The 15-Minute Marketing Audit

For travel advisors who know their marketing needs attention and don't know where to start. Set a timer, check what's working, and find your first fix.

3 min

Google yourself

Look at what a traveler sees when they search for you.

- [ ] Search your name and your business name.
- [ ] Your website and social profiles show up.
- [ ] Your phone, email, hours, and location are correct.
- [ ] Your Google Business Profile shows up, if you have one.

2 min

Check your Instagram bio

Someone should get it in about five seconds.

- [ ] It says who you help and what kind of travel you plan.
- [ ] Your link works and goes somewhere useful.
- [ ] It tells people how to start planning with you.

2 min

Check your Facebook Page

People do look here to see if you're still in business.

- [ ] Your description, contact info, and website link are current.
- [ ] Your cover photo reflects the travel you sell today.
- [ ] You posted within the last few weeks.

2 min

Click your website links

Broken links lose people who were ready to talk to you.

- [ ] Your inquiry form works. Send yourself a test.
- [ ] Your social icons and links go to the right place.
- [ ] The site is easy to read and use on your phone.

1 min

Look at your profile photos

Travelers book with people they feel they know.

- [ ] Your photo is clear, current, and looks like you.
- [ ] You use the same photo or logo across your profiles.

2 min

Scroll your last 9 posts

Would you hire you based on these?

- [ ] At least a few show your own knowledge, not just supplier graphics.
- [ ] Someone can tell what kind of trips you specialize in.
- [ ] Your personality comes through.

2 min

Find your top posts

Look past likes. Saves, shares, and messages tell you more.

- [ ] You know which recent post got the most saves, shares, or messages.
- [ ] You can name one thing it did well that you can do again.

1 min

Check for a next step

People won't guess what you want them to do.

- [ ] Your recent posts tell people what to do next, like send a message, ask a question, or start an inquiry.

Now pick one fix

Don't try to fix it all this week. Choose what could help the most and start there.

Want help with what you found?

Here's where I'd start, based on what your audit turned up.

STUCK ON GOOGLE?

Google Visibility Blueprint

A guide to help more travelers find you on Google.

STARING AT A BLANK SCREEN?

Travel Matchmaker AI Prompt Handbook

Turn your FAM notes into content that still sounds like you.

BRAND LOOK ALL OVER THE PLACE?

Semi-Custom Brand Kits

A polished brand personalized for your travel business.

WANT ANOTHER SET OF EYES?

One-on-One Coaching

An hour with me on your audit, questions, or next steps.

Going on FAM trips?

The Insider Vault helps you turn those trips into content and future bookings. It's for active FAM Insiders and advisors from select FAMs where I've taught marketing. **See how to get access**