

Specification Marketing Audit Checklist

Specification decisions are increasingly influenced online, often long before a sales conversation takes place.

This checklist is designed to help manufacturers assess whether their current digital presence supports modern specification journeys — from discoverability and technical content to lead generation and professional engagement.

Use it as a benchmark to identify strengths, weaknesses and areas for improvement.

Website & User Journey **Tick yes or no**

- | | | |
|---|---|---|
| ☐ Can professional buyers easily navigate your website? | ☐ Is it immediately clear what your products do and where they are used? | ☐ Can architects or specifiers find relevant products quickly? |
| ☐ Is navigation intuitive for external users rather than internal teams? | ☐ Is your website easy to use on mobile devices? | ☐ Are product/application journeys clearly structured? |
| ☐ Is site speed acceptable? | ☐ Are technical downloads easy to locate? | ☐ Is there a clear path to technical support? |

If users struggle to find information quickly, opportunities may be lost early.

Technical Content & Trust **Tick yes or no**

- | | | |
|--|---|--|
| ☐ Are you building confidence with technical audiences? | ☐ Are technical datasheets current and accessible? | ☐ Are certifications easy to locate? |
| ☐ Is compliance information clearly explained? | ☐ Do you showcase relevant accreditations? | ☐ Are installation guides easy to find? |
| ☐ Do you offer specification support resources? | ☐ Are project case studies visible? | ☐ Is technical language clear and audience-appropriate? |

Technical buyers need confidence before engagement. Missing trust signals create friction.

Search Visibility **Tick yes or no**

- | | | |
|---|---|---|
| ☐ Can buyers find you when researching solutions? | ☐ Do you rank for relevant non-branded searches? | ☐ Are competitors more visible than you? |
| ☐ Do you have content aligned to application-led searches? | ☐ Are your product pages optimised properly? | ☐ Is technical content indexable? |
| ☐ Are key landing pages SEO-friendly? | ☐ Do you understand how buyers search? | |

If buyers cannot find you, competitors may influence decisions first.

Want an expert view?

Book a Specification Marketing Audit with Smart Marketing Works and we'll help identify practical opportunities for improvement.

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Specification Marketing Audit Checklist

LinkedIn & Professional Visibility Tick yes or no

- | | | |
|---|---|---|
| ☐ Are you visible where professional audiences spend time? | ☐ Is your LinkedIn presence active and consistent? | ☐ Are you posting useful professional content? |
| ☐ Does your content build authority? | ☐ Are you reaching architects or specifiers strategically? | ☐ Is LinkedIn part of your lead generation plan? |
| ☐ Are you using paid targeting? | ☐ Are you building remarketing audiences? | |

LinkedIn is often underused in specification-led sectors.

Lead Generation & Conversion Tick yes or no

- | | | |
|--|--|--|
| ☐ Are you turning visibility into commercial opportunity? | ☐ Is there a clear CTA for technical enquiries? | ☐ Can buyers request support easily? |
| ☐ Are downloadable resources capturing leads? | ☐ Do you have nurture journeys in place? | ☐ Are forms simple and functional? |
| ☐ Are technical teams easy to contact? | ☐ Are you measuring conversion activity? | ☐ Do you have any follow up to lead generation? |

Traffic alone does not create growth. Conversion pathways matter.

Commercial Alignment Tick yes or no

- | | | |
|--|--|--|
| ☐ Is your marketing supporting business growth? | ☐ Does marketing support your sales team? | ☐ Are you reducing reliance on distributors? |
| ☐ Is marketing creating proactive demand? | ☐ Can you measure lead quality? | ☐ Are digital channels supporting longer buying journeys? |

Specification marketing should support commercial outcomes, not just awareness.

How did you score?

Mostly YES

Strong foundations, but there may still be opportunities to improve visibility and conversion.

Mostly NO

Your digital presence may be costing you specification opportunities.

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