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From Drained to Dominant

Defeating brand fatigue / A brand audit workbook / Digital marketing

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A brand audit is a checkup that evaluates your brand's position in the marketplace, its strengths and weaknesses, and how to improve it.

Trying to figure out what's going wrong with performance but can't quite put your finger on it?

Then it's probably time to start auditing your digital marketing content and channel strategies. We've pulled together a series of audits to allow you to take a step back and ask the questions that you may not have considered lately. Even though some may be obvious, it's easy to let them go unchecked.

Taking a regular step back to review your marketing acitivities ensures everything is aligned to your goals and business direction. Keeping your strategy and content sharp is the key to success. Put the kettle on, sit back and let's review where you can make changes to get your brand back to winning ways.

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1/
Website design audit

Document what does and doesn't work about each element of your brand. Think about how and where you use each part.

	Yes	No
Visual appeal and branding.		
Is the overall design visually appealing and consistent with the brand identity?		
Are the colours, fonts, and imagery in line with the brand guidelines?		
Is the design modern and up to date, reflecting current design trends?		
Navigation and user experience.		
Is the navigation menu intuitive and easy to use, with clear labels?		
Are important pages easily accessible within a two clicks?		
Is the website structured logically, with a clear hierarchy of information?		

	Yes	No
Responsiveness and mobile optimisation.		
Is the website design responsive, adapting seamlessly to different devices and screen sizes?		
Does the website load quickly on mobile devices? (See lighthouse)		
Are there any design elements or features that are not working properly on mobile?		
Content organisation and readability.		
Is the content well-organised, with clear headings, subheadings, and paragraphs?		
Is the text font and size easy to read, with sufficient contrast against the background?		
Are there excessive blocks of text that could be broken up or presented in a more engaging way?		

Businesses that optimise their websites for better user experiences see a 70% increase in conversion rates.

Source: Google

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	Yes	No
Visual hierarchy and Call-to-Action (CTA) placement.		
Is there a clear visual hierarchy that guides the user's attention to important elements?		
Are the CTAs strategically placed and visually distinct, encouraging user engagement?		
Are the primary CTAs above the fold and easily accessible on all pages?		
Page load speed and performance.		
Does the website load quickly, without long waiting times or delays?		
Are large media files compressed or optimised to improve loading speed?		
Are there any broken links, error messages, or functionality issues impacting the user experience?		
Forms and conversion optimisation.		
Are forms easy to fill out and submit, with clear instructions and required fields marked?		
Are there any usability issues with form validation or error handling?		
Are conversion tracking and analytics set up to measure form submissions and conversions?		

	Yes	No
SEO-friendliness.		
Are the page titles, meta descriptions, and header tags optimised for relevant keywords?		
Is the website structure and URL hierarchy optimised for search engine crawling and indexing?		
Are image alt tags, schema markup, and other SEO best practices implemented?		
Accessibility.		
Does the website comply with accessibility guidelines, such as WCAG 2.1?		
Is there proper colour contrast for visually impaired users?		
Are alternative text descriptions provided for images and multimedia content?		
Cross-browser compatibility.		
Does the website display correctly across different web browsers (e.g. Chrome, Firefox, Safari, Edge)?		
Are there any design inconsistencies or functionality issues specific to certain browsers?		

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2/
Ecommerce forms and conversion optimisation

Document what does and doesn't work about each element of your brand. Think about how and where you use each part.

	Yes	No
Checkout process.		
Is the checkout process streamlined and user-friendly, with a minimal number of steps?		
Are the required form fields clearly marked and necessary for completing the purchase?		
Are there any barriers or unnecessary distractions that could hinder the checkout process?		
Shipping and billing information.		
Are there clear instructions and guidance for entering shipping and billing information?		
Are there options for different shipping methods and payment gateways to accommodate user preferences?		
Is there an option for users to save their payment information securely for future purchases?		

	Yes	No
Error handling and validation.		
Is form validation implemented effectively, providing real-time feedback on errors and required fields?		
Are error messages clear and descriptive, helping users understand how to rectify the issues?		
Are there any technical issues or bugs affecting form submission or error handling?		
Guest checkout vs. account creation.		
Is there an option for users to complete a purchase as a guest without requiring account creation?		
Are the benefits of creating an account clearly communicated to encourage user registration?		
Is there an easy process for users to recover forgotten passwords or retrieve account information?		

