



Template: Brand Voice Crafting Checklist

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Based on Article: "Crafting Your Brand Voice: A Step-by-Step Guide"

Website: <https://scaleblogger.com>

A practical checklist to help you establish and maintain a consistent brand voice across all channels.

Checklist Items:

- ☐ **1. Ensure Analytics Access**
Grant full read (and ideally edit) access to your analytics platform (e.g., GA4) to track traffic, events, and conversion funnels.
Reference Section: What You'll Need (Prerequisites)
- ☐ **2. Create a Content Inventory**
Compile a centralized content inventory listing URLs, publish dates, topic clusters, traffic metrics, and conversion rates into a spreadsheet.
Reference Section: What You'll Need (Prerequisites)
- ☐ **3. Audit Current Voice**
Collect and evaluate 12-20 samples of content from various channels, scoring each based on clarity, personality, formality, and consistency.
Reference Section: Audit Your Current Voice
- ☐ **4. Define Core Voice Attributes**
Establish the key characteristics of your brand voice, including tone, vocabulary, and emotional register that align with your audience.
Reference Section: Define Core Voice Attributes
- ☐ **5. Create Voice Guidelines**
Develop comprehensive brand voice guidelines and templates that outline dos and don'ts for consistent voice application across all channels.
Reference Section: Create Your Voice Guidelines and Templates
- ☐ **6. Apply Voice Consistently Across Channels**
Implement your brand voice consistently across all communication channels including social media, email, and website content.
Reference Section: Apply Voice Across Channels (Numbered Steps)
- ☐ **7. Test and Iterate**
Conduct A/B testing and qualitative research to evaluate the effectiveness of your brand voice across different audiences and channels.
Reference Section: Test and Iterate (A/B and Qualitative Testing)

- ☐ **8. Establish Governance**
Define roles and processes for managing and scaling your brand voice, ensuring that updates are made based on feedback and performance data.
Reference Section: Governance and Scaling Your Voice
- ☐ **9. Review for Common Issues**
Identify and troubleshoot common issues that may arise in brand voice application, such as inconsistencies across teams or channels.
Reference Section: Troubleshooting Common Issues
- ☐ **10. Utilize Resources and Templates**
Make use of available resources and templates to support the ongoing development and consistency of your brand voice.
Reference Section: Resources and Templates (Appendix)