MARKA GROUP

Free guide · The Visibility Playbook

Your competition isn't better than you. They're just easier to *find.*

A 25-point checklist to get your business found on Google, in AI answers and on social media, and to stop losing customers who were already looking for you.

25	5	30	~20
checks	areas	day plan	minutes to score

BEFORE YOU START

Customers don't pick the best business. They pick the one they *find first.*

Someone needs what you sell right now. They search on Google, ask ChatGPT, scroll Instagram or send a message. Within minutes they choose, and they choose whoever shows up, looks trustworthy and answers.

This playbook helps you see your business the way a new customer sees it. Most owners discover the same thing: the work is excellent, but the digital side hasn't caught up. That gap is fixable, and most of the fixes on these pages cost time, not money.

1

Score yourself

Go area by area. Check a box only if it's fully true today, not "almost".

2

Add up your score

One point per check, 25 points in total. Page 8 tells you what your score means.

3

Follow the 30-day plan

Start with the gaps that cost you the most customers, one week at a time.

01	Google	Can people find you when they search?
02	Your website	Does it build trust in seconds?
03	AI search	Do ChatGPT and Google AI mention you?
04	Social media	Does your profile turn followers into customers?
05	Response speed	Do you answer before your competitor does?

AREA ONE

01 Show up on *Google*

When someone searches "near me" or your service plus your city, the map results usually come first. That's your Google Business Profile.

- [ ] **Your Google Business Profile is claimed and verified**
  Search your business name. If you don't see "Own this business?", it's yours. **How:** claim it at business.google.com.

- [ ] **Name, address, phone and hours are complete and correct**
  Use the exact same name, phone and address everywhere online. Mismatches confuse Google and customers.

- [ ] **You have at least 10 photos of real work, your team or your place**
  Real photos beat stock images. **How:** add 2–3 new ones every month so the profile looks alive.

- [ ] **You have recent reviews, and you reply to every one**
  Ask every happy customer the same day, with a direct link. Reply to bad reviews calmly; future customers read your answer.

- [ ] **Your services and the areas you cover are listed**
  List each service by the words customers actually type, like "AC repair" instead of "HVAC solutions".

QUICK WIN Create a short review link from your Google Business Profile and save it on your phone. Send it right after every finished job, while the customer is happy.

Area 1 score (0–5) ☐

AREA TWO

02 A website that builds *trust*

Most visitors decide in a few seconds whether to stay. Open your site on your phone and check it as if you were a stranger.

- [ ] **In five seconds, a visitor knows what you do, where and for whom**
  Your main headline should say it plainly. "Licensed AC repair in Houston, same-week visits" beats "Quality you can trust".

- [ ] **It looks and works well on a phone**
  Text is readable without zooming, buttons are easy to tap, and the page loads fast on mobile data.

- [ ] **Calling, messaging or booking takes one tap**
  Every phone number is tap-to-call, and the main button ("Book", "Get a quote") is visible without scrolling.

- [ ] **It shows proof: real photos, reviews, licenses or results**
  Before-and-after photos, credentials and real customer words do more than any slogan.

- [ ] **Each main service has its own page**
  One page per service gives Google a page to show for each search, and gives customers the details they need to decide.

QUICK WIN Ask someone who doesn't know your business to open your site on their phone for five seconds, then tell you what you do. If they can't, rewrite the headline first.

Area 2 score (0–5) ☐

AREA THREE

03 Get mentioned by *AI*

More customers now ask ChatGPT, Perplexity or Google's AI answers "who's the best ___ near me". These tools repeat what they find clearly written across the web.

- [ ] **You describe your business the same way everywhere**
  Write one clear sentence (what you do, for whom, where) and use it on your site, Google profile, social bios and directories.

- [ ] **Your website has an FAQ with direct answers**
  Use the real questions customers ask, and answer each in one or two plain sentences: price ranges, timing, areas served.

- [ ] **You're listed on directories in your industry**
  Yelp, BBB, Angi, Clutch or your industry's own directories. Each consistent listing is another source that confirms you exist.

- [ ] **Your pages give specifics, not slogans**
  Numbers, steps and names (how long a job takes, what's included, which brands you service) are what AI tools quote.

- [ ] **You've asked an AI tool about your business**
  Ask ChatGPT: "Who are the best [your service] in [your city]?" and "What do you know about [your business]?" Note what's missing or wrong.

QUICK WIN Write your one-sentence description today and paste it into your Google profile, Instagram bio, Facebook page and website footer, word for word.

Area 3 score (0–5) ☐

AREA FOUR

04 Social media that brings *customers*

Many customers check your Instagram, TikTok or Facebook before they call, to see if you're real, active and good at what you do.