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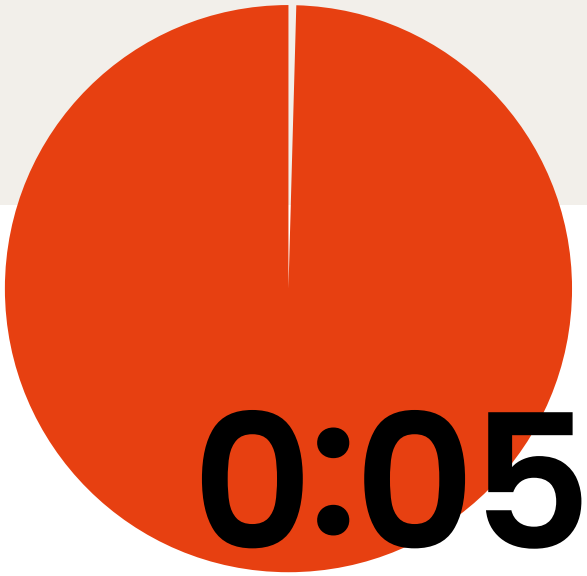
	Yes	No
Conversion tracking and analytics.		
Are conversion tracking tools, such as Google Analytics or Facebook Pixel, properly set up?		
Are key conversion events (e.g., completed purchases, abandoned carts) being tracked and measured?		
Are there opportunities to improve the tracking of user behaviour within the checkout process?		
Abandoned cart recovery.		
Is there a mechanism in place to track and recover abandoned carts?		
Are automated email reminders sent to users who leave items in their cart without completing the purchase?		
Are there incentives or special offers provided to encourage cart conversion?		

	Yes	No
Form performance testing.		
Has the performance of form submissions been thoroughly tested across different devices and browsers?		
Are there any latency issues or delays in form submission that could frustrate users?		
Are there backup measures in place to ensure data integrity and prevent form submission failures?		



seconds is all it takes for users to form an opinion about a website.

Source: G2

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3/
SEO and website performance

Document what does and doesn't work about each element of your brand. Think about how and where you use each part.

On-page SEO.

	Yes	No
Are relevant keywords strategically incorporated into page titles, meta descriptions, and header tags?		
Is the content well-optimised for search engines, with appropriate keyword density and natural language?		
Are the URLs optimised with descriptive keywords and structured for easy understanding?		

Site speed.

	Yes	No
Does the website load quickly, with minimal waiting times and optimal performance?		
Are large image files compressed and optimised for faster loading?		
Are there any server-side issues or technical factors impacting site speed?		

Mobile friendliness.

	Yes	No
Is the website design responsive and mobile-friendly, adapting seamlessly to different screen sizes?		
Does the website pass Google's Mobile-Friendly Test and meet mobile usability standards?		
Are mobile-specific features, such as tap-to-call or click-to-message, implemented effectively?		

Website structure and navigation.

	Yes	No
Is the website structure well-organised, with clear hierarchies and intuitive navigation?		
Are the URLs clean, descriptive, and easily readable by search engines and users?		
Are there any broken links or redirects that need to be fixed?		

67%

of marketers report SEO as the most effective tactic they implement to grow their content strategy.

Source: G2

	Yes	No
XML sitemap and robots.txt.		
Is an XML sitemap generated and properly submitted to search engines?		
Does the sitemap include all relevant pages and content sections?		
Is the robots.txt file correctly configured to control search engine crawling and indexing?		
Canonicalisation and duplicate content.		
Are proper canonical tags implemented to avoid duplicate content issues?		
Is there any duplicate content within the website that needs to be addressed?		
Are there any URL parameters or dynamic URLs that require canonicalisation?		
Internal linking.		
Are there appropriate internal links throughout the website, connecting relevant pages and improving navigation?		
Are anchor texts used effectively to provide context and relevancy to the linked pages?		
Are orphaned pages or broken internal links identified and fixed?		

	Yes	No
Schema markup.		
Is structured data implemented using schema markup to enhance search engine visibility?		
Are relevant schema types applied to improve the display of rich snippets in search results?		
Are product pages, reviews, events, or other content elements appropriately marked up?		
SEO-friendly content.		
Is the website's content well-optimised for target keywords and user intent?		
Are there opportunities to improve content depth, quality, and relevance?		
Are meta tags, alt tags, and heading tags utilised effectively throughout the website?		
Analytics and reporting.		
Is a comprehensive analytics tool, such as Google Analytics, properly integrated and configured? (Speak to the team if you need help setting this up)		
Are key metrics and goals tracked to measure website performance and user behaviour?		
Are regular reports generated to analyse SEO performance and identify areas for improvement?		

