

# ● Brand Audit: web

*25 questions to check to see if your web site is successfully delivering your mission to the biggest audience you will ever have - the 2 billion of us currently connected to the web. The audit sets out a series of common sense questions for you and your team to answer. Send up back the completed audit and we will do a free analysis of the responses and recommend a set of actions that will ensure the point (or mission) of your brand is clearly communicated; that the presentation of the messages lives up to your offer; and that the site is written and structured in a way that optimizes its performance on the web. All the recommendations can be carried out by you, your own team or agency.*



## THE PROPOSITION. HOW WELL DOES THE SITE COMMUNICATE YOUR OFFER?

- 1 In one sentence, what is the key message a visitor would take from your homepage.
- 2 What three things tell a visitor you know your stuff and where on the site are they?
- 3 What is the key action you would like a visitor to take after time on your site?
- 4 What element of your site are you most proud of? And the least happy about?
- 5 Who is most likely to visit your site and how would they know its there?
- 6 Five words you would like to hear that describe the experience a visitor would have on your site.
- 7 Is there a unique benefit to visiting the site, one not available elsewhere (from you or your competition?)
- 8 Can you remember how your brand is described in google (no peeking)

## THE PERFORMANCE. HAS THE SITE BEEN BUILT TO MAXIMIZE ITS IMPACT?

- 9 What's the one thing your site does really well - sell your products, convey information, interact with users or provide an experience of your brand?

- 10 Is your site a reflection of your other channels (stores, product range, advertising) or does it have its own separate character?
- 11 Is your site part of a wider internet offering i.e blogs, e-newsletters, Facebook, Twitter, Linked In, discussion boards, RSS feeds?
- 12 From memory, write down your site's 'key words' (the words people enter into search engines when looking for your products or services)
- 13 If you put your brand into google (and yahoo and MSN), what ranking does it achieve?
- 14 Do you monitor your website's performance? And if you so, do you use your website statistics make strategic decisions about your business?
- 15 How often is your site updated - hourly, daily, weekly, monthly? And do you encourage visitors to provide feedback?
- 16 How many sites have links to your site? And can you vouch for their quality?
- 17 Do you have a site map on the site? And do you describe in words each image used?

## **PRESENTATION. DO THE LAYOUT, IMAGES, COLOURS AND GRAPHICS SUPPORT AND ENHANCE THE OFFER**

- 18 Is it easy to get round your site? Are the pages and different sections clearly signposted?
- 19 Are there images, graphic devices and icons on the site? What role do they play? Could the site still work without them?
- 20 Are all the text links (words that take you to a different sections of site) and buttons (usually in the navigation bar) clearly defined and consistently treated?
- 21 Anything move on your site? A revolving image? An animated logo? A movie? If so, where do they appear and what do they communicate?
- 22 Is there a clear, consistent page structure that defines the placement of the content throughout the site?
- 23 How would you describe your site's personality and what page best sums up that personality?
- 24 Do you know if the colours and font used on the site are web safe?
- 25 If you put a thumb over your logo, do you think visitors would still think its your site? If so, what will tell them?