

# 30 Fundamental Checklists Before Contact Design Agency

When engaging a design/branding agency, they typically ask these questions, and it can cost \$5K+. I'm here to help you save on expenses. Your insights matter, and with just 30 Yes/No questions, you'll uncover what your business may lack in branding. After completion, your scorecard will be sent directly to your inbox.

Let's get started!

## ■ \$5K Brand Assessment

- Q1. Is your business officially registered with your local government?
- Q2. Do you have a business name?
- Q3. Do you have a domain?
- Q4. Have you figured out who your ideal customers are?
- Q5. Do you know the customer's pain points?
- Q6. Have you analyzed your business's SWOT?
- Q7. Do you have a unique story that you can share with your customer?
- Q8. Do you know who your competitors are?
- Q9. Can you describe your brand attribute in 5 single words?
- Q10. Does logo accurately represent who your business is?
- Q11. Do you have brand guidelines (style guide)?
- Q12. Do you have a website?
- Q13. Are you making sure your website is user-friendly?
- Q14. Do you regularly update your website?
- Q15. Do you know SEO (Search Engine Optimization) and how it works?
- Q16. Did you set up Google Analytics (GA4) on your website?
- Q17. Do you know the traffic on your website in the last 28 days?
- Q18. Do you know what the search intent is?
- Q19. Did you set up a Google Business Profile?
- Q20. Do you have good reviews or testimonials?
- Q21. Did you install Google Search Console?
- Q22. Did you install Google Tag Manager?
- Q23. Are you running Google Ads (or social media ads)?
- Q24. Are you using social media to promote your brand?
- Q25. Do you have your own YouTube channel?
- Q26. Do you have 1K followers on any social media platform?
- Q27. Do you actively participate in online communities or forums?
- Q28. Do you reward clients who refer others to your business?
- Q29. Are you using email marketing to stay in touch with your audience?
- Q30. Do you use CRM to manage your client relationships?



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