

THE 10-POINT BRAND AUDIT CHECKLIST

Is your brand ready to attract and convert the right clients?
Find out in 5 minutes.

How to use this checklist

Read each of the 10 points. Tick the box if your brand genuinely meets that standard – be honest with yourself. Count your ticks at the end and read your score. Each point = 1 point. **9-10:** Brand-ready | **6-8:** Needs polish | **0-5:** Let's talk – urgently.

IDENTITY & VISUAL BRAND

1

You have a professional logo

Your logo is high-resolution, works in colour and black & white, and genuinely reflects your brand personality. It looks considered – not like a free template.

2

Your brand has a defined colour palette

You use 2-4 consistent brand colours across all touchpoints. Your audience could recognise your posts in a feed without seeing your name.

3

You use consistent fonts across all content

You have 1-2 typefaces and apply them on your website, social graphics, proposals, and emails. Inconsistent fonts are one of the fastest ways to look unprofessional.

ONLINE PRESENCE & WEBSITE

4

Your website reflects your current brand

Your site looks like it was built in the last 2-3 years, loads quickly, and feels consistent with your social presence. Outdated websites lose visitors in under 3 seconds.

5

Your homepage has a clear call to action

Visitors know exactly what to do next – book a call, send an enquiry, or explore your services. There's no confusion about the next step within 5 seconds of landing.

6

Your site is mobile-friendly and fast

Over 60% of web traffic is mobile. Your site adapts to all screen sizes and loads in under 3 seconds. If it doesn't, you're losing real leads every single day.



SOCIAL MEDIA & CONTENT

7

Your social media profiles are complete and on-brand

Your LinkedIn, Instagram, and Facebook profiles have a professional logo or photo, a clear bio explaining who you help and how, and a link to your website.



8

You post consistent, valuable content

You publish at least 2-3 times per week. Your posts educate, inspire, or entertain your target audience — not just promote your services. Consistency builds trust.



STRATEGY & MESSAGING

9

Your brand messaging speaks directly to your ideal client

Your website, social bio, and content use the language of one specific audience — their pain points, desires, and goals. Brands that speak to everyone often connect with no one.



10

You have a clear process for turning enquiries into clients

When someone reaches out, you have a defined response, a discovery process, and a clear service offering ready. A strong brand without a clear sales process leaks revenue.



0-5

Needs urgent attention

Your brand may be losing you clients. Let's talk.

6-8

Needs polish

A few gaps are holding you back. Let's find the quick wins.

9-10

Brand-ready

Strong foundations. Let's amplify your reach.

Ready to close the gaps?