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DESIGN & DIGITAL STUDIO

OPTIMUM

BRANDING CHECKLIST

1

BUSINESS STRATEGY

- Your business has a vision and mission statement
- Your business has defined its 12 month goals
- Your business has defined its values
- Your values are displayed (Internally & Externally)
- Your target markets are defined

3

WEBSITE

- Website loads under 3 seconds.
- Clearly states what you do in the welcome panel.
- Explains user benefits in the welcome panel.
- Contains a powerful image in the welcome panel.
- Clear call to action above the fold.
- Home Page expands on user benefits.
- Home Page shows products/services.
- Home Page displays proof and credibility.
- Home Page offers a strong lead magnet linked to your CRM.
- Navigation has no more than 5 options.
- About Us Page is focused on the user.
- High-quality photos on all pages.
- Great copy on all pages.
- All pages are optimised for SEO.
- A call to action is present on every page.
- At least 5 videos on the website.
- 10 quality testimonials on the website.
- Regularly updated blog.
- Facebook Pixel is installed and working.
- Google Pixels are installed and working.

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2

BRAND IDENTITY

- Your business logo is effective and modern.
- Your business has a set of logos in multiple formats (eps, jpg, png, svg).
- Business name is trademarked.
- Your business has a tagline.
- Your business knows its brand personality.
- Your business has a brand style guide.
- Brand fonts are consistent on all collateral.
- Brand colors are consistent on all collateral.
- Your business has customized photography/imagery (not stock).
- Location, vehicles, and uniforms are branded (if applicable).
- All social media profile pictures and covers are branded.
- Pull-up banners and signage are printed for events and tradeshow.
- All social media profile pictures and covers are consistently branded.

4

GOOGLE

- Business has a Google My Business page
- Google My Business page contains great photos
- Your Google My Business Page has 5-Star Reviews
- You Look at Google Analytics every week
- You Use Google Tag Manager on website
- You Have Google Remarketing display ads Running
- You Have Google Search Ads Running

5

SOCIAL MEDIA

- Your business is on all relevant social media channels
- The business owner has an updated LinkedIn page
- Your key staff have professional LinkedIn pages
- Your business posts across social media feed at least twice a week
- Your business has a Social Media strategy