- [ ] **Your bio says what you do, where, and how to book**
  Not just a slogan. Include your service, your city and one clear link to book or contact you.

- [ ] **You've posted in the last 7 days**
  An account that's been quiet for months makes people wonder if you're still open. A simple weekly rhythm is enough.

- [ ] **Your posts show real work, real people and real results**
  Behind-the-scenes clips, finished jobs and happy customers outperform generic quotes and stock photos.

- [ ] **Every post tells people what to do next**
  "Comment QUOTE", "Book through the link in bio", "Send us a message". Make the next step obvious.

- [ ] **Your ad accounts are in your own name**
  If someone runs ads for you, the Meta, Google or TikTok ad account should belong to your business, with you as admin.

QUICK WIN Pin your three best posts to the top of your profile: one that shows your work, one that shows a happy customer and one that explains how to book.

Area 4 score (0–5) ☐

AREA FIVE

05 Answer *first*

The business that replies first usually gets the job. A great website doesn't help if the message it brings in waits until tomorrow.

- [ ] **New messages get a reply within 5 minutes during business hours**
  Test yourself: send a message to your own business from a friend's phone and time the reply.

- [ ] **After-hours messages get an instant reply**
  At minimum, an automatic message saying when you'll answer. Better: an assistant that answers questions and books.

- [ ] **Missed calls get a text back**
  If you can't pick up because you're with a customer, the caller should get a text within minutes, not silence.

- [ ] **Customers can book or request a quote without calling**
  An online booking or quote form that asks the right questions saves you the back-and-forth.

- [ ] **You follow up on quotes that didn't answer**
  A short message 2 days later ("Still interested? I have Thursday open") wins jobs that would otherwise go quiet.

QUICK WIN Set an away message on WhatsApp Business today: tell people when you'll reply and add your booking link, so nobody waits in silence.

Area 5 score (0–5) ☐

YOUR SCORE

Add it up. Then fix what costs you the *most.*

Google	Website	AI search	Social	Response
☐	☐	☐	☐	☐

Total visibility score out of 25 ☐

0–10

Customers can't find you yet

People who need you are choosing someone else, often without ever seeing your business. Start with Area 1 (Google) and Area 5 (response speed): they bring the fastest results.

11–18

You're found, but you're losing some

The basics are there, but gaps let customers slip away. Find your lowest-scoring area and fix it first; that's where you're leaking the most.

19–25

You're ahead of most competitors

Now it's about growth: more reviews, more content, ads in your own accounts and automation so no message goes unanswered.

YOUR NEXT 30 DAYS

One area per week. Small fixes, *real* customers.

WEEK 1

Get found on Google

- Claim and complete your Google Business Profile
- Upload 10 real photos
- Ask 5 recent customers for a review with your direct link

WEEK 2

Answer faster

- Set an away message with your booking link
- Turn on text-back for missed calls
- Follow up on every open quote from the last month

WEEK 3

Fix your website's first impression

- Rewrite the headline: what you do, where, for whom
- Make every number tap-to-call and the main button visible
- Add real photos and three customer reviews

WEEK 4

Be the business AI recommends

- Write your one-sentence description and use it everywhere
- Add an FAQ with 8 real questions to your website
- List your business on 3 directories in your industry

BONUS CHECK

Is your online presence really *yours?*

Many owners find out too late that their website, domain or ad account belongs to the company that built it. When they switch providers, they start from zero.

1

Your domain

yourbusiness.com should be registered in your name, and you should have the login. It's the address customers and Google already know.

2

Your phone and WhatsApp number

The number on your cards, ads and profiles should belong to your business, so customers can always reach you, whoever manages it.

3

Your data and accounts

Customer lists, bookings, Google Business Profile, analytics and ad accounts. You should be the owner, with others added as helpers.

Ask your current provider these three questions:

1. Whose name is the domain registered under?
2. If I leave, can I take my website and my data with me?
3. Who is the owner of my Google profile and ad accounts?

If any answer is "ours", you're renting, not owning.

WANT HELP WITH THE LIST?

We'll find what's costing you *customers*, for free.

Book a free 30-minute Visibility Audit. We review your Google presence, website, social media and response time with you, and you leave with a clear plan, whether or not you work with us.

Book my free audit

Custom websites

Built from scratch, ready for Google and AI search, and registered in your name.

AI agents

Answer, qualify and book your customers 24/7, on WhatsApp, your website and the phone.

Social & ads

Content and campaigns in your own accounts, approved by you before anything goes out.

Everything is yours

Your domain, number, accounts and data stay in your name, even if you leave.

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Web markagroup.co

Email hello@markagroup.co

Instagram @markagroup.co

TikTok @markagroup.co