

# Keep, Tweak, or Trash: Digital Clean Up Checklist

A simple self audit to help you decide what to keep, tweak, or trash.

Your digital presence is often the first place people experience your brand before they book a call, make a referral, sign up, donate, apply, or buy.

Over time, even strong brands can start to feel slightly out of sync online. A service page may no longer reflect your current work. A call to action may point to an old priority. A social bio may not capture where your organization is now.

Small gaps like these can create friction, weaken trust, and make it harder for people to know what to do next.

## How to use it

For each row, choose one option:

**Keep** = still accurate, clear, and aligned.

**Tweak** = needs a small update or clearer next step.

**Trash** = outdated, broken, confusing, or no longer relevant.

Use the notes line to capture the next action, owner, link, or priority.

## Core Brand Touchpoints

Area to Review	Keep	Tweak	Trash	Notes / next action
Homepage headline				
About page				
Services or Programs page				
Contact page				
Main call to action				
Social media bios				
LinkedIn company page				
Email signature				

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## Don't just stop at the obvious pages.

Your homepage, About page, and services may shape the first impression, but the supporting details often determine whether someone keeps moving forward. Continue your review below, then use the action section to identify your top priorities.

### Supporting Digital Touchpoints

Area to Review	Keep	Tweak	Trash	Notes / next action
Blog posts or resources				
Testimonials or case studies				
Landing pages				
Online forms				
Newsletter signup				
Newsletter layout				
Broken links				
Image loading or alt text				
Accessibility basics				

## Action Plan

Look for the updates that will create the most clarity and reduce the most friction. Start with the items that affect trust, user experience, or someone's ability to take the next step.

**Top update 1:** \_\_\_\_\_ **Biggest friction point:** \_\_\_\_\_

**Top update 2:** \_\_\_\_\_ **Quickest win:** \_\_\_\_\_

**Top update 3:** \_\_\_\_\_ **Needs a deeper strategy:** \_\_\_\_\_

## Need support turning your audit into action?

At Innovate By Day, we help values led organizations clarify their message, strengthen their digital presence, and create online experiences that build trust.

**Tap or click here to Contact Innovate By Day and start the conversation.**