

## Brand Extension Worksheet

Make your website behave like your business. Use this worksheet to check if your tone, visuals and experience online match how you serve customers in real life.

### 1. Voice and tone

Does your site sound like your best person would speak to a customer? Read key pages aloud. Aim for clear, human and helpful.

Prompt	Score (1–5)	Evidence or examples	Action this month
Homepage headline sounds like us and states our value clearly	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5		
Service or product pages read like a conversation, not a brochure	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5		
Calls to action are specific and plain: Book, Buy, Call, Learn more	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5		
Error and confirmation messages sound supportive and clear	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5		

### 2. Visual identity

Do your images and layout feel current and authentic? Use real photos where possible. Keep layouts calm, not crowded.

Prompt	Score (1–5)	Evidence or examples	Action this month
Images show our real team, space or products	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5		
Colours and typography match our current brand guidelines	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5		
Key pages have a clear visual hierarchy that guides the eye	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5		
Icons and graphics	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5		

feel consistent and modern			
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### 3. Service behaviour online

Does the site act like your business does in person? Simple paths, quick responses and clear next steps.

Prompt	Score (1–5)	Evidence or examples	Action this month
Navigation helps people find the next step without thinking	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5		
Primary actions are obvious on mobile and desktop	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5		
Micro feedback is present: button states, loading states, sent messages	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5		
Contact paths are clear: phone, email, form or booking flow	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5		

### 4. Proof and credibility

Show current signals that you are active and trusted. Small, recent details build confidence.

Prompt	Score (1–5)	Evidence or examples	Action this month
Testimonials or reviews are recent and relevant	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5		
Case studies or examples reflect the clients we want more of	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5		
Policies, hours and pricing are current and accurate	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5		
Trust marks are present where they matter: SSL padlock, payment logos	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5		

## 5. Performance and comfort

Speed and comfort build trust. Test on a phone over mobile data and in low light. Aim for easy reading and quick loads.

Prompt	Score (1–5)	Evidence or examples	Action this month
Pages load quickly on mobile data	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5		
Text is easy to read: size, contrast and spacing feel comfortable	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5		
Images are compressed and do not slow pages	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5		
Forms and checkout feel quick and reliable on a phone	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5		

## 6. Accessibility and inclusion

Design for everyone. Clear headings, alt text and keyboard-friendly controls help all visitors.

Prompt	Score (1–5)	Evidence or examples	Action this month
Headings are structured correctly for screen readers	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5		
Alt text is present for meaningful images	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5		
Links and buttons are large enough to tap	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5		
Colour choices meet contrast guidelines	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5		

## 7. Ownership and governance

Make sure the right people have the right access, and that your brand is protected across systems.

Prompt	Score (1–5)	Evidence or examples	Action this month
Key logins are stored securely and shared with the right people	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5		
Two-factor authentication is set	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5		



up and reachable when needed			
Backups and uptime alerts are working and monitored	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5		
Brand guidelines are documented and followed online	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5		

### Scoring guide

1 = Not aligned. 3 = Partly aligned. 5 = Strongly aligned. Score honestly and use examples to support your choice.

### Priority plan

Priority	What we will change	Owner	Due
1			
2			
3			
4			
5			

### Tiny check

If you shared your website with a new client today, would you feel proud of it? If you hesitated, pick one action above and schedule it now.

Release Notes is a monthly publication from Asporea Digital, helping business owners manage their websites with confidence.

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