



INTRODUCTORY SERVICE

Mini Audit

A quick diagnostic review of your website, brand identity or overall online presence.

Blasterr Design

Custom web design, brand identity and graphic design solutions for businesses. A clean, clear and consistent online presence - so visitors quickly understand what you offer, who you help and how to take the next step.

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What is the Mini Audit for?

The Mini Audit is a quick, easy-to-follow assessment for when you feel that your website, brand identity or social media presence could be stronger, but are not yet sure what to improve. The goal: specific issues, specific recommendations and a suggested next step.

What do I review?

- First impression: is it clear within three seconds what you offer?
- Trust: are your work examples, reviews, results or professional background visible?
- Visual consistency: do your colors, fonts, images, icons and proportions work together?
- Mobile experience: is the interface readable, easy to navigate and easy to use?
- Calls to action and user journey: is it clear what the visitor should do next?
- Copy and messaging: do you communicate benefits rather than just list features?
- SEO basics: headings, structure, keywords and internal links.

What does the client receive?

- A short PDF assessment
- Five specific issues or weak points
- Five improvement recommendations
- A score from 1 to 5 for each key area
- A suggested next step: targeted fixes, redesign, brand identity refresh or a new website

Sample assessment scorecard

Area	Score	What to look for
First impression	1-5	Is it clear who you are and what you offer?
Trust	1-5	Are there enough proof points, examples and signs of expertise?
Visual consistency	1-5	Does your presence feel like one coherent brand?
Mobile experience	1-5	Is the site comfortable to use on a phone?
CTA / user journey	1-5	Is the next step obvious?

Suggested introductory offer

If we later work together on a website, brand identity or redesign, the Mini Audit fee may be credited toward the project price. This keeps the first decision small while still delivering real value.