Digital Inventory Checklist

Step 1: Document Every Digital Asset

Website

Landing pages

Thought Leadership content

Downloadable resources

Case studies

Email campaigns and templates

CRM workflows and automation

LinkedIn profiles and company page

Paid advertising campaigns

Digital brochures & decks

Analytics platforms

Lead capture forms

Step 2: Evaluate Each Asset

Relevance: Is the messaging current and aligned with your positioning?

Performance: Is it generating traffic, engagement, or leads?

Credibility: Does it reflect the quality and authority of your business?

Integration: Does it connect clearly to your other platforms?

Step 3: Identify Gaps

Missing calls to action

Inconsistent messaging

Disconnected systems

Outdated design or Lack of brand consistency

Lack of analytics tracking

Underutilized content

Step 4: Prioritize Action

What should be **updated immediately?**

What should be **retired?**

What should be **integrated?**

What new assets need to be **created?**