

5-STEP SIGNAGE AUDIT



PRO TIP: Evaluate your storefront signage and appearance through a first-time customer's eyes.

- 1 50-FOOT DRIVE BY**
Is text easy to read at 35mph with clear sightlines? Is there good contrast between the sign text and building facade?
- 2 10-FOOT WALK-UP**
Is the entrance easy to find? Is important info like hours, payment methods and contact details visible?
- 3 LIGHTING**
Is the entry well lit and all sign lights working? Test photocells & timers.
- 4 WEAR AND WEATHERING**
Check for fading, peeling vinyl or paint, rust, streaks, and loose fittings.
- 5 ONLINE-TO-OFFLINE**
Are photos online current and is your branding consistent online and off? Check your Google Business Profile and Bing or Apple maps images.