

The Local Business Brand Check

A 15-point self-audit for local businesses whose reputation is built on the work, not on marketing.

A customer who's never used you before doesn't know anything about the work. They haven't seen the job you did last Tuesday, or read the five-star reviews from the people who have. Before they ever call, all they've actually got is what they can see: your logo, your website, your Google listing, the van parked outside, the menu on the table in front of them. If any of those look thrown together, most people quietly assume the work behind them is too, and they never stick around long enough to find out they're wrong.

This isn't another checklist written for an online coach or a content creator. It's built for businesses whose credibility lives somewhere different: a shopfront, a price board, a Google Business Profile, a stranger's first ten seconds. Fifteen honest questions. About two minutes. Tick what's true, add up your score, see where you actually stand.

One honest limit on this, before you start: this only checks what's visible. It won't tell you if your website converts or if your prices are right for your market, and it isn't a substitute for a proper brand audit. What it will tell you, in about two minutes, is whether your business looks as looked-after on the outside as you already know it is on the inside.

1 Your mark

- ☐ Your logo holds up in black and white, and at small sizes (a favicon, a van door, a stamped receipt).

WHY IT MATTERS

colour and size hide a weak logo. Strip both away and you're looking at exactly what shows up on a black-and-white flyer or a tiny app icon.

10-MINUTE FIX convert your logo to greyscale with any free online tool and shrink it to the size of a favicon. If it turns to mush, that's your answer.

- ☐ It's an original design, not a template you (or a customer) recognise from somewhere else.

WHY IT MATTERS

a template logo isn't really yours. It's the same free logo-maker mark a lot of other businesses picked from the same list, so instead of building recognition it quietly tells a sharp-eyed customer the business didn't invest in itself.

- ☐ You actually hold a proper vector file (.ai, .eps or .svg), not just a screenshot or a low-res PNG.

WHY IT MATTERS

without one, every reprint or new sign is a fight with pixelation, and a printer or sign shop can't quote you properly without the real file.

10-MINUTE FIX go and check what file you actually have saved. If it's a screenshot, a JPEG, or you can't find it at all, that's worth flagging even if the fix itself is a bigger job.

2 First contact online

- ☐ Your logo, colours and fonts match across your website, Google Business Profile and social pages.

WHY IT MATTERS

if a customer looks you up and sees three different-looking businesses, one of them reads as the fake.

10-MINUTE FIX open all three, side by side, right now. Note every mismatch. That's your list.

- ☐ The photos are real (your actual premises, team or work), not stock images anyone could find with a reverse image search.

WHY IT MATTERS

stock photography is instantly recognisable to anyone who's seen it before, and one spotted stock photo undoes the trust every real photo on the page was building.

- ☐ Your website works properly on a phone and says what you do and where, in the first few seconds.

WHY IT MATTERS

most local searches happen on a phone, in the moment someone actually needs you. If the site is slow, cramped or unclear that fast, they're already back on Google looking at the next result.

3 Local search

- ☐ Your Google Business Profile is fully filled in, not just claimed (category, service area, description, the works).

WHY IT MATTERS

an incomplete profile often shows up below a finished one, and for a lot of local searches it's the very first thing a customer sees, ahead of your website.

10-MINUTE FIX log into Google Business Profile and check every field. Most incomplete profiles are missing two or three fields, not twenty.

- ☐ The opening hours listed are the hours you actually keep.

WHY IT MATTERS

a wrong closing time is one of the fastest ways to lose a customer who was ready to walk in the door.

- ☐ You reply to reviews, the bad ones included, not just the five-star ones.

WHY IT MATTERS

silence next to a one-star review reads as confirmation. A calm, specific reply reads as a business that takes it seriously.

10-MINUTE FIX reply to your three most recent reviews right now, whatever they say.

4

Physical touchpoints

- ☐ Your menu, price list or quote sheet uses the same logo, colours and fonts as everything online.

WHY IT MATTERS

a price sheet left over from a few redesigns ago tells the person holding it that nothing here has been looked at in years, work included.

- ☐ Business cards, van signage or shopfront match what's online, not a design from years back.

WHY IT MATTERS

this is often the very first physical thing a stranger sees, before they've read a word of your website.

- ☐ Window display, price board or signage is current, not faded, peeling, or handwritten where it should be printed.

WHY IT MATTERS

it's free advertising running every hour you're open, or working quietly against you every hour it's out of date.

5

The stranger test

- ☐ Hand your logo and website to someone with zero connection to your business. Give them 10 seconds. Can they say what you actually do?

WHY IT MATTERS

you already know what your business does, so you can't judge this one yourself. A stranger's confusion is the only honest read you'll get.

- ☐ Would that same stranger trust it enough to call, based on nothing but what they just saw?

WHY IT MATTERS

this is really the point of every question above it, asked from a different angle.

- ☐ Would they guess your prices are roughly right, not obviously cheaper or more expensive than the branding suggests?

WHY IT MATTERS

a mismatch here costs you either way. Underselling a premium business and overselling a budget one both lose you customers who'd have been happy to pay the real price.

Your score

Count your ticks out of 15.

- 13-15** **Your business looks as good as your work.** Keep it that way, and run this again in a year as things change.
- 9-12** **You're most of the way there.** A handful of real gaps, and every one above has a fix sitting next to it.
- 5-8** **There's a real, fixable gap between the work and how the business looks.** Worth an actual afternoon on this, not just a note to come back to it.
- 0-4** **This is very likely costing you customers before they ever get in touch.** Not because the work isn't good enough. They'll never get far enough to find that out.

That's the whole checklist. However you scored, you now know exactly where the gap is, which already puts you ahead of most small businesses running on a logo nobody's looked at since the day they opened. If you want a hand closing it, that's what Presr does. If not, keep this, rerun it in six months, and see what's moved.



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