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4/
Organic social media presence and engagement

Document what does and doesn't work about each element of your brand. Think about how and where you use each part.

	Yes	No
Profile optimisation.		
Are social media profiles fully completed with accurate and up-to-date information?		
Is the brand identity effectively represented through profile images, cover photos, and bios?		
Are the social media handles consistent across different platforms?		
Content strategy.		
Is there a well-defined content strategy that aligns with the target audience and business goals?		
Are the content themes and topics relevant, engaging, and valuable to the audience?		
Is there a consistent posting schedule that ensures regular and timely content updates?		

	Yes	No
Audience engagement.		
Is there a proactive approach to engaging with the audience through comments, messages, and mentions?		
Are questions, comments, and inquiries responded to promptly and professionally?		
Are there opportunities to foster conversations and interactions with the audience?		
Content quality.		
Are the posts well-crafted, with attention to spelling, grammar, and overall quality?		
Are the visuals and multimedia elements visually appealing and optimised for social media platforms?		
Is there a mix of content types (e.g. images, videos, infographics) to keep the feed diverse and engaging?		

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	Yes	No
Hashtag usage.		
Are hashtags relevant, strategic, and aligned with the content and target audience?		
Are industry-specific and trending hashtags incorporated to increase discoverability?		
Are there any opportunities to create branded hashtags for campaigns or initiatives?		
Audience growth.		
Is there a consistent effort to grow the social media following organically?		
Are there strategies in place to encourage users to follow, share, and recommend the social media accounts?		
Are there collaborations or partnerships with influencers or complementary brands to expand reach?		

	Yes	No
Performance analysis.		
Is social media analytics properly set up to track key metrics, such as reach, engagement, and conversions?		
Are regular reports generated to analyse performance and identify areas for improvement?		
Are insights from analytics used to optimise content strategy and drive better engagement?		
Community management.		
Are there established guidelines or protocols for handling user-generated content, feedback, or reviews?		
Is there a system in place to identify and address any negative comments or issues in a timely manner?		
Are user-generated content and positive interactions actively encouraged and shared?		

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5/
Content marketing strategy

Document what does and doesn't work about each element of your brand. Think about how and where you use each part.

	Yes	No
Goal alignment.		
Does the content marketing strategy align with the overall business goals and objectives?		
Are there specific content marketing goals in place, such as increasing brand awareness, driving website traffic, or generating leads?		
Target audience.		
Is the target audience clearly defined and understood?		
Are buyer personas created to guide content creation and ensure relevance to the intended audience?		
Is there an understanding of the audience's needs, pain points, and preferences?		

	Yes	No
Content planning and ideation.		
Is there a documented content calendar or plan that outlines topics, formats, and distribution channels?		
Are content ideas generated based on research, industry trends, and customer insights?		
Is there a balance between educational, informative, and promotional content?		
Content creation and optimisation.		
Is there a consistent and high-quality content creation process in place?		
Are content pieces optimised for search engines with relevant keywords and on-page SEO elements?		
Is the content created in various formats, such as blog articles, videos, infographics, or podcasts, to cater to different audience preferences?		

	Yes	No
Distribution and promotion.		
Is there a strategy for distributing and promoting content across appropriate channels?		
Are social media platforms, email marketing, SEO, and other distribution channels utilised effectively?		
Is there a plan to repurpose and syndicate content to reach a wider audience?		
Measurement and analytics.		
Are key performance indicators (KPIs) defined to measure the success of the content marketing efforts?		
Is there a system in place to track and analyse content performance, such as website traffic, engagement metrics, or lead conversions?		
Are insights from analytics used to optimise future content creation and distribution strategies?		

	Yes	No
Content amplification and engagement.		
Is there a strategy to amplify content reach through influencer partnerships, guest blogging, or collaboration opportunities?		
Is there a plan to engage with the audience through comments, social media interactions, or content discussions?		
Are there mechanisms in place to encourage content sharing and user-generated content creation?		
Content lifecycle and updates.		
Is there a process to review and update existing content to ensure it remains relevant and up to date?		
Are there opportunities to repurpose or refresh evergreen content to extend its lifespan?		
Is there a system to retire outdated or underperforming content?		

