The Brand Image Audit

Is your team's online presence costing you clients?

Clients Google your team before they call. Score each item below, add up your total, and see where you stand.

SCORING: 0 = Not done 1 = Needs work 2 = Good 3 = Excellent

WEBSITE & DIGITAL PRESENCE

Team page has professional, consistent headshots (not a mix of selfies and formal photos)	/ 3
Individual bio pages include a professional headshot alongside credentials	/ 3
Website photos are high-resolution and properly cropped (not pixelated or stretched)	/ 3
Images look current—taken within the past 2–3 years	/ 3

LINKEDIN & SOCIAL PROFILES

Every client-facing team member has a professional LinkedIn headshot	/ 3
Headshots across the team have a consistent look and feel	/ 3
Photos match what the person actually looks like today	/ 3
Profile photos are high quality (not cropped from a group photo or phone selfie)	/ 3

BRAND CONSISTENCY

Headshots on your website match headshots on LinkedIn and other platforms	/ 3
New hires get professional headshots within their first 90 days	/ 3
There's a system for keeping photos updated when people join or leave	/ 3
Your visual brand communicates the same quality as your actual work	/ 3

YOUR TOTAL SCORE _____ / 36

30–36: **Strong.** Keep it current with annual updates.
20–29: **Room for improvement.** One organized session could close the gaps.
10–19: **Working against you.** Clients notice—and it costs you.
Under 10: **Urgent.** Every day without professional images is a missed opportunity.

Ready to close the gaps? Let's talk.

info@imagesbyiba.com | 484.320.7535

hub.imagesbyiba.com