
Brand Audit Template

Consider & decide on strategy

Business name:

Briefly describe what your brand does?

What will be analyzed during this brand audit process?

Brand Audit Template

Consider & decide on strategy

Define your target customer:

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

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

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Consider & decide on strategy

What is your brand's vision?

What is your brand's mission?

What are your brand's values?

Who are your competitors?

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Consider & decide on strategy

What are your brand's strengths?

What are your brand's weaknesses?

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

Brand Audit Template

Evaluate brand marketing assets

Website URL:

Add your logo here:

Does your current logo reflect your intended brand messaging?

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

Does website typography reflect target brand messaging?

Brand Audit Template

Evaluate brand marketing assets

Does your website copy speak your audience's lingo?

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

Do your print advertisements reflect your brand's voice?

What improvements can you make to your visual branding?

Brand Audit Template

Review social and web analytics

List the top 5 traffic sources:

What are the audience demographics of people visiting your website?

What is your overall landing page conversion rate?

Which landing pages are performing the best?

Brand Audit Template

Review social and web analytics

What is the average bounce rate?

What is the average dwell time?

Which web content is getting the most traffic?

Which social media content is getting the most engagement?

Brand Audit Template

Review social and web analytics

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

What can you do to improve social media performance?

What can you do to improve SEO performance?

Brand Audit Template

Create a customer survey

What do customers think of your brand?

What common words have customers used to describe your brand?

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

Brand Audit Template

Create a customer survey

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

Would customers recommend your brand to family & friends?

Brand Audit Template

Create a customer survey

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

Brand Audit Template

Survey employees

What do employees think of your brand?

What common words have employees used to describe your brand?

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

Brand Audit Template

Survey employees

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

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

Brand Audit Template

Evaluate competitors

Why are people buying from your competitors?

What are your competitor's strengths & weaknesses?

Brand Audit Template

Evaluate competitors

How is your competitor's SEO performance?

What are your competitors' top ranking content?

Brand Audit Template

Evaluate competitors

What keywords are they targeting?

What are your competitors' top performing social content?

Brand Audit Template

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?

What are the biggest opportunities to differentiate your brand?

Brand Audit Template

Monitor and review progress

(to be completed before next brand audit)

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