ALIGNMENT AUDIT SUITE

What if your client's requested solution is only the beginning?

The Alignment Audit Suite helps agencies uncover deeper client needs, strengthen recommendations, and create new opportunities for strategy, messaging, website, and growth engagements.

CLIENT INTENTION

CLIENT EXECUTION

A white-label diagnostic for better client engagements

Alignment Audit Suite

How It Works

3 QUESTIONNAIRES

The client completes three questionnaires covering Brand and Messaging, Target Market and Buyer Profile, and Website Design. Together, they capture the client's goals, assumptions, priorities, market position, and intended brand presentation.

The questionnaires provide the reference point for the entire Audit Suite. They allow a comparison between what the client intends to communicate and what buyers see, understand, and experience.

3 ANALYSES AND REPORTS

Each questionnaire is analyzed against the client's Homepage, About Us page, and primary Product or Service page. The resulting reports examine how clearly the client's brand, buyer assumptions, positioning, messaging, and website execution support one another.

Together, the three analyses reveal gaps that may not be visible when each area is reviewed separately. They show where unclear messaging, weak proof, broad positioning, or inconsistent design may be limiting the client's ability to connect with the right buyers.

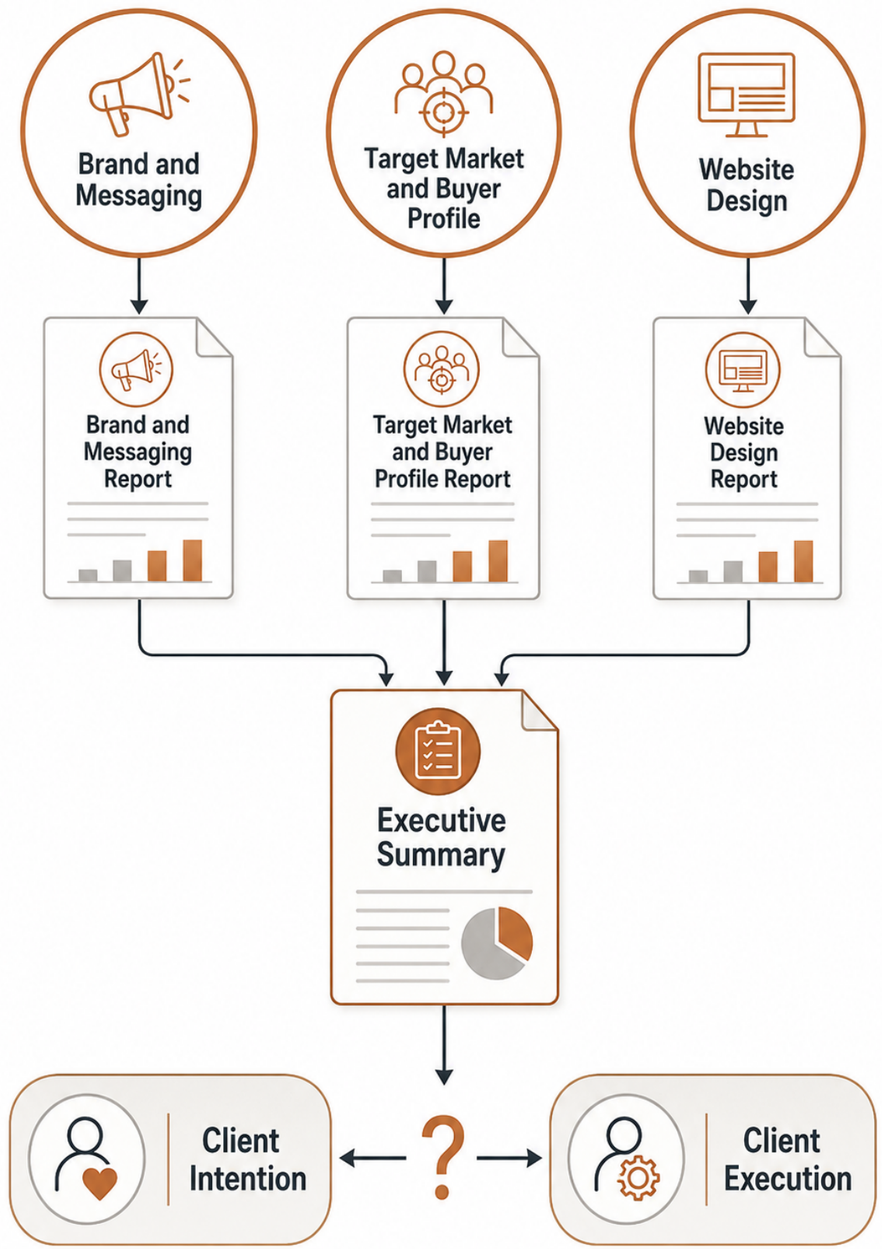
EXECUTIVE SUMMARY

The Executive Summary brings the three reports together into one connected assessment. It shows how findings across all three sections reinforce one another or point to deeper misalignment.

Rather than presenting isolated observations, it identifies the patterns most important to the client's positioning, communication, and growth. It highlights the issues that deserve the agency's attention first and provides a clearer basis for recommendations.

INTENTION VS. EXECUTION

The final comparison shows whether the client's intended value is clearly reflected in the buyer-facing experience. It identifies where intention and execution align, and where gaps may be weakening the brand, message, or website.



How To Use It

REENGAGE INACTIVE CLIENTS

Give former clients a credible reason to restart the conversation. The Audit Suite can reveal unresolved issues and create a natural opening for renewed strategy, messaging, website, or growth work. It gives the outreach more substance than a routine check-in.

JUMPSTART A HESITANT CLIENT

Some clients know something is wrong but are unsure what to change first. The Audit Suite gives them a structured way to move forward by identifying the gaps most likely to be limiting results. It also lets them begin without immediately committing to a large engagement.

USE AS A STAND-ALONE ENGAGEMENT

Offer the Audit Suite as a defined diagnostic service with a clear beginning, deliverable, and conclusion. It can generate revenue on its own while also uncovering opportunities for larger follow-on engagements. The agency can present it under its own brand.

EXPAND CURRENT CLIENT ENGAGEMENTS

Use the Audit Suite with active clients to identify issues outside the agency's current scope. The findings may support additional work in positioning, messaging, website design, buyer strategy, or brand development. They may also reveal needs the client has not yet recognized.

STRENGTHEN DISCOVERY AND PROPOSALS

Use the Audit Suite before recommending major work. Its findings can give the agency a stronger factual basis for proposals and help clients understand why a broader or higher-value engagement may be necessary. The report can also help justify priorities and scope.

PREPARE FOR REBRANDING OR WEBSITE REDESIGN

Use the Audit Suite before major creative or digital work begins. It helps clarify the client's brand, audience, message, and intended value so the agency is not building on incomplete or conflicting assumptions.

TRY THE AUDIT SUITE WITH ONE CLIENT

The Alignment Audit Suite is prepared off-site and delivered as an executive-ready, white-label report for your agency. There is no software to learn, platform to install, or internal process to build.

Simply select one client and return their three completed questionnaires. The analysis and reporting are handled for you and delivered for your review and presentation under your own brand.

WHAT YOU RECEIVE

A comprehensive report, typically 40+ pages, including:

- Brand and Messaging Audit
- Target Market and Buyer Profile Audit
- Website Design Audit
- Executive Summary and overall alignment assessment
- Clear findings that support your recommendations and next-step discussions

FIRST AUDIT GUARANTEE

No upfront payment. After you receive the completed Audit Suite, if you do not believe it was worth the agreed fee, you do not have to pay.

There is no long-term contract and no obligation to continue.

VIEW THE AGENCY PRESENTATION AND AN ACTUAL REPORT

AlignAudits.net