



TO-DO CHECKLIST

A pre-season audit guide for multifamily & homebuilder marketing teams

1 Refresh Ad Creative

- Audit all running ad creative – flag anything 60+ days old
- Schedule new lifestyle & unit photography if needed
- Update copy to reflect current pricing, availability & positioning
- Cross-check all creative sizes against latest platform specs (Meta, Google, programmatic)
- Replace renderings with real photography for delivered communities

2 Audit Year-Over-Year Analytics

- Pull year-over-year traffic by source in GA4
- Compare conversion rates across all landing pages
- Check for Direct traffic anomalies (possible UTM or tracking gaps)
- Verify UTM parameters are consistent across all campaigns
- Flag GA4 attribution issues – paid traffic misreporting as Direct

3 Review Platform Optimization Scores

- Review Google Ads Optimization Score & recommendations
- Audit Quality Scores – flag keyword/ad/landing page misalignment
- Check Meta Delivery Insights for underperforming ad sets
- Review bid strategies – are they still aligned with campaign goals?
- Identify paused campaigns that should be active

4 Audit Your Media Mix

- Pull lead & lease source data from your CRM
- Compare lead volume by channel vs. budget allocation
- Realign spend toward highest-converting channels
- Identify channels driving traffic but not conversions
- Document attribution gaps and build a plan to resolve them

5 Review Best Practices

- Audit Google Ads keyword match types & negative keyword lists
- Check Meta campaign structure for algorithm alignment
- Review social media content calendar – is cadence consistent?
- Confirm Fair Housing compliance across all ad targeting
- Verify campaign naming conventions are standardized

6 Optimize Landing Pages

- Test page load speed on mobile and desktop
- Confirm landing page messaging matches corresponding ad creative
- Shorten or simplify lead forms where conversion data supports it
- Review CTAs – are they clear, specific, and action-oriented?
- Ensure paid traffic is not routing to the generic homepage

7 Build an A/B Testing Plan

- Identify 1-2 variables to test per channel (headline, CTA, image)
- Confirm test audience size is sufficient for statistical significance
- Set a defined timeline and success metric for each test
- Document baseline performance before launching any tests

8 Lean Into GEO & AI Discoverability

- Search for your community in ChatGPT, Perplexity & Google AI Overviews
- Audit content structure for AI extractability (headers, FAQs, entities)
- Ensure brand info is consistent across all platforms AI tools reference
- Build or refresh authoritative content: neighborhood guides, market data
- Add GEO KPIs to reporting: AI citation rate, visibility score

9 Schedule a Complimentary Strategy Consultation with the P11 Team

- Call 714.641.2090 or email info@P11.com