



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.

SOCIAL MEDIA

Presence: Are you on the appropriate platforms?

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

Consistency: Are you showing up?

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: Are you experiencing engagement from followers?

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

Timely responsiveness: Are you returning engagement promptly?

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: Does your logo scale ladybug size to dinosaur size clearly?

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

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

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

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

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

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.

You'll receive a visual recap of your current impression along with a recap of your strengths & weaknesses and suggestion on what to focus on to improve your brand.

Email me for your brand audit:

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