

# Quick Website Audit Checklist

C O L A B

## Visual Identity Updates

Update the logo across your current site (header, footer, favicon, login screens). <div></div>	Refresh brand colors, typography, and visual elements wherever possible (buttons, backgrounds, highlights). <div></div>	Ensure consistency between the website, email templates, social profiles, and downloadable assets. <div></div>	Update imagery to reflect new brand personality (photography style, iconography, graphic treatments). <div></div>
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## Messaging and Language Updates

Revise the homepage headline and intro copy to reflect the new positioning and tone of voice. <div></div>	Update key brand descriptors across pages (About Us, Mission, Vision, Taglines). <div></div>	Align calls-to-action (CTAs) with new messaging strategy (e.g., tone, energy, phrasing). <div></div>	Review and update metadata (title tags, meta descriptions) for top-performing pages to reflect new brand language. <div></div>
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## Navigation + Structural Adjustments

Update menu labels if necessary to match new brand structure or product/service naming. <div></div>	Add a new “About the Brand” or “What’s Changing” page to provide context for visitors. <div></div>	Validate that core user pathways (home → about, services → contact) still make sense under the new brand narrative. <div></div>
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## Policy and Legal Updates

Update brand name and references in privacy policy, terms of service, and footer information. <div></div>	Ensure copyright dates and legal entity names are current. <div></div>	If your brand name changed legally, update WHOIS domain registration and public business listings. <div></div>
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## Technical & Redirect Readiness

Inventory current URLs and prioritize those that will need redirects (especially high-traffic pages). <div></div>	Start planning for 301 redirects to preserve SEO rankings once the full new site launches. <div></div>	Check if any analytics tracking, marketing automation scripts, or third-party integrations reference the old brand name and update as needed. <div></div>
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## Communication Planning

Draft an announcement banner/ message to inform visitors about the rebrand (link to a deeper article or landing page). <div></div>	Prepare messaging templates for email signatures, newsletters, and stakeholder updates. <div></div>	Coordinate timing of the website updates with other brand relaunch activities (PR, social media, internal communications). <div></div>
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### PRO TIP

You don’t have to do everything at once – but you do need to show clear signs that the brand evolution is happening. Consistency builds trust. Inconsistency creates confusion.

