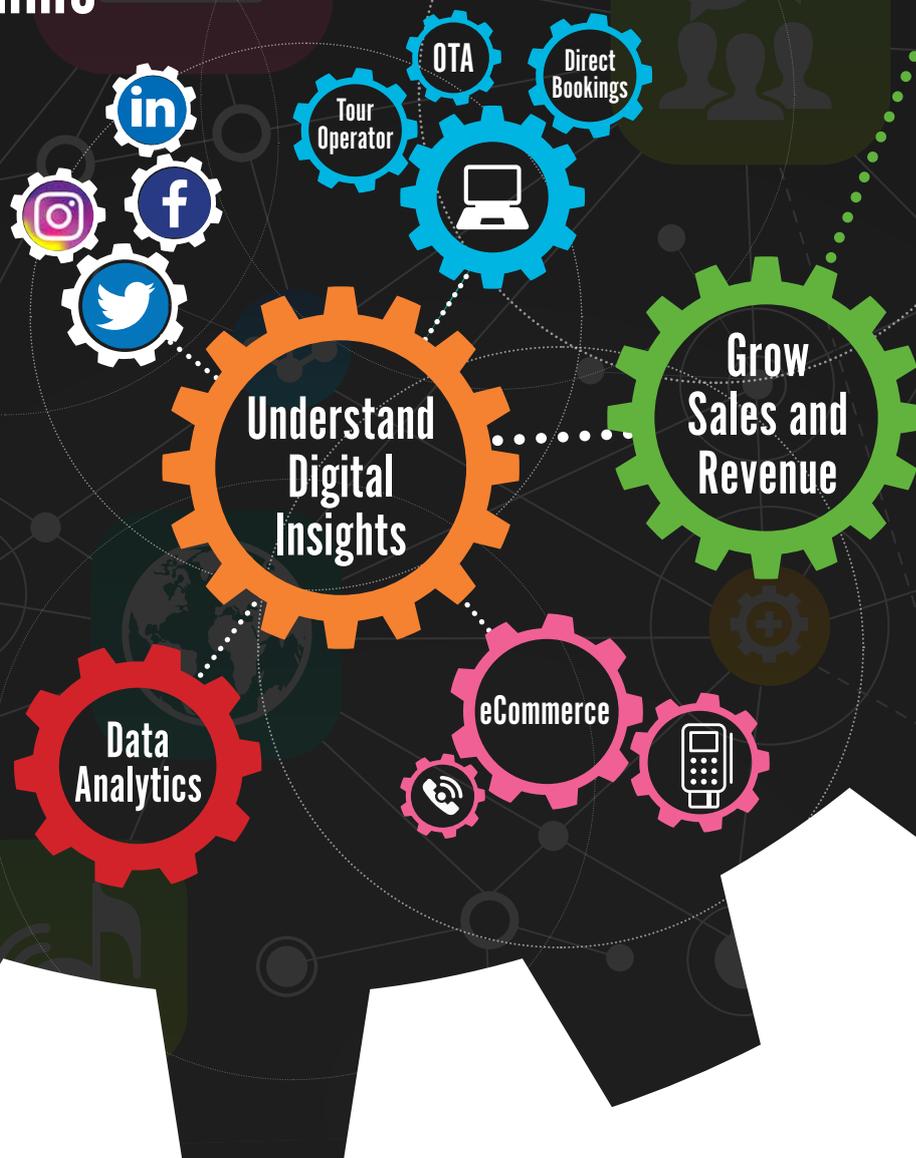


Part of the
**Digital Performance
Improvement
Programme**



BRANDING AUDIT CHECKLIST

BRANDING AUDIT CHECKLIST

Your branding has a strong impact on your revenue potential so it's important to have everything in place.

As Jeff Bezos (founder of Amazon) said – **“Your brand is what people say about you when you’re not in the room”** and when someone finds you online you are not in the room!

This checklist will help you evaluate your branding from a consumer perspective.



Question	Details
Is there a relevant logo consistent across all channels?	Your logo is part of your brand's identity. A unique and well-designed logo will give people an idea of what your brand is about (<i>especially if it is associated with a snappy tagline</i>).
Is it obvious that your website follows a branding style guide?	A branding style guide outlines the design styles you use consistently throughout your website. You could have multiple typefaces, different logo variations, etc. but once decided, ensure it is used consistently throughout your website. <ul style="list-style-type: none"> ■ Typography - This section shows what is acceptable in terms of font, font weight for normal body text and headers. ■ Colour guide - It includes the main colours and related complementary colours that can be used. ■ Logo - Quite often you need different variations of the logo because it needs to look equally well on different backgrounds.
Does the website appear as a top result when you search for your brand name?	Ideally, you want to dominate the search results with your brand name. But, at a minimum, your name should appear first in search results.
Is it clearly stated what the business does and why they are different (<i>ie. value proposition</i>)?	This is generally (<i>but not always</i>) covered in the banner of your website. Ideally, you will have a strong tagline and an accompanying description that incorporates your unique selling proposition.



Question	Details
Is there consistent on-brand messaging throughout the site?	<p>Consistent messaging on your website is all about repeating what's important to remember about your brand.</p> <p>It's things like your values, goals and positioning.</p> <p>The idea is to have these appear in the About Us page, in your testimonials, case studies, etc.</p>
Do testimonials/case studies back up what your brand is about?	<p>Imagine if you sold premium priced products but the quality was higher than competitors.</p> <p>Naturally, you would want to see something along those lines in your testimonials and would ask your customers if they thought the product was worth the extra money.</p> <p>So, you talk about premium products on your website but then you also back this up with relevant testimonials.</p>
What do people say about the brand online?	Your brand reputation means a lot so it's important to track this online.
What is the trend in relation to brand searches?	As you do more promotion the volume of brand related searches should go up. This is available to review through Google Analytics.
What about the copy on the website?	<p>You'll want to evaluate:</p> <ul style="list-style-type: none"> ■ Does the copy on your website reflect the brand tone of voice? ■ Does your content tell the brand story (<i>blogs, descriptions etc</i>)? ■ Is a similar tone used across all digital channels (<i>website to ezine and social captions</i>)?
What about visual aesthetics?	<p>You'll want to evaluate:</p> <ul style="list-style-type: none"> ■ Does the imagery and video on your website reflect the brand aesthetic? ■ Do they visually communicate your story? ■ Do you have a similar look and feel across all digital platforms from your website to social channels and ezines?

