

Your Brand Benchmark

Find out how your brand, website, and marketing stack up so you can stop guessing and start growing.



warp+weft

How to use this tool.

We've identified common challenges organizations face when it comes to branding and marketing. Beginning on the next page, we'll ask you nine questions that are designed to help you quickly evaluate how your organization is performing in each of these areas.

- For each question, select the response that best reflects your current situation.
- Answer each question as honestly as possible based on your organization's current reality—not where you hope it will be someday.
- Once you've completed all nine questions, you'll reach a summary page that compiles your results.

The summary will highlight where your organization is performing well and where you may want to focus your attention to strengthen your brand, website, and marketing efforts.

Think of this as a quick brand and marketing health check—a simple way to see what's working, what's not, and where the biggest opportunities for growth may lie.

CHALLENGE 1

Confusing branding with marketing.

Check the answer that best reflects your current situation:

Your team can't clearly explain the difference between your brand and your marketing, and marketing efforts are happening without a consistent look, sound, or plan behind them, making it hard to build recognition or trust.

You have some brand elements in place, like a logo, colors, and mission, but they weren't built on a strategy, and your marketing efforts don't connect back to a clear sense of who you are.

Your visual and verbal brand is documented, but it's not fully guiding your marketing efforts, and only a few people on your team understand it.

Your brand is documented as a clear, accessible instruction manual that's available for the entire team, and all marketing efforts are aligned and working from the same playbook.

CHALLENGE 2

Can't clearly explain who you are or what makes you different.

Check the answer that best reflects your current situation:

Who you are and what makes you different changes depending on who you ask. You may have a sense of it internally, but you don't have the words to say it clearly or consistently.

You've documented some of who you are, like a mission or values, but that messaging hasn't been connected to your audience, your culture, or the way your team actually talks about the organization.

You have a messaging foundation, but various members of your team describe who you are and what you do differently.

Your organization can clearly articulate who you are, what you stand for, and what makes you different, and your entire team confidently uses that messaging to build trust with your audience.

CHALLENGE 3

Outdated or unprofessional visual identity that may be eroding trust.

Check the answer that best reflects your current situation:

How you look, including your logo, colors, fonts, and materials, is outdated or inconsistent across different materials (website, platforms, print materials, etc.) and doesn't reflect the quality of what you actually deliver.

How you look is somewhat consistent but feels generic or unpolished, and doesn't create a meaningful connection with the people you're trying to reach.

How you look is high quality, but doesn't reflect the services you provide or attract the ideal audience.

How you look is professional, modern, and consistent across every touchpoint, and it creates alignment between how your team sees the organization and how your audience experiences it.

CHALLENGE 4

Website is old and technologically outdated.

Check the answer that best reflects your current situation:

Your website doesn't function well on desktop or mobile, navigation is broken, content is missing or outdated, and no one on your team can update it.

Your website works on desktop and mobile but isn't optimized for either, navigation exists but people struggle to find what they need, content only covers the basics, and your team has access to make updates but lacks the training to do it well.

Your website works well on desktop and mobile, navigation is functional but could be more intuitive, content is accurate but lacks depth and variety, and one or two people on your team can make updates, but not efficiently.

Your website works seamlessly on desktop and mobile, navigation is clear and intuitive, content is detailed and regularly updated, and your team is trained to maintain existing pages and produce new ones effectively.

CHALLENGE 5

Website doesn't reflect your organizations brand and the content is out of date.

Check the answer that best reflects your current situation:

How you look is outdated and inconsistent across your website, how you sound changes from page to page, content is missing or inaccurate, and your team has no guidelines for maintaining the brand online.

How you look is partially applied but uneven across pages, how you sound varies depending on who's writing, content covers the basics but leaves a lot of questions unanswered, and your team is unsure how to represent the brand consistently.

How you look is consistent across most pages, how you sound is recognizable but not woven throughout, content is accurate but lacks depth and variety, and your team follows loose guidelines but doesn't have a formal framework.

How you look and how you sound accurately reflect your organization today, content is accurate and up to date with a cohesive brand voice, and your team confidently maintains brand standards using a clear style guide.

CHALLENGE 6

Website doesn't stand out against your competition.

Check the answer that best reflects your current situation:

Your competitors' websites outperform yours in quality and first impression, your content is outdated, you're not showing up in search results, and your team avoids directing people to the site.

Your website is comparable to some competitors but falls behind others, content is updated inconsistently, you show up in some search results but not for key terms, and your team uses the site but doesn't feel confident promoting it to customers.

Your website holds its own against most competitors, content is accurate and updated occasionally but without a broader strategy, you show up in search results but aren't optimized, and your team directs people to the site but knows it could be stronger.

Your website stands out among competitors, content is current and regularly updated, you're strategically optimized for search, and both your team and your audience actively use the site as a valuable resource.

CHALLENGE 7

Don't have a marketing plan and think "if you build it, they will come."

