



Small Business Brand Audit

A structured self-assessment checklist

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Your brand is more than a logo. It's the total impression people have of your business before, during, and after they work with you. This audit finds the gaps between how you want to be perceived and how you actually show up.

1. Visual Consistency

- You have a professional logo (not a DIY Canva template)
- Your logo is the same version, colors, and proportions on every platform
- You have defined brand colors with hex codes (not just "blue" or "green")
- Your color palette has no more than 3-4 core colors
- You use consistent fonts across your website, documents, and marketing materials
- Your photography style is consistent (real photos, not random stock mixed with phone snapshots)
- Your business cards, proposals, and documents share the same visual identity
- Your social media profiles all have matching profile pictures and headers
- You have brand guidelines documented (even a simple one-pager counts)
- Your email signature includes your logo and matches your brand colors

2. Messaging Clarity

- You can state what you do in one clear sentence without jargon
- Your tagline communicates a benefit, not a feature
- Your homepage answers "What do you do?" within 5 seconds
- Your value proposition is different from your top 3 competitors (pass the "swap test")
- You have a clear elevator pitch that sounds natural, not rehearsed
- Your tone of voice is consistent across website, social media, and email
- You have 3 key messages you consistently reinforce
- You avoid industry jargon in all customer-facing content

3. Competitive Differentiation

- You can name 3 things that make you different (not "better," different)
- Your website communicates these differentiators front and center, not buried in the About page
- You have proof to back up your claims (case studies, specific numbers, results)
- Your positioning targets a specific audience, not "everyone"
- Your brand tells a story that resonates with your audience
- You regularly review competitor positioning and adjust yours

4. Customer Perception

- Your Google reviews reflect the brand experience you intend
 - Customers use consistent language when describing what you do
 - Your referral sources send the right type of client (not mismatched fits)
 - Your online presence matches the in-person or on-call experience
 - You actively manage your online reputation (respond to reviews, update profiles)
 - Customers know what you stand for beyond just your services
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Scoring

Count your checked boxes:

- 21-30 checks: Strong brand foundation. You're in the top tier of small businesses for brand clarity. Focus on the gaps and push into competitive differentiation.
 - 11-20 checks: Getting there. You have pieces in place, but gaps in consistency are holding you back from commanding the prices and trust you deserve.
 - 0-10 checks: Brand identity crisis. Your business looks different every time someone encounters it, and that inconsistency is eroding trust before prospects even talk to you.
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Next Step

I'll review your brand presence across every touchpoint and show you exactly where the gaps are. Free, no obligation, no pitch. Just an honest assessment of where your brand stands and what to fix first.

Book your free brand assessment: digitalmarketingservices.pro/contact/

Checklist by Digital Marketing Services (DMS)
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