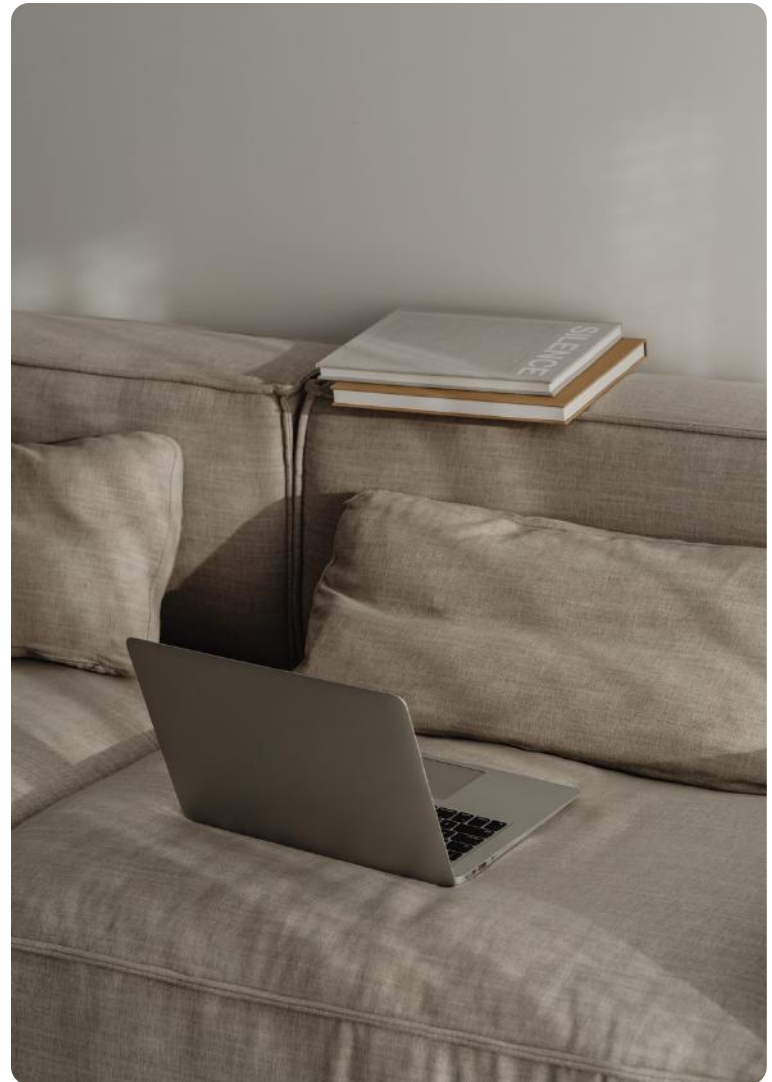
A photograph of a desk with a laptop, books, and a candle, overlaid with the title text. The scene is dimly lit, creating a cozy and professional atmosphere. The text is centered over the image.

Brand & Website
audit & checklist

02 INTRODUCTION
04 REFINING YOUR BRAND
07 OPTIMIZE YOUR WEBSITE
12 ADDITIONAL RESOURCES



AEREA Design Studio is a New York based boutique agency empowering female entrepreneurs through strategic brand elevation and data-driven web design.

My mission is to transform visions into impactful online realities, providing tailored brand strategies and captivating web designs. As a champion for female-founded small businesses, I believe in fostering a digital landscape where their voices resonate authentically. Through collaborative partnerships, I aim to amplify their stories, cultivate growth, and champion success. At AEREA Design Studio, I'm not just crafting brands or designing websites; I'm helping my clients cultivate communities where their brands can flourish.

INTRODUCTION

HI THERE.

I'M KELLY!

I am the founder and designer behind AEREA Design Studio.

Founded in 2021, **I'm on a mission to create purposeful brand strategies, data-driven websites, and establish thoughtful workflows that that captivate, connect and convert from day one, WITHOUT the high ticket price, long design process, or overwhelm.**

I'm a firm believer in evaluating your small business regularly to ensure that your brand strategy and website is captivating your ideal audience, connecting on all the right levels, and converting to sales to grow your business.

When working with my 1:1 clients, I start by evaluating their business as a whole - starting with this audit. It helps to identify where your business is strong, and where it could use improvement, and gives you action steps you can take to improve those key areas.

So, when you're ready... Pens up, let's dive in!

#communityovercompetition





Refining Your *brand*

Your brand is so much more than your logos, color palette or carefully curated social media posts.

Your brand is the **WHY** behind your brand, the **WHO** you help, the **HOW** you help them, the **WHAT** you do differently or better than the competition to help them, and the **WHY** they should care.

Until you refine your message, clarify your brand substance and understand your audience - no amount of pretty visuals will help you grow your business.

