

SOP: Execute a Brand Depth Audit as an SEO

SEO Arcade Standard Operating Procedure · Framework via Mordy Oberstein (Head of SEO Brand, Wix) on the Unscripted SEO podcast

Objective

Assess how deeply a brand connects with its audience emotionally, evaluate whether its existing assets reflect that depth, and produce a strategy that aligns brand, content, and SEO efforts around that meaning. Brand associations are "compound over time" and latent — the audit surfaces that meaning and makes it actionable.

Key Steps

1. **Assess emotional depth.** Evaluate the emotional connections the brand is making with its audience. Distinguish fleeting emotions (fun, entertainment) from existential ones core to the human experience — connection, the ability to overcome struggle. Assign a "depth score" for how deeply the brand resonates.
2. **Audit brand assets.** Review existing assets — website content, social posts, marketing materials — and judge how well they align with that depth. Ask whether current touchpoints, from blog posts to newsletters, reflect the meaning, or whether there is a disconnect. The goal: activities that align with the brand's positioning, messaging, and identity.
3. **Develop a brand depth strategy.** Build a plan to strengthen depth and align it across marketing and SEO — from revamping messaging and positioning, to content that taps deeper emotional needs, to offline brand-building like events or partnerships. Target the plan to where the brand actually is (identity, messaging, or momentum).

Cautionary Notes

- Don't reduce brand depth to a single keyword or piece of content — associations are compound, built across many touchpoints over time.
- Distinguish surface-level from existential emotions; scoring too generously inflates the depth score.
- A polished asset audit is meaningless if assets don't align with positioning, messaging, and identity — watch for disconnects.
- Resist defaulting to pure search-engine optimization; a brand-first approach drives durable results.

Tips for Efficiency

- Use the "depth score" as a quick heuristic to rank the brand's emotional position before auditing individual assets.
- Anchor the audit to a clear diagnosis of where the brand is ("point X") so the strategy targets the real gap.
- Inventory every touchpoint (blog, newsletters, social, offline events) in one place so alignment gaps are obvious.
- Consider offline brand-building — events, partnerships — not just on-page content, when momentum is missing.

Sources & Relevant Episodes

- Brand Depth Audit framework via Mordy Oberstein, Head of SEO Brand at Wix, on the Unscripted SEO podcast (unscriptedseo.com/podcast).
- More SEO Arcade SOPs · What is an SEO Audit? · SEO and Brand Building — seoarcade.com