



# Brand/WEBSITE Audit

An integral part of our web development process is to gain brand insight from our clients. Your website will be built on the foundation of a brand promise that highlights your point of differentiation. Your brand promise will then be communicated throughout the website with brand-led content, design and functionality.

The following questions will make sure that we are on the same page strategically and structurally and that your site is delivering upon the agreed objectives.

Business Overview		
1	Please describe your organization in one sentence.	
2	What is your brand's position or tagline?	
3	Please give a brief history of your organization.	
4	What three words best describe your strengths?	
5	What are the areas of weakness in your organization?	
6	What is the external perception of your organization?	
7	Where do you see your organization growing or refocusing in the next 3-5 years? Please rank the importance of each.	

Target Audience	
8	Who is your client? What motivates them? What are their perceptions of you?
9	Please provide the following for your target audience:gender, age, job title, and any lifestyle information.
10	Geographically where are your clients located?

Competitive Environment	
11	What differentiates you from the competition? Please rank in order of importance.
12	What could you do to modify your offerings/ process?
13	Please list 5 of your top competitor websites.
14	Why are you winning or losing business/clients to those competitors?

Marketing Communication	
15	What marketing tactics have you used in the past? What worked and what didn't?
16	Have you previously conducted research and could you share that with us?
17	Realistically, what are your key measurable objectives for the new website?
18	What specific industry resources do you value (name of trade publications, blogs, trade shows, or other resources)?



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19	What are your goals for the new site?	
20	What are 2 or 3 of your favorite sites and why (even if they're outside of your industry)	
21	Do you use a CRM or conversion tracking?	
22	How are you currently driving traffic to your website?	
23	Are you currently utilizing Search Engine Marketing?	
24	Do you use Google Analytics?	
25	What social channels are you active in?	