

Mini BRAND AUDIT

#1: Gather Your Brand Visuals

Take screenshots of the key visual pieces of your brand.

- Logo
- Website: home page
- Main product graphics
- Social Media profiles:
 - Facebook
 - Twitter
 - Pinterest
 - Instagram
 - YouTube
 - LinkedIn
 - Google+
 - Other social media
- Video: intros/outros
- Newsletter graphics
- Printed Materials (biz cards, brochures)
- PDF Docs
- Your most recent blog post images
- Your most recent social media images

Put all the pieces together so they are easy to see as a whole: upload screenshots to a secret board on Pinterest or place screenshots into a Word/Pages/Google doc and shrink to fit on one or two pages.

#2: Gather Your Brand Messages

Copy and paste your written brand messages into a Word/Pages/Google doc or Evernote.

- Tagline (from website)
- About Page
- Contact Page
- Blog: titles of last 10 blog posts
- Facebook: about blurbs on personal and business pages
- Twitter: about blurb
- LinkedIn: about blurb
- Instagram: about blurb
- YouTube: about blurb
- Google+: about blurb
- Pinterest: about blurb
- Other social media profiles
- Social media profiles: content of last few posts

#3: Evaluate Visuals + Messages As a Unit

BRAND VISUALS: Using your website as the standard, evaluate how well each visual piece of your brand matches your overall brand style (logo, colors, fonts, images).

BRAND MESSAGES: Evaluate how consistently you've used your tag line, titles, descriptions, url, contact information, etc across all the pieces you've gathered.

Take notes and make a list of the pieces that are out of alignment with your brand.

#4: Decide Your Priorities

- Decide which pieces of your branding need to be adjusted.
- Rank those pieces by priority. What tweaks will make the most impact?
- Decide which tweaks you want to DIY and put time in your calendar over the next few weeks to do those.
- Decide which tweaks you can outsource and decide on your timeline for getting those completed.