- Have you established a clear mission, vision, purpose, and set of core values for your brand?
- Do you have an Ideal Audience Avatar that helps you understand your dream clients pain points, fears, challenges & desires?
- Have you established your brand personality?
- Do you have a clear & consistent brand voice that is reflected in your brand materials, website & social posts?
- Do you have clear and consistent brand messaging that conveys what you do and who you help?
- Do you know who your competition is in your market, what they're offering, and how you're different (or better) than them?
- Have you tailored your products, services & offerings to your dream clients pain points, fears, challenges & desires?
- Is your brand showing up consistently for your audience?

Do you have a clearly defined color palette that speaks to your brand & attracts your ideal audience?

Do you have a set of 2-3 fonts that have defined roles and are consistently used throughout your branding and website?

Do you have a logo suite that is purposefully crafted with guidelines to identify when, where & how to use them properly?

Do you have patterns & icons that match your brand visuals?

Are your brand visuals clear & consistent throughout all of your brand touchpoints?

Does your brand strategy & visuals speak to your level of expertise or elevated offerings you bring to the table?

If any of these boxes are left unmarked, you may need to consider refreshing your brand strategy & identity design. Click the link below to get some of my best resources on how to elevate your brand.

[BRAND STRATEGY TIPS & RESOURCES >>](#)



Optimizing Your *website*

A carefully crafted, thoughtfully designed, data-driven website will help your brand captivate your audience and convert to sales.

You need a website with beauty AND brains.

A cluttered home page, inconsistent messaging, no clear CTA's, broken links, and no funnels = no sales. Go through this checklist to make sure your website is hitting the mark in all the right places.

- Is your homepage inviting with a clear purpose statement, guiding your clients to work with you?
- Are there any pages on your website that have a cluttered or inconsistent layout, too much information or too many CTA's?
- Are you using language your audience can understand?
- Are your offerings clearly laid out, explained and inclusive of all the valuable information needed for your audience to make a decision?
- Do your offerings clearly describe your value and convey how they can help your audience?
- Is your copy, especially on your about page, about how you can guide and help them achieve their goals or desires?
- Do you offer free resources, information or trainings that showcase your expertise & provide value to help them on their journey?
- Is your brand message consistent throughout your site?

- Are your brand visuals including colors, fonts & logos consistent throughout your website?
- Is all of your imagery crisp, clean, consistent with your branding, and clearly labeled with ALT tags for SEO?
- Have you optimized all of your H1 & H2 headings and META descriptions for each page of your website?
- Have you checked all of your links to ensure none are broken?
- Is your navigation clean & clear to understand with only the most pertinent links displayed?
- Does your brand strategy & visuals speak to your level of expertise or elevated offerings you bring to the table?
- Is it easy for your audience to understand where you want them to go?
- Is your contact page easy to navigate, and are there multiple ways to get there?

- Do you have Google Analytics on your website, and check your statistics regularly?
- Have you run a website audit through a platform like Ubersuggest to see where you could improve your SEO?
- Is your footer optimized with your keyword rich mission statement and contact information to help improve your SEO?
- Do you have backlinks streaming to different areas on your site?
- Is your social media linked back to your website - and are your channels streamed on your site?
- Do you have a resources page with affiliate links that you share that showcases your favorite resources, tools and products?
- Does your website have legal pages, cookies policies, and privacy policies clearly linked in your footer?
- Is your checkout process clear, well laid out, and optimized to be as quick and efficient as possible?

- Are your Calls to Actions and buttons clearly identified and leading them to take action?
- Do you have an email sign up or lead magnet offer that enables them to join your list & get a free resource?
- Is your blog organized by specific keywords that are tailored to what you do, who you serve, and how you help them?
- Are your blog posts optimized for SEO purposes?

- Do you have easily accessible contact information on your website for people to reach you?
- When someone submits a form, does it link to another page or resource, or give a thank you?

If any of these boxes are left unmarked, you may need to consider refreshing your website strategy. Click the link below to get some of my best resources on how to elevate your website.

[WEB DESIGN TIPS & RESOURCES >>](#)



Want *more*?

Click the links below to grab some of my favorite resources and offerings that will help you uplevel your business:

GET 14 DAYS FREE WITH CONVERTKIT >>

LEGALLY PROTECT YOUR BIZ >>

CLARIFY YOUR BRAND STORY >>

BUILD A CAPTIVATING QUIZ FREEBIE >>

GET YOUR BIZ REFRESHED IN 1 WEEK >>

SCHEDULE A DISCOVERY CALL >>

A photograph of a silver laptop resting on a stack of three books. The books have light-colored covers with some text visible. The background is a soft, out-of-focus grey. The text 'aerea design studio' is overlaid in a white, elegant serif font.

aerea design studio

WWW.AEREANY.COM