70% **of consumers feel closer to a brand as a result of content marketing.**

Source: Demand Metric

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6/ Paid advertising / PPC, display ads and beyond.

Document what does and doesn't work about each element of your brand. Think about how and where you use each part.

	Yes	No
Campaign objectives.		
Are the objectives of the paid advertising campaigns clearly defined? (e.g., driving website traffic, generating leads, increasing conversions)		
Are the goals aligned with the overall marketing and business objectives?		
Target audience.		
Is the target audience for the paid advertising campaigns clearly identified?		
Are buyer personas or customer segments created to guide ad targeting and messaging?		
Ad platforms and channels.		
Are the most suitable ad platforms and channels selected based on the target audience and campaign objectives? (e.g., Google Ads, Facebook Ads, LinkedIn Ads)		
Are there opportunities to leverage display advertising, video ads, or other formats to reach the target audience effectively?		

	Yes	No
Ad copy and creative.		
Is the ad copy compelling, concise, and aligned with the campaign objectives?		
Are there clear calls-to-action (CTAs) that encourage users to take the desired action?		
Is the ad creative visually appealing, engaging, and relevant to the target audience?		
Keyword research and optimisation.		
Are relevant keywords identified and incorporated into the paid search campaigns?		
Is keyword research conducted to identify high-volume and low-competition keywords?		
Are negative keywords used to filter out irrelevant searches and improve campaign efficiency?		

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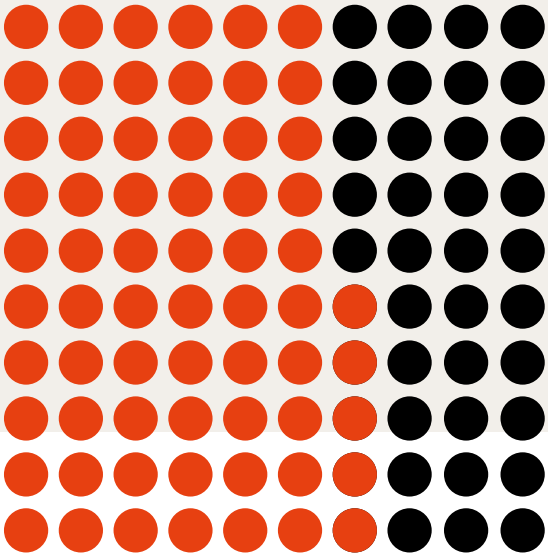
	Yes	No
Ad targeting and segmentation.		
Are ad targeting options utilised effectively to reach the desired audience?		
Is demographic targeting (e.g., age, gender, location) aligned with the target audience profile?		
Are there opportunities to leverage advanced targeting options (e.g., interests, behaviours, remarking) for better ad personalisation?		
Landing page optimisation.		
Are landing pages optimised for conversions and aligned with the ad messaging?		
Is the landing page content relevant, persuasive, and focused on driving the desired action?		
Are there clear and intuitive conversion paths on the landing pages?		
Budget management.		
Is there a well-defined budget allocated for each paid advertising campaign?		
Are budget allocations optimised based on campaign performance and return on ad spend (ROAS)?		
Are there measures in place to monitor and adjust the budget as needed throughout the campaign duration?		

	Yes	No
Tracking and analytics.		
Is conversion tracking properly set up to measure the effectiveness of the paid advertising campaigns?		
Are key metrics tracked and analysed, such as click-through rates (CTRs), conversion rates, and cost per acquisition (CPA)?		
Are insights from analytics used to optimise ad targeting, messaging, and budget allocation?		
Continuous testing and optimisation.		
Is A/B testing conducted to optimise ad copy, creatives, and landing page elements?		
Are ad campaigns regularly monitored, and underperforming ads or keywords paused or modified?		
Is there a process for ongoing optimisation based on campaign performance and market trends?		

Source: G2

65% **of all high-intent searches result in an ad click.**



7/ Analytics and data tracking

Document what does and doesn't work about each element of your brand. Think about how and where you use each part.

