Hook
PR & Marketing

WEBSITE REVIEW:
BRAND IDENTITY

Answer these questions to determine if website visitors will clearly understand who you are, what you represent and what you can do for them.

1. Does your website visually reflect your brand?

___Are your company name and logo prominently displayed at the top of the page?

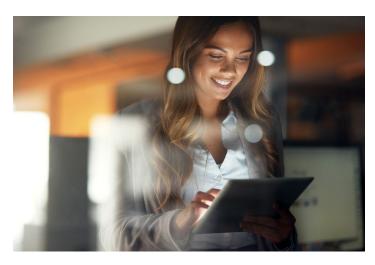___Does a solid color palette complement your brand message?

___Is your site uncluttered, using only two or three fonts?

2. Does your website tell the "why" of your brand?

___Does a punchy tagline concisely sum up your brand personality or promise?

___Do solution-focused headlines tell your visitors what you can do for them?

___Does your content clearly explain the unique benefits of your products and services?

3. Does your website tell the "who" of your brand?

___Does your website include an informative and updated "About Us" page?

__Do you include names or photos of your team members or organization leaders?

___Can visitors easily locate contact information and social media links?

4. Does your website include branding touches?

___Do you have a favorite icon or favicon for quick recognition?

___Do well-placed, high-quality images represent your brand message?

___Does your site include useful, free downloadables?

Contact us to learn how we can help you improve your website.

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