

2022

# Brand Audit Explained

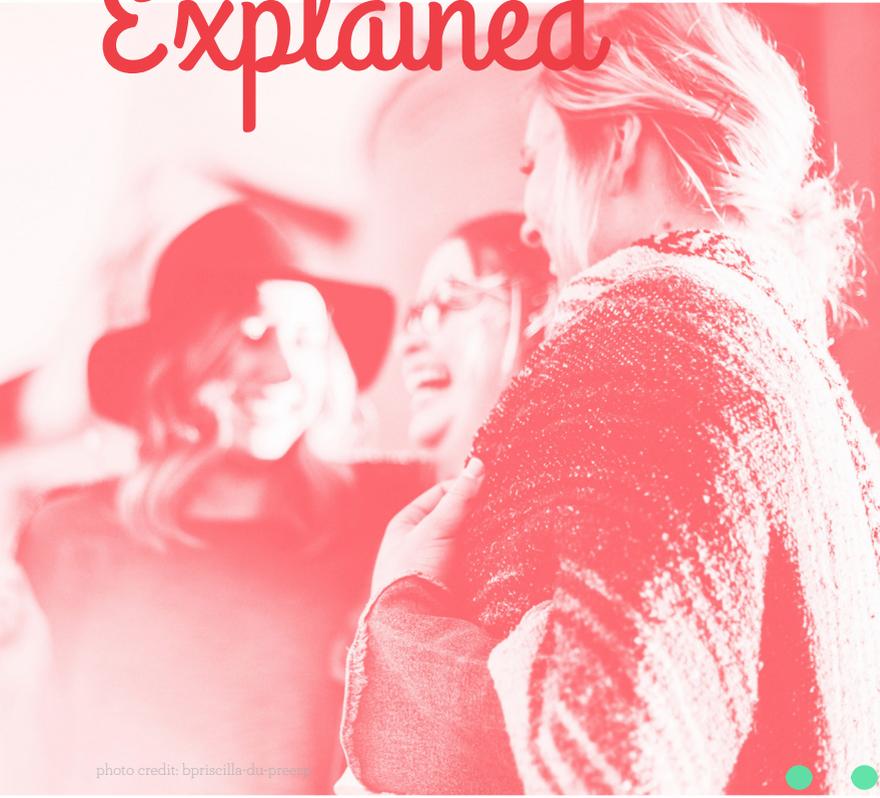


photo credit: bpriscilla-du-preez



# Hello!

First and foremost, **I am so glad you are here.** My multifaceted business (Graphic Design, Web Design, Email Design and Marketing) has given me the opportunity to team up with some great people, and there is nothing I love more than a great collaboration and to see a business grow.

This guide gives a taster of content covered in a Brand Audit, and information you need in order to decide if you want to work with me (which, would be AMAZING!)

To help with digital marketing jargon in this guide I have created a glossary of the key terms, which is available on my website here.

Now let's dive in to what to expect from a Brand Audit and why it's important.

*with gratitude,  
Claire*



# Brand Audit

## What to Expect & Why it's Important

My Brand Audit is a health check of your website, social media, and marketing, to ensure it's speaking to your audience and presents the highest integrity of your brand, as well as checking for the right content. It's a dive deep into your Brand Integrity, how this portrays and how to improve aspects, and ways to do it.

This works cohesively with your business and checks the important factors on your channels that affect visibility in search engines, i.e. Google.

It's an affordable way of adding value to the way you market yourself. It's perfect for an existing brand but you want to ensure it's working as well as possible for you.

You will receive a detailed report of my findings and recommendations, tailored to your business.

” *CH9 did a Brand Audit for my business, it was brilliant! I was given a report with some great feedback and clever ideas to improve my business, things that I would never have thought of or been able to do myself. Really impressed, such a valuable experience, exceeded my expectations - Dogs First*

# SEO & Analytics

Google scans your website which has an impact on how well it ranks in searches.

