

# ONLINE MARKETING AUDIT AND WEBSITE USABILITY AUDIT TOOLS

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## **Abstract**

***Purpose of the article:** Currently, promotion on the Internet, including that on social media sites, is becoming current, but also the creation of websites for any individual company, each of which has clearly defined objectives. Starting from the new trends of digitization and those of coverage, many agencies have also been established that offer website creation and online promotion or digital marketing services.*

***Methodology:** To thoughtfully paint the elements diagnosed in an online marketing audit, including in a website, we focused our attention on the components of a website audit and identifying the reasons why customers visit a website.*

***Conclusions:** In the same way, we analyzed the possible gaps of the sites identified through online marketing audits.*

***Keywords:** marketing audit; website; audit tools*