Check the answer that best reflects your current situation:

You have no marketing plan, your marketing efforts aren't connected to your brand or business goals, your team isn't aligned on who you're trying to reach, and you're not tracking performance at all.

You have a marketing plan but it's vague, your marketing efforts loosely connect to your brand and goals but not consistently, your team has some awareness of the plan but isn't working from it, and you're tracking some numbers but not measuring what matters.

You have a marketing plan that connects to your brand and goals, but it hasn't been revisited in over a year, your team follows it unevenly across departments, and you're tracking performance but not using the data to adjust.

Your marketing plan is built around your brand and goals, your entire team is aligned and working from it, and you consistently improve outcomes by tracking performance and adjusting based on results.

CHALLENGE 8

Not marketing consistently — or when you are, it's not brand-aligned.

Check the answer that best reflects your current situation:

Marketing efforts are sporadic or nonexistent, how you look and how you sound are inconsistent across platforms, your team isn't aligned on voice or visuals, and there's no communications plan guiding any of it.

Marketing efforts happen regularly but lack cohesion, how you look and how you sound vary depending on the platform, consistency depends on who's doing the work, and your communications plan is loose or informal.

Marketing efforts are fairly consistent, how you look and how you sound are recognizable but not fully aligned across platforms, most of your team follows brand guidelines but not uniformly, and your communications plan exists but isn't actively maintained.

Marketing efforts are consistent and frequent, how you look and how you sound are aligned across every platform, your entire team represents the brand confidently, and your communications plan is actively maintained and followed.

CHALLENGE 9

Not reaching the people you're trying to attract.

Check the answer that best reflects your current situation:

You're not reaching the right people, inquiries and applications aren't growing, your messaging is based on guesswork rather than audience insights, and you have no way of knowing what's working.

You're reaching people but not the right ones, engagement is low or leads drop off quickly, your messaging is based on internal assumptions rather than audience insights, and you have some data but aren't using it to make decisions.

You're reaching some of the right people, engagement is steady but conversion is low, your messaging is informed by some audience insights but still too general, and you're tracking performance but aren't clear on which platforms are driving results.

You're consistently reaching the right people, engagement is strong and leads convert, your messaging is built on audience insights, and you know exactly which platforms are working and why.

Results Summary

		Problem	Weakness	Strength	Superpower
BRANDING	1. Confusing branding with marketing.				
	2. Can't clearly explain who you are or what makes you different.				
	3. Outdated or unprofessional visual identity that erodes trust.				
WEBSITE	4. Website is old and technologically outdated.				
	5. Website doesn't reflect organizations brand and content is out of date.				
	6. Website doesn't stand out against competition.				
MARKETING	7. Don't have a marketing plan and think "if you build it, they will come."				
	8. Not marketing consistently — or when you do, it's not brand-aligned.				
	9. Not reaching the people you're trying to attract.				

Understanding Your Results

→ The assessment was divided into three key areas that influence how your organization shows up in the marketplace:

Questions 1-3: Branding

Questions 4-6: Website

Questions 7-9: Marketing

→ Look at the results summary showing how many Problems, Weaknesses, Strengths, and Superpowers you received.

If you have one or more Problems or Weaknesses in:

Questions 1-3: Review our Branding recommendations

Questions 4-6: Review our Website recommendations

Questions 7-9: Review our Marketing recommendations

Branding

Your brand is more than a logo—it's the perception people have of your organization based on their experiences and interactions with you. When your messaging, visuals, or positioning aren't clearly defined or consistent, it can make it harder for people to understand who you are and why they should choose you.

WHAT YOU CAN DO NEXT:

→ Start a conversation with us.

We'd be happy to talk through your results and explore ways to strengthen your brand.

→ Learn more about branding:

[Verbal and Visual Branding:
Why Your Brand Needs Both to Thrive](#)

[Why Does Branding Matter in Healthcare?](#)

Website

For many organizations, the website is the first place people go to learn about your services, evaluate your credibility, or decide whether to reach out. If the site is outdated, difficult to navigate, or unclear in its messaging, visitors may leave before they fully understand what you offer.

WHAT YOU CAN DO NEXT:

→ Reach out for a website evaluation.

We can help identify opportunities to improve the user experience, messaging, and performance of your site.

→ Explore these articles:

[How Your Healthcare Website Can Help You Attract and Retain Top Talent](#)

[How Your Website Can Help Boost Your Practice's Profitability](#)

Marketing

Effective marketing isn't just about doing more—it's about doing the right things the right way. A strong marketing plan identifies your target audience, determines the best channels to reach them, and tailors messaging so it resonates. From there, marketing becomes an ongoing process of tracking results and adjusting the plan to improve outcomes.

WHAT YOU CAN DO NEXT:

→ Start a conversation with us.

We'll evaluate your marketing efforts and identify opportunities for improvement.

→ Consider developing:

- [A strategic marketing plan](#)
- [Detailed audience personas](#)

Get in Touch

warp+weft

Brand with
texture.

f in 

warpweftbranding.com