



# A Clear Look at Your Marketing

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Before you spend more on marketing, get clear on what's working, what's getting in the way, and what matters most.

We evaluate five fundamentals that guide the next step.

**Located:** Can people find you – and know they're in the right place?

- A website exists and reflects the business today
- Google Business Profile is accurate and complete
- Business appears in basic relevant searches
- It's clear this is the right business

**Explained:** Do people quickly understand what you do?

- Offer is clearly defined
- The purpose of the business is clear within seconds
- Messaging explains — not implies
- No guesswork is required

**Directed:** Do people know what to do next?

- Is there a clear way to start working with you
- Are there consistent calls to action
- Are expectations set early
- Does the next step feel obvious

**Trusted:** Does everything reinforce the same story?

- Visual identity is consistent
- Website, Google, and social align
- Messaging supports confidence
- There are no conflicting signals

**Maintained:** Are the right things being kept up?

- Platforms are intentional/strategic
- Effort is focused, not scattered
- Google Business stays active
- The marketing plan is realistic to maintain

The goal is **clarity**. We identify what's working and recommend the next best move.

**Schedule your evaluation:**

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