The 20-Point Brand Audit Checklist

Twenty honest questions to score your brand before you spend another rupee on marketing. Tick what is genuinely true today — not what is planned, hoped for, or half-done. Be ruthless; the gaps are the insight.

How to score: count your ticks. **16–20** — your foundation is strong; invest in reach. **10–15** — solid but leaking credibility; fix the gaps before scaling spend. **Below 10** — marketing money will underperform until the foundation is rebuilt. Strategy first, always.

I · STRATEGY — THE THINKING

- ☐ **One-sentence clarity.** Anyone on your team can say what you do, for whom, and why it matters — in one sentence, the same sentence.
- ☐ **A real audience.** You can describe your ideal client specifically — their situation and trigger — not "everyone who needs X."
- ☐ **Named differentiation.** You can state why a client should choose you over the two obvious alternatives — without mentioning price.
- ☐ **Positioning in writing.** Your positioning exists as an agreed document, not as an idea in the founder's head.
- ☐ **Consistent story.** Your website, social bios, and how you introduce yourself in person all tell the same story.

II · IDENTITY — THE FACE

- ☐ **A system, not a logo.** You have defined colours, typography, and usage rules — not just a logo file.
- ☐ **Everywhere the same.** Your visiting card, website, invoice, and social profiles visibly belong to the same brand.
- ☐ **Premium-appropriate.** Your visual identity matches the price you want to charge — it does not undersell you.
- ☐ **A voice.** Your writing has a recognisable tone; it does not switch between formal, casual, and generic.
- ☐ **Founder credibility.** The person behind the business is visible, professional, and Google-able — with a presence you would be proud of.

III · PRESENCE — BEING FOUND & TRUSTED

- ☐ **A working website.** It loads fast, works on a phone, and a stranger understands what you do within ten seconds.
- ☐ **One clear action.** Every page tells the visitor exactly what to do next — one primary call to action, not five.
- ☐ **Search presence.** Googling your business name shows accurate, current, controlled information — including your Google Business Profile.
- ☐ **Proof on display.** Case studies, testimonials, or portfolio work a sceptical buyer can inspect.
- ☐ **Professional touchpoints.** Branded email address, signature, invoice, and documents — no @gmail for business.

IV · CONTENT — STAYING VISIBLE

- ☐ **Owned photography.** Real images of your work, people, or space — not stock photos wearing your logo.
- ☐ **A publishing rhythm.** You show up somewhere (LinkedIn, Instagram, a newsletter) on a schedule you have kept for 90+ days.
- ☐ **Content with a spine.** What you publish maps to 2–3 deliberate themes — not whatever came to mind that day.
- ☐ **Launch discipline.** When you launch something, there is a plan — announcement, sequence, follow-through — not a single post.
- ☐ **An asked-for asset.** You have at least one thing prospects request — a profile, a guide, a portfolio — that sells while you sleep.

Scored below 15? That is fixable — and faster than you think.

Book a free 30-minute discovery call.
hello@shandarmedia.com ·
shandarmedia.com