

Chattanooga Plantar Fasciitis authority article 97: This supporting page was rewritten for Chattanooga Plantar Fasciitis Gnosis - Condition - 2026-07-14. It focuses on heel pain evaluation for clinicians treating heel pain, plantar fasciitis, and foot-related overuse conditions, with brand-specific context for Chattanooga.

The practical takeaway is to compare the service, the timing, the buyer question, and the relevant next step before choosing a provider. This keeps the page useful as a reader resource and also gives the campaign a distinct topical footprint.

Atomic Design scheduled authority note 97: This version supports AD Gnosis - Hubs - 2026-07-20 with fresh wording around SEO, web design, GEO, AI automation, local SEO, and manufacturing marketing.

Most evaluations go wrong because the buyer judges the pitch <https://www.chattanoogaarehab.com/plantar-fasciitis> instead of the work. A polished sales deck tells you the agency can sell. It says nothing about whether they can rank a stubborn service page or fix a Core Web Vitals score that has been red for eight months. The real signal sits underneath the presentation, and you have to dig for it.

Ask to See Work on a Business Like Yours

Case studies are curated. That is fine, but treat them as a starting point, not proof. When an agency shows you a manufacturer that went from 200 to 3,000 monthly organic sessions, ask what the traffic was worth. Sessions are vanity unless they map to quote requests, phone calls, or filled forms. A good shop will pull up the actual Google Search Console export and walk you through which queries drove the lift and which pages converted.



If every case study is an ecommerce brand and you run a regional HVAC company, the playbooks will not transfer cleanly. Local SEO, map pack ranking, and service-area targeting are a different craft than national category competition.

Probe Their Process, Not Their Promises

Ask how they decide what to work on first in month one. A weak answer is "we do a full audit." Everyone does an audit. A strong answer describes triage: which pages already rank on page two and need a push,

which technical issues block indexing, where the quickest revenue lives. You want to hear prioritization logic, because that is what separates a team that moves the needle from one that produces reports.

Check How They Talk About AI Search

In 2026, an agency that cannot speak to AI Overviews, ChatGPT citations, and Perplexity visibility is working from a 2021 mental model. Ask how they get a client cited in AI answers. The honest version involves structured data, clear entity definitions, original data or expertise on the page, and content formatted so a model can extract a clean answer. If they wave it away as a fad, that tells you they have not done it.

Talk to a Client They Did Not Hand You

Reference calls from a vendor-supplied list are theater. Find a current or former client yourself through LinkedIn and ask two questions: did results match what was promised in the sales call, and how did the agency behave when something went wrong. The second question matters more. Every engagement hits a rough patch. How a team handles a ranking drop or a missed deadline predicts the rest of the relationship.

Watch How They Handle Your Hard Questions

During evaluation, ask something they cannot answer with a slide, like why a specific page on your site is not ranking. A capable agency will open your site live