	Yes	No
Goal identification.		
Have specific goals and key performance indicators (KPIs) been defined to measure the success of your analytics and data tracking efforts?		
Are the goals aligned with your overall business objectives and marketing strategies?		
Data collection tools.		
Have you implemented the necessary data collection tools, such as Google Analytics or other analytics platforms, to gather relevant data?		
Are the tracking codes properly installed on your website or relevant digital assets?		
Conversion tracking.		
Have you set up conversion tracking to measure key actions and goals on your website, such as form submissions, purchases, or newsletter sign-ups?		
Are you accurately tracking and attributing conversions to the appropriate marketing channels and campaigns?		
Event tracking.		
Have you implemented event tracking to monitor specific user interactions on your website, such as clicks, downloads, video views, or social shares?		
Are you capturing and analysing data on user behaviour and engagement?		
Custom dashboards and reports.		
Have you created custom dashboards and reports to visualise and analyse your data effectively?		
Are you regularly reviewing and sharing reports with key stakeholders to gain insights and make data-driven decisions?		

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	Yes	No
Ecommerce tracking.		
If applicable, have you implemented ecommerce tracking to measure and analyse online sales and revenue?		
Are you tracking transaction data, product performance, and other relevant ecommerce metrics?		
Website performance.		
Are you monitoring and analysing website performance metrics, such as page load times, bounce rates, and exit rates?		
Are there any performance issues or bottlenecks that need to be addressed to improve user experience and conversion rates?		
Channel and campaign analysis.		
Are you tracking and analysing the performance of different marketing channels, such as organic search, paid advertising, social media, or email marketing?		
Can you attribute website traffic, conversions, and revenue to specific marketing campaigns or initiatives?		

	Yes	No
Segmentation and audience analysis.		
Are you segmenting your website visitors and customers based on demographic, geographic, or behavioural data?		
Are you analysing the behaviour, preferences, and characteristics of different audience segments to tailor your marketing strategies?		
Data privacy and compliance.		
Are you following data privacy regulations, such as GDPR or CCPA, and implementing appropriate measures to protect user data?		
Have you provided clear information about data collection and usage in your privacy policy?		

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8/
Bonus GA4 checklist

Document what does and doesn't work about each element of your brand. Think about how and where you use each part.

	Yes	No
Tracking code installation.		
Is the GA4 tracking code correctly implemented on all relevant web pages and digital assets?		
Have you verified that the tracking code is firing and capturing data properly?		
Data streams.		
Have you set up separate data streams for each platform or property that you want to track, such as websites and mobile apps?		
Are the data streams configured with the appropriate data collection methods (gtag.js, Firebase SDK, Measurement Protocol)?		
Enhanced measurement.		
Have you enabled Enhanced Measurement features to automatically track common events and interactions, such as scroll depth, outbound link clicks, and site search?		

	Yes	No
Customer events and conversions.		
Have you defined and implemented custom events and conversions specific to your business goals and objectives?		
Are the events properly mapped and triggered on relevant user interactions or actions?		
User propertise.		
Have you identified and set user properties that provide additional context about your users, such as user ID, user type, or subscription status?		
Are the user properties correctly implemented and passed along with the relevant events?		

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	Yes	No
Data filters and exclusions.		
Have you configured data filters to exclude internal traffic, bots, or other irrelevant data sources?		
Are there any specific data exclusions or modifications required to ensure accurate data tracking and reporting?		
Goal and funnel setup.		
Have you defined goals and funnels to track specific user journeys and conversion processes?		
Are the goals and funnels aligned with your desired outcomes and properly configured within GA4?		
Data import and integration.		
Have you integrated GA4 with other data sources or platforms, such as Google Ads, CRM systems, or data warehouses?		
Are the data imports set up correctly, and is the imported data accurately mapped and integrated with GA4?		

	Yes	No
Data retention settings.		
Have you reviewed and adjusted the data retention settings to comply with privacy regulations and your organisations data storage policies?		
Are you retaining the necessary data for analysis and reporting purposes?		
Reporting and analysis.		
Have you explored the GA4 reporting interface and familiarised yourself with the available reports, metrics, and dimensions?		
Are you able to generate relevant reports and extract meaningful insights from the data collected?		

42.23%

of the top 100,000 most visited websites use GA4.

Source: ga4.com

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Strengthen your market position and elevate your brand's storytelling to give your consumers what they want.

Now you've reviewed everything, make sure you put actionable steps in place to align the brand with your business direction.

Remember to set regular times to review your activity - it's easy for even the most seasoned brands to lose sight of direction and get bogged down in the weeds. Be sure to consider this from a consumer-first perspective to ensure success.

The audit doesn't have to be a one-off activity, it can be used for continuous improvement. Make a habit of using it regularly to slightly adjust your direction, staying in line with the ever-changing external environment.

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Web.
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Lab77 Innovation.
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