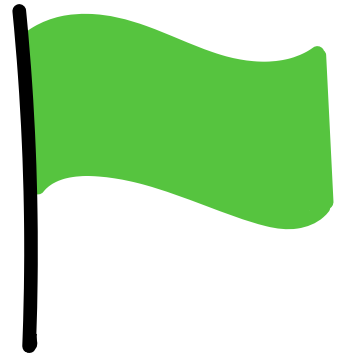




Trauma-Informed Brand Audit

Company Name

A handwritten signature in black ink that reads "Staci Rivera-Nichols". The signature is written in a cursive, flowing style. It is positioned over a soft, abstract watercolor splash in shades of pink, purple, and light brown.

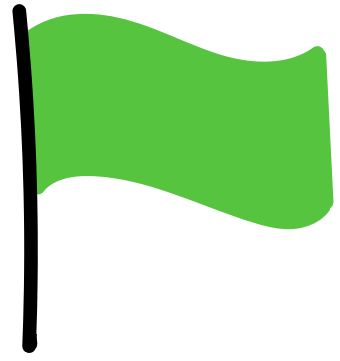


Authority & Trust

Google ranks content using the E-E-A-T rubric (experience, expertise, authority, trust). This means your brand must demonstrate these markers of professionalism and competence to earn Google's favor. Trauma survivors are the same! This means detailed bios of each therapist at your practice, publications, speaking engagements, credentials, and awards. Many therapists focus on having a welcoming or warm brand but forget that too much empathy and not enough authority can feel unstructured and therefore unsafe.

**Your
Score**

10

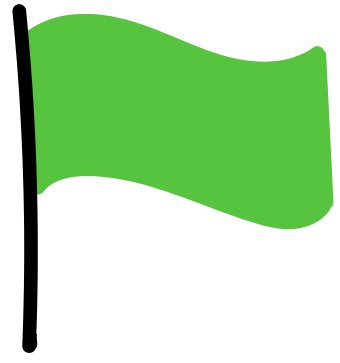


Consistency

Consistent information, imagery, fonts, and colors relating to your brand across all of your platforms is a huge trust signal not just for someone with trauma but for any consumer.

**Your
Score**





Clear Instructions & Thorough Information

For people with avoidant attachment, being able to fully investigate a service or product before making contact is essential. A trauma-informed brand has every question answered, processes explained, easy site navigation, and FAQs readily available. This also includes having transparent pricing and offerings.

**Your
Score**

10