



FREE RESOURCE

The 15-Point Brand & Marketing Audit

Fifteen honest questions, grouped by discipline. Check what's true today. Anything unchecked is a place to start, not a failure: even well-run brands rarely tick all fifteen.

01-03 Brand Foundation

- ☐ 1. Your logo and visual identity are consistent across every touchpoint: site, social, email signature, printed materials.
- ☐ 2. You can state your value proposition in one sentence a stranger would understand on the first try.
- ☐ 3. Your tone of voice is written down somewhere, not just living in one person's head.

04-06 Website

- ☐ 4. Your homepage answers "what, for whom, why you" within the first five seconds, above the fold.
- ☐ 5. Your site loads in under three seconds on a mobile connection, not just on office wifi.
- ☐ 6. Every page has one clear, singular call to action, not five competing for the same click.

07-08 SEO & Content

- ☐ 7. Your top ten landing pages each target one specific search intent, not a vague blend of keywords.
- ☐ 8. You've published something genuinely useful in the last thirty days that isn't a product announcement.

09-10 Paid & Performance

- ☐ 9. You know your cost per acquisition by channel, not just as one blended number.
- ☐ 10. You're testing at least two creative variants on every active campaign, not running one ad on autopilot.

11-12 Email & Lifecycle

- ☐ 11. New subscribers get an automated welcome sequence, not just your regular newsletter.
- ☐ 12. You segment your list by at least one behavior signal: purchase, engagement, or plan tier.

13 Social

- ☐ 13. Your last five posts would still make sense to someone with zero context on your brand.

14-15 Reporting & Process

- ☐ 14. You can pull last month's core numbers in under five minutes, without asking anyone for a file.
- ☐ 15. You know exactly what's launching next quarter, and why, in writing.

SCORE YOURSELF

12-15 checked? You're in good shape. Under 8? Let's talk.

Most of the brands we end up working with score somewhere in the middle: a few sharp disciplines, a few blind spots nobody's had time to fix. That gap is usually where the fastest wins are hiding.

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