



How to Complete a Brand Audit Yourself: A Checklist

Internal Branding

What's your brand's story?

Are your team members familiar with it? Do they believe in upholding it?

Can you describe your brand voice?

Do you have a brand style guide? Y / N

If yes, does it reflect your company's culture? Y / N

How seamless is your brand asset integrations?

External Branding

How relevant is your brand in today's market?

How consistent is your branding?

What's the response to your company logo?

What's the user experience on your website like?

Does your company website align with your style guide? Y / N

Do you have company swag? Stationary? Y / N

Does your advertising align with your style guide and brand voice? Y / N

Are you present on social media? Y / N

Is branding consistent across social media platforms? Y / N

Do you have a content marketing strategy that aligns with your brand? Y / N



Customer Experience

Can your ideal customer identify with your brand? Y / N

Is the messaging of your brand reflected in the interactions your customers have with your company? Y / N

– Does your sales team endorse your values, ideals, and beliefs? Y / N

– Are your service and support teams assisting customers with your brand identity front and center? Y / N

What do your customer reviews say about your company and your products or services?

What do customers say about your competitors?

Can you identify any takeaways that you can adapt to your own business?

Do you have any customer testimonials? Y / N

– Are they easily found on your website? Y / N

