

ONLINE BRAND AUDIT 2020



**AdmissionSmarts C2C
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Online Presence Audit

Review this list of items that make up your online presence. Write notes for the items you want to change. Get a trusted friend, colleague, or mentor to give you feedback in some of the areas below as well

Online Presence	Notes
Headshot on Website: What does it communicate? Do I seem confident and capable? What does my expression say? Am I approachable?	
About Page: Does it convey my voice and personality? Does it communicate concern for my students and families?	
Contact Page: Do I have one? Is it current? Does it utilize ways to contact me that my families prefer? Does it look good? Are the instructions clear?	
Services/Products Page(s): Do they communicate benefits to my families? Do they make sense in relation to what I am charging?	
Sidebar/Header/Footer: Are my social media buttons prominent? Do they all work? Have I drawn attention to my best free resources? Is it easy to navigate? Are my services displayed in a non-aggressive, overly "salesy" manner?	
Navigation Menu: Are all the necessary options there? Is it too crowded? Are there links for each of the top needs?	
Blog Categories: Do my categories make sense to my audience? Is it easy to navigate through each category?	
Blog Posts and Free Resources: Do they convey something new? Do they reflect my professionalism and expertise? Would I buy from me?	
Pictures: Are my photos stock photos? Do all my pictures look approachable and authentic? Do I look competent and professional?	
Home Page and Load Time: How long does my site take to load? What do they see first? Is there enough information to explain who I am and what I do? Are the graphics and layout cool enough to keep them on the site? Does my site appeal to the people I most want to reach? Have I gotten a second opinion?	
Social Media: Do my taglines, cover photos, and favicons all seem to belong to the same brand? Do all my items have accurate titles and descriptions? Do the titles want to make my audience want to click on them?	

Branding Keepers

From the list of band items on the previous page, write down the brand items that you want to keep and what you love about them. It will help you feel accomplishment, while realizing what is missing!

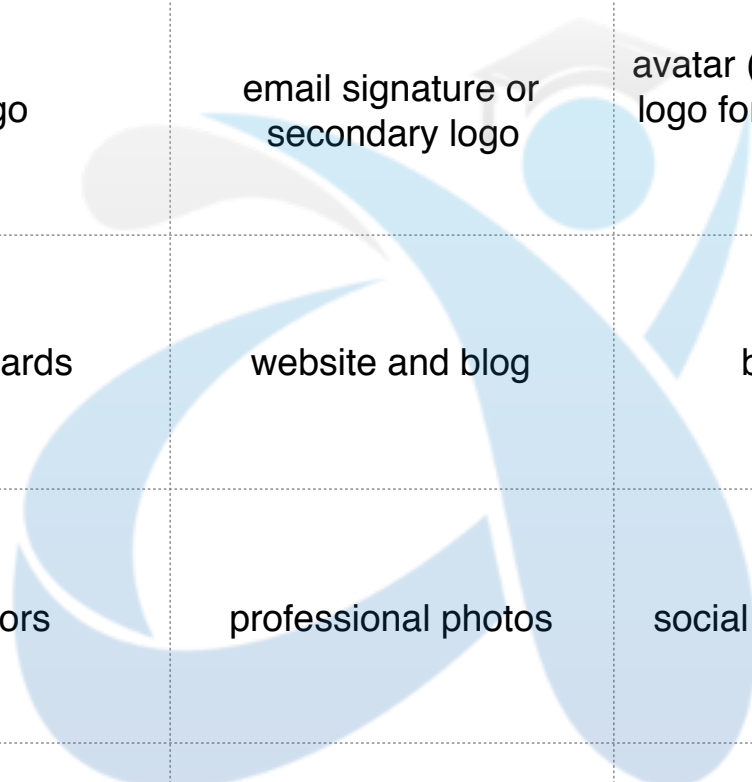
example: main logo

easily identifiable, crisp, current



Brand Checklist

While each consultant will have different needs, below is a list of recommended items for a solid brand and presence. Where does your brand need work?



main logo	email signature or secondary logo	avatar (picture of you) or logo formatted for social media
business cards	website and blog	brand fonts
brand colors	professional photos	social media accounts
well-written bio	content plan	social media tagline or bio
tagline	brand identity guidelines	budget and revenue plans

Mini Website Redo

Maybe you like your website, but your brand needs a little pick-me-up. If you have a website that you generally like (and it isn't totally outdated), here are a few quick tricks to make your website feel fresh and relevant:

1. Get a new photo. Does your photo look like your passport or drivers license picture? If the answer is yes, spend the money and have some professional photo's taken. You won't be sorry.
2. Find the perfect palette. Take a few moments to understand color. Look on Pinterest for website color schemes. Make sure the colors you choose project your brand essence.
3. Change up your fonts. This trick is a no brainer and can really update the entire look of your website.
4. Update your social media cover images. Use your new photos, sign up for www.canva.com, and go to town.
5. Design and install a custom favicon. (Favicons are the little pictures that show up in the browser bar.) They are tiny bits of branding awesomeness.
6. Get inspired and treat yourself to a new logo. Write an compelling brief, check out Pinterest, and use one of the great online resources to design a new one in just a few hours or days.
7. Change out the header on your website. Freshen it up. Maybe your value proposition has changed since it first went up.
8. Declutter your sidebars. If you have blog excerpts from 2009, get rid of them.
9. Delete old posts. If they are outdated or just not getting any action, remove them.



Just as you tell your students to find their voice, you need to find yours! Everything you communicate in words, graphics, and interactions – emails, website, blog, and social media channels – offers you an opportunity to showcase your voice.

Before you publish any of the below content, pause. Imagine you are talking to your ideal reader; someone you are comfortable with. Check for stiffness and unnecessary formality. Be the most authentic, amazing you.

- Tweets
- Facebook updates
- Pinterest descriptions
- Instagram texts and hashtags
- Social media profiles
- Emails
- Blog posts
- Comments on other blogs
- Tutorials
- YouTube content

As you are finding your voice, think about these questions:

1. When I write, I want people to feel that I am _____.
 - a. concerned
 - b. knowledgeable
 - c. etc.
2. A significant, unique thing about me is _____.
 - a. I have an engineering degree
 - b. etc.
3. I'm _____ at _____.
 - a. impatient at traffic lights
 - b. overwhelmed at all you can eat buffets
 - c. etc.
4. I like to talk about _____ too much.
 - a. my bulldogs, Pimms and Paisley
 - b. etc.
5. I wish I could be better at _____.
 - a. eating well when I am stressed or busy
 - b. etc.