These elements form the basis of Search Engine Optimisation (SEO) If this is poor, and with page errors, this will affect your Google ranking:

- Keyword Research
- Content Creation
- Backlinks
- Follows
- SERPS
- Title Tags
- Meta Descriptions

My Brand Audit reports these findings, shows where your website is currently ranking, with solutions to get you back on track.

Your website, Google and Social Media platforms all have built-in analytics tools to help you review key metrics of your data and audience i.e. your customers.

This helps you to understand the purpose of each of your channels and measure their effectiveness.

My Brand Audit will take an observational view of your accounts and provide evaluation on the performance for your digital marketing and how this contributes to your business strategy and marketing objectives.



# Strategy

Are you clear about your company strategy? I ask for this information at the start of the Brand Audit as the marker to assessing your website, social media channels and marketing.

With a clear business strategy, I can highlight areas in the Brand Audit to set business objectives for your website, blog, email marketing and social media activity, and to ensure they're interlinking as the benefits will help your online presence.

This will also steer you to create better content and direction to optimise your following.

Your company strategy can be a short paragraph that describes your business including your approach and why, company values, the services you offer, where you are based and the locations offered, and where you want to expand - offline and online. For example, you may have a strategy to build awareness through the website and the metric (how it is measured) is through visits, follows and shares.

It may also be that your main focus on your website is to drive leads and sales which converts through website clicks, direct purchases and signs ups.



# Brand Integrity

*Your brand's integrity online is so important, how your logo presents, font and colour selections, photography, video, and the tone of voice of content. The Brand Audit will point out anomalies and provide key takeaways and steps to fix those.*

## Brand Logo

Ensuring your brand logo appears correctly and consistently across websites, email outputs, social media channels and marketing materials is imperative.

Each online platform requires a different dimension for logos to appear optimally. Logos appearing incorrectly can distract and gives the wrong impression.

To fix this, you will need to customise the size to the platform specification. This may mean changing the logo design layout by creating a new version to display horizontally or vertically.

*The smallest layout is for a Favicon - the small icon that sits on the tab of the website. Whats App is pretty dinky too!*



# Content Creation

*Here's a taster of aspects that the Brand Audit covers with recommendations for marketing yourself and your brand.*

## Written Content

Written content needs to be authentic, keywords need to have descriptive contextual clues, and to be more humanistic through storytelling. Google's algorithms work this way.

## Graphics

You can hire a Graphic Designer to create graphics, infographics or photos with font overlays to showcase your brand and bring personality to your website and tech ecosystem. Graphics especially work well when you want to showcase products or services, as visuals are a better way to digest information online than reading lots of text.

## Video

Video is the best storytelling device and has the most emotional response giving your brand personality. Video boosts SEO, engages users with your content, keeps visits to your website longer, and is a great way to encourage specific buying actions from your users.

*63% of people remember engaging stories, and the content you create for the website is how Google measures this for ranking ~ PRSA*



## Photography

It's imperative to have high resolution photography on the website. It improves user engagement and having unique content builds trust.

Create visual content for the website to show off you and your team, business, location, and surrounding areas which your customers know and love, this sets you on the path to achieve your mission.

You could hire a professional photographer to capture your brand story and services, or download some free ones available for Personal and Commercial Use from sites like *Unsplash* and *Pexels*.

*If you do use free copyright images, remember to credit the Photographer and be mindful that others have the right to use them too so best to keep to a minimum.*

## Profile & Cover Images

Make sure your images on your social media accounts reflect your current branding and adhere to each social network profile and cover dimensions.

## Social Media Profile Bio

Social Media Bio is limited so it's important to make the most of it. Are all fields filled in accurately? Does copy in your About match your tone and voice guidelines?

## Links

Where do you display your website URL? Do the links direct without errors? This is important for SEO.



# Thank You & How to Book

It's best to email me: [ch9design@gmail.com](mailto:ch9design@gmail.com) and include the website, business product and services, and what you personally want to achieve from this.

Prices vary depending on the size of the business website and streams to evaluate.

Please allow 24-48 hours for a reply. I'm excited to team up with you and work together to make things happen.

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