



Audit your brand

BRIGHTLY BRANDED™

First, gather a visual representation of your business. This includes digital and physical. A good way to pull digital references is using screen shots of the first thing a visitor sees. Block out some time, and be ready to be honest along with take a step back and allow yourself to be critical of your business.

I've designed this Audit Workbook to be printer-friendly as well. I encourage you to print out the following pages to mark up on your audit and save to reference and measure your progress in the coming months.

Rate each listed below with a range of 1-5. **1: Needs improvement — 5: Satisfied with performance**

SOCIAL MEDIA

Presence

1 **2** **3** **4** **5**

Consistency

1 **2** **3** **4** **5**

Use of available features (like stories, lives, IGTV)

1 **2** **3** **4** **5**

Tagging & Hashtag use

1 **2** **3** **4** **5**

Engagement?

1 **2** **3** **4** **5**

Timely responsiveness

1 **2** **3** **4** **5**

Facebook Group participation

1 **2** **3** **4** **5**

Seek opportunities to tag and interact with complimentary accounts

1 **2** **3** **4** **5**

WHAT TO FOCUS ON

LOGO

Consistent use in appropriate application according to logo style guide

1 **2** **3** **4** **5**

Responsive Logo

1 **2** **3** **4** **5**

Ability to apply your logo clearly in all necessary uses

1 **2** **3** **4** **5**

Unique Identifier? Your logo remains different from your competition.

1 **2** **3** **4** **5**

Clear and understood by your market

1 **2** **3** **4** **5**

Application to collateral & signage

1 **2** **3** **4** **5**

Dated or trendy logo?

1 **2** **3** **4** **5**

Appeals to your target market

1 **2** **3** **4** **5**

WHAT TO FOCUS ON

WEBSITE

Your home page of your website (before you scroll or tap anywhere) clearly demonstrate what your business is about

1 **2** **3** **4** **5**

Bounce Rate demonstrates visitors are engaged

1 **2** **3** **4** **5**

Google Analytics, Facebook Pixel & Pinterest Verification all in action?

Yes **No**

Photograph Quality

1 **2** **3** **4** **5**

Easy to navigate

1 **2** **3** **4** **5**

Email collection strategy

1 **2** **3** **4** **5**

Social links included on your contact page and/or footer?

1 **2** **3** **4** **5**

Content Copy

1 **2** **3** **4** **5**

WHAT TO FOCUS ON

Rate each listed below with a range of 1-5. **1: Needs improvement — 5: Satisfied with performance**

DETAILS

Business name

1 2 3 4 5

Clear Offers/Products

1 2 3 4 5

Contracts/Admin experience

1 2 3 4 5

Ease for prospect to take next step

1 2 3 4 5

Consistent URL and social handles?

1 2 3 4 5

PERSONALITY

Voicemail greeting

1 2 3 4 5

Staff/Team

1 2 3 4 5

Personal style

1 2 3 4 5

Over-delivering?

1 2 3 4 5

Copy tone

1 2 3 4 5

Email signature

1 2 3 4 5

CONNECTION

Industry resources

1 2 3 4 5

Target marketing strategy

1 2 3 4 5

Industry event attendance

1 2 3 4 5

Industry Facebook Group participation

1 2 3 4 5

Email Campaign/Newsletter

1 2 3 4 5

Advertising strategy

1 2 3 4 5

VISUALS

Design consistency

1 2 3 4 5

Seasonal campaign

1 2 3 4 5

Signage consistency

1 2 3 4 5

Visual consistency

1 2 3 4 5

Color consistency

1 2 3 4 5

WHAT TO FOCUS ON

Plan & Proceed

If you'd like this done-for-you, I offer Brand Audits with a valuable perspective as an outsider to your business with fresh eyes.

Email me for your brand audit:

Amie@BrightlyBranded.com

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