

TRANSCEND

Make your digital brand strategy more consistent



YOU KNOW A WEBSITE DOES NOT A BUSINESS MAKE

Building a successful online business is about using deep strategy to combine your unique knowledge + skills with the right tools + technology available, then putting it out to your most valuable people in a beautiful, consistent package. That consistent package manifests when you commit to the development of your brand strategy. Be super awesome at this development by performing regular brand audits.

“Branding demands commitment; commitment to continual re-invention; striking chords with people to stir their emotions; and commitment to imagination. It is easy to be cynical about such things, much harder to be successful.”

– Sir Richard Branson, CEO Virgin

This guide is going to walk you through simple steps to audit, analyze, and refine your brand.

So set aside a couple hours, make yourself your favourite drink, revisit your brand guidelines if you have some, and dig in to these steps. Take notes here or use your favourite note taking tool like Evernote and screen shot the heck outta your online presence. You'll be analyzing them in the last step:

1. GET CURIOUS ABOUT YOUR WEBSITE:

From a different computer, using a different browser, with a different mindset. Pretend you are your ideal client and you are visiting your website for the first time. Read all of your copy, notice where you drift off or skip over. Click each link, including social media links and pictures; notice where they lead. Fill out your contact form, read the response email.

Does your website reflect your brand strategy and goals? Are you promising anything that you no longer deliver? Are you delivering something that you don't even advertise? Are there any dead links that lead to pages that don't exist? Take note of your observations below:

2. SIGN UP FOR YOUR EMAIL LIST:

Use your opt-in form on your website to subscribe to your own email list. (Don't have an email list yet? [This post's for YOU!](#)) Read all the copy, look at each image, and click every link on each landing page and email in the subscription process. Pay close attention to your language, fonts, logos, and colours. Download your lead magnet and use it; does it still reflect your brand style + voice? Does your automation sequence create awareness of your current sales message? Does the design of each opt-in form and landing page still reflect your brand image and voice?

What you want to do is experience your email list's opt-in sequence with fresh eyes so you can see how folks on-board and interact with your brand for the first time. Take screen shots and record your observations below:

3. VISIT ALL YOUR SOCIAL MEDIA PROFILES:

Visit each social media profile and take a look at your profile name, messaging, and imagery. Is your profile picture unified across platforms? Do your "About Me" descriptions in your profiles match each other? Take screen shots of your most popular posts and of your profile pages. Are they reflective of your brand voice?

Take note of your observations below:

4. PURCHASE YOUR PRODUCT OR SERVICE:

Have you ever gone through the process of purchasing your own product or service? It's kinda fun! It's also a great tool that will help you understand what your client's experience will be like.

So go ahead, buy your own book, ecourse, or service and notice the voice, imagery, and messaging in each sales page, cart option, and email. Take a screen shot of each step and record your observations below:

5. ANALYZE, REFINE, AND REPEAT!

Now it's time to analyze all the data you collected. Look at those screen shots and compare them. Contrast your notes to your brand guidelines if you have some. Read through everything and get curious. How do all the pieces of your online strategy fit together?

Are there any recurring themes that you notice? Use the space below to record your observations:

WHAT'S NEXT?

Congratulations! You've completed a stellar brand audit! Now pat yourself on the back, pour yourself a refreshing drink, and relax. You've taken the first steps in getting clear about how to make your online digital brand + strategy consistent.

When you've had a moment to reflect on your good work, the next step is to pick ONE THING you're going to refine in your brand today. It could be your colours, font, social media profile image, sales copy, strategy, lead magnet, or automation sequence. Pick one and take action.

When you know what you're going to change, [shoot me an email](#) and let me know.

WHAT'S ONE THING YOU'RE GOING TO CHANGE TODAY? HOW WILL THIS SMALL CHANGE IMPACT YOUR OVERALL DIGITAL STRATEGY?

Implement this change and you'll be well on your way to designing the online business of your dreams!

ABOUT JAMIE LEIGH

Here's the thing not everyone realizes...

A DYNAMIC WEBSITE IS BOTH A WORK OF ART AND A FEAT OF TECHNOLOGY.

Which happens to be something I totally dig.

On one hand, I'm a heart-centered creative. I've got a degree in visual anthropology and I'm fascinated by the unique ways we express ourselves and our world-views. I believe creativity is at the core of what makes us human—and I love humans.

But on the other, I'm all tech. In a past life, I was a network administrator. Industrial-strength passwords and redundant backups give me goosebumps.

I used to think those two sides of my identity were in conflict with each other. Silly, right? Now I know the truth: like Marty and Doc, they're way stronger together. And that's my goal for you. Let's transition your skills + knowledge into a strategy full of impact, clear direction for your business, and greater confidence in yourself as a business owner.

I empower women to unlock their own uniqueness + combine it with smart digital strategies.

