

# Brand Audit Checklist

## Audit Your Website



### Homepage Messaging

- Your homepage should immediately communicate who you are and what you offer. Keep the message short, clear, and aligned with your brand's values and voice. Visitors should understand your purpose within seconds.



### Design Consistency

- Fonts, colors, and imagery must match your brand style. Inconsistencies can confuse visitors and weaken trust. Stick to a defined palette and typography across all pages.



### Usability

- Test navigation menus, mobile responsiveness, and loading speed. If users struggle to find information or if pages load slowly, rethink your site's structure. Mobile experience is especially critical since most traffic comes from smartphones.



### Content Freshness

- Outdated blog posts, broken links, or irrelevant offers make your brand look neglected. Regularly update content and redirect old URLs to new ones to avoid frustrating visitors.



Why is brand building essential? [Find out](#)



# Brand Audit Checklist

## Audit Marketing Collateral



### Digital assets

- Review PDFs, presentations, and guides. They should be easy to read, concise, and consistent with your brand messaging. Include links that drive people back to your website.



### Print materials

- Business cards, brochures, flyers, and signage should all use the same fonts, colors, and design style as your digital materials. This ensures a seamless brand experience.



### Consistency check

- Logos, taglines, and tone of voice must be uniform across all collateral. Even small differences can dilute your brand identity.



### Alignment

- Make sure materials reflect your current positioning and audience needs. As customer pain points evolve, your collateral should evolve too.



When is it time for a rebrand? [Find out](#)



# Brand Audit Checklist

## Audit Social Media Presence

- ☐ **Profile branding**
  - Logos, bios, and cover images should be consistent across platforms. This helps people recognize your brand instantly.
- ☐ **Content review**
  - Evaluate tone, visuals, and posting frequency. Use analytics to identify what resonates most with your audience, and maintain a consistent look and feel.
- ☐ **Engagement**
  - Respond promptly to comments and messages. Authentic, conversational replies build trust and encourage ongoing interaction.
- ☐ **Alignment**
  - Posts should reflect your brand's values and personality. If your brand is professional, playful, or inspirational, your content should consistently show that.



Our 7 Branding Tips  
for Building Credibility.  
[Get The List](#)



# Brand Audit Checklist

## Audit Email Marketing



### Templates

- Fonts, colors, and layouts should match your brand style. A consistent design reassures readers they're hearing from you.



### Subject lines

- Keep them aligned with your brand voice. Whether formal or casual, subject lines should feel authentic to your brand.



### Content

- Emails should be clear, concise, and consistent with your messaging. The tone should match what you use in other marketing pieces.



### Segmentation

- Personalize emails for different groups. Tailored content increases relevance and engagement.



### List management

- Keep your email list clean. Remove bounced addresses and inactive subscribers. Segment lists to deliver more personalized content and improve deliverability.



How do you create a strong brand voice?  
[Find out](#)



# Need Some Branding Help?

Can I be honest with you? I'm sick and tired of B2B companies getting crappy, half-assed marketing from other agencies - *but we're here to change the game*. We actually want to see companies like yours succeed and get the passionate, detailed, and focused marketing they deserve.

Stop wasting money on marketing agencies that don't care about your success! Invest in passionate marketing by Emerald.

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