

# Brand Authority Self-Audit Worksheet

Figure out why no one trusts you—then fix it.

By [@alexcornici](#) | [What is Seo](#)

---

## Step 1: Harsh Truth Intake Form

Rate yourself from 1 (pathetic) to 5 (look at you, you legend).

Question	Score (1–5)
Do you regularly publish original content that isn't AI-generated beige noise?	
Are you demonstrating real experience, or just Googling stuff better than your competitors?	
Have you been quoted by anyone who wasn't your mother or co-founder?	
Do people ask your opinion on things, without you begging first?	
When someone lands on your homepage, can they tell what you do in under 3 seconds?	
Is your "About" page written like a human and not a résumé with clipart?	

Have you ever had a customer say, “I chose you because you’re the expert”?

Do you have case studies that don’t sound like fan fiction?

Are your brand visuals consistent—or does it look like a marketing intern was set loose in Canva?

Do you have any SEO strategy beyond “hope and vibes”?

Your Score:

- 0–15: Seek professional help (or at least read the rest of this PDF)
- 16–30: There’s hope, but just barely
- 31–45: You’re probably lying but whatever
- 46–50: You’re either a legend or you cheated, in which case... congrats?

---

## Step 2: Awareness vs. Authority Chart

Can you tell the difference between people knowing who you are... and respecting you?

Feature	Your Brand	Notes
People know our name	Yes/No	

People associate our brand with expertise      Yes/No

We're top-of-mind in our niche      Yes/No

People quote or share our insights      Yes/No

Our name shows up in actual media outlets      Yes/No

Clients mention our expertise in testimonials      Yes/No

If all your answers are “Yes,” congrats! You are either Google, or deeply delusional.

---

## **Step 3: Stop Doing This Immediately**

- Posting without a strategy
  - Using “We’re passionate about [X]” in your messaging
  - Calling yourself “the leading” anything (unless it’s legally true)
  - Mixing brand fonts like it’s a ransom note
  - Faking social proof with anonymous reviews like “This changed my life – C.G.”
  - Making your blog a graveyard of 2019 content
-

## Step 4: Do This Instead

- Identify 3 core content pillars you can own
  - Publish one thought-leadership piece per month that actually helps people
  - Create one solid case study. Yes, even if it's just about the time you made a client not cry.
  - Get 3 real testimonials. Bribe if needed.
  - Update your LinkedIn bio so it doesn't sound like you peaked in 2016
- 

## Step 5: Take Action Like You Mean It

Write down one thing you'll fix THIS WEEK:

---

Write down one delusional goal to fake until it's real:

---

Write a sentence that sounds authoritative. Out loud. Do it.

---

---

You now know why people don't trust your brand. And you have no excuses.

Next steps:

- Fix your content
- Clean your visual identity
- Get quoted
- Stop being basic