

DIGITAL BRAND ASSESSMENT TOOL

SECTION 1: SOCIAL MEDIA PRESENCE (Score: /50)

Criteria	Excellent (5)	Good (4)	Fair (3)	Poor (2)	None (1)
Consistent brand visuals (logo, colors)					
Bio/About clarity and professionalism					
Frequency of posts					
Engagement rate (likes, shares, comments)					
Community interaction (replying, DMs)					
Platform diversity (FB, IG, X, TikTok, etc.)					
Storytelling & messaging consistency					
Branded hashtags/use of trends					
Analytics tracking in use					
Audience targeting strategy					

Subtotal: /50

Tips for Improvement:



- Use scheduling tools like Buffer or Meta Business Suite.
- Refresh your bio with a value-driven intro.
- Use insights to track best-performing content types.

SECTION 2: WEBSITE OPTIMIZATION (Score: /40)

Criteria	Excellent (5)	Good (4)	Fair (3)	Poor (2)	None (1)
Mobile responsiveness					
Site speed (loads under 3 sec)					
SEO optimization (on-page, keywords)					
Clear CTA (call-to-action)					
Blog or content hub					

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Accessibility (alt text, contrast)					
Analytics setup (Google Analytics, etc.)					
Professional design and layout					

Subtotal: /40

Tips for Improvement:

- Run a free audit with [PageSpeed Insights](#).
- Ensure CTAs are visible on every page.
- Use alt text and proper header tags for SEO.

 **SECTION 3: CONTENT STRATEGY (Score: /30)**

Criteria	Excellent (5)	Good (4)	Fair (3)	Poor (2)	None (1)
Content aligned with brand voice					
Valuable & original content					
Mix of formats (video, blog, graphics)					
Posting frequency & calendar					
Alignment with audience interests					
Repurposing & cross-platform distribution					

Subtotal: /30





Tips for Improvement:

- Maintain a monthly content calendar.
- Use audience questions to generate blog/video topics.
- Repurpose blog posts into carousels or reels.

 **FINAL SCORE SUMMARY**

Category	Max Score	Your Score
Social Media	50	
Website Optimization	40	
Content Strategy	30	
Total	120	

Interpretation:

-  **100–120:** Strong digital brand presence
-  **75–99:** Good, but room for improvement
-  **50–74:** Needs focused digital strategy
-  **Below 50:** Immediate action recommended