
Brand Audit Template

Consider & decide on strategy

Business name:

Huckberry

Briefly describe what your brand does?

Huckberry sells outdoor gear and men's apparel for outdoor living.

What will be analyzed during this brand audit process?

We will be analyzing the following:

- SEO performance
- Competitors
- Customer & Employee surveying
- Web analytics

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Define your target customer:

Our target customer consists of men who enjoy outdoor adventures, from hiking to fishing. Our target customer is located in the United States and is between 24 and 35 years old.

How do you want to be perceived in the eyes of your target customers?

We want our customers to see us as the "go-to" brand for all their outdoor gear and apparel. Not only do we want to be perceived as a store, but we want our customers to view us as a community of guys who share their outdoor adventures with one another.

What are your brand's short-term and long-term goals?

Our short-term goal is to increase sales by 40% for the current year.

Our long-term goal is to onboard 30% more suppliers & products to our product catalog.

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What is your brand's vision?

Huckberry's vision is to become the leading supplier of men's apparel and outdoor gear.

What is your brand's mission?

Huckberry's mission is to equip and awaken the inner explorer & adventurer in all men.

What are your brand's values?

Our values:
-Honesty
-Staying true to your roots
-Discovery

Who are your competitors?

Our top competitors are:
-The North Face
-Patagonia

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Consider & decide on strategy

What are your brand's strengths?

- We've got a large community of men who are engaged in our brand's social content.
- We don't have any physical retail expenditures, we're fully online.

What are your brand's weaknesses?

- We aren't as established as our main competitors.
- Our product selection isn't as wide as our competitors.
- We don't have our own private label brand.

What do you think sets your brand apart from its competitors?

- We only support and stock local brands based in the United States.

Brand Audit Template

Evaluate brand marketing assets

Website URL:

www.huckberry.com

Add your logo here:

The logo for Huckberry, featuring a stylized tree icon to the left of the word "Huckberry" in a bold, sans-serif font.

Does your current logo reflect your intended brand messaging?

Yes

Does your website & logo color scheme reflect target brand messaging?

Yes

Does website typography reflect target brand messaging?

Yes

Brand Audit Template

Evaluate brand marketing assets

Does your website copy speak your audience's lingo?

Yes

Do you have content that is useful to your target audience?

Yes

Do your print advertisements reflect your brand's voice?

Not applicable

What improvements can you make to your visual branding?

None, our visual branding is on-point.

Brand Audit Template

Review social and web analytics

List the top 5 traffic sources:

-Google search -Email
-Facebook -Reddit
-Referrals

What are the audience demographics of people visiting your website?

Our current visitors consist mostly of males located in the US (87%) and Canada (13%). Visitors are between the ages of 27 and 32.

What is your overall landing page conversion rate?

0.9%

Which landing pages are performing the best?

<https://huckberry.com/store/shop/proof-the-rover-pant>
<https://huckberry.com/store/shop/flint-and-tinder-flannel-lined-waxed-trucker>
<https://huckberry.com/store/shop/flint-and-tinder-10-year-collection>
<https://huckberry.com/store/shop/flint-and-tinder-365-pants-plus-shorts>
<https://huckberry.com/store/greys>

Brand Audit Template

Review social and web analytics

What is the average bounce rate?

65%

What is the average dwell time?

2.5 minutes

Which web content is getting the most traffic?

Our blog content about adventures is getting the most traffic. Content on food & drinks, style, and wellness isn't performing good.

Which social media content is getting the most engagement?

Our social content giving explainer videos on how our products work is getting the most likes, shares and comments.

Brand Audit Template

Review social and web analytics

Which social media content is sending the most traffic to your website?

Our social media video content about mountain climbing and camping is sending the most traffic to our site.

What can you do to improve social media performance?

Focus on producing more video content about our unique products, maybe give a backstory to the product.

What can you do to improve SEO performance?

- Add meta tags to pages that don't have
- Optimize Core Web Vitals
- Remove duplicate H1 tags
- Reduce total page file size

Brand Audit Template

Create a customer survey

What do customers think of your brand?

Our customers love our unique product selection & our support for local vendors.

What common words have customers used to describe your brand?

- Adventurous
- Earthy
- Honest

In the eyes of your customers, what problem does your brand solve?

Our customers state that we help them find the right gear for the right occasion, whether that be hiking, fishing, camping or rock climbing.

Brand Audit Template

Create a customer survey

In the eyes of your customers, what can you do to improve your products and services?

Our customers have stated that we should try to improve our delivery time.

Would customers recommend your brand to family & friends?

Yes, mostly.

Brand Audit Template

Survey employees

What do employees think of your brand?

Our employees think that our brand solves a problem in a unique way - by curating the best, local products for outdoor adventures.

What common words have employees used to describe your brand?

-Conscious
-Honest
-Humble

According to employees, what are the reasons customers buy from your brand?

Our employees think that customers buy from us because of our targeted brand messaging and visual storytelling.

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Survey employees

According to employees, how can you improve your products or services?

Our employees think that we should try to expand our product selection, without confusing our customers with too much product variety. They think we should add new product lines.

According to the employee survey, what things can you implement to improve your brand's positioning?

Our employees think that we should focus more on video content, more specifically on YouTube video content. They feel that we should add more content on how our products are being used in real-life applications.

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Evaluate competitors

Why are people buying from your competitors?

We think people are buying from our competitors because most competing brands have already established businesses in the industry.

What are your competitor's strengths & weaknesses?

Competitor strengths are that most of them have their own private label and produce/manufacture the items themselves.

Secondly, our competitors seem to be able to deliver products in a shorter timeframe than us.

Brand Audit Template

Evaluate competitors

How is your competitor's SEO performance?

Our competitor's SEO performance is good.

Many of them are ranking in the top position for our target keywords & have SEO optimized sites.

What are your competitors' top ranking content?

TheNorthFace:

-<https://www.thenorthface.com/journal/2017/hike-in-camping.html>

-<https://www.thenorthface.com/journal/2016/biology-of-running.html>

Brand Audit Template

Evaluate competitors

What keywords are they targeting?

north face jacket
north face vest
north face outlet
north face backpack

What are your competitors' top performing social content?

Best performing social content is about outdoor adventures showcasing the functionality of their products.

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Make a decision based on your findings

What are the most immediate things you can do to improve your brand? By what time should these be completed?

We can start producing more YouTube video content and perform conversion rate optimization on our landing pages that aren't performing as well. We should try to complete these actions by the next quarter.

What are the biggest opportunities to differentiate your brand?

In order to differentiate our brand, we should focus on selling a broader range of local products.

Brand Audit Template

Monitor and review progress

(to be completed before next brand audit)

How has your brand's performance improved? Has it declined?

Will be reviewed with next brand audit...