing, learning platforms and practical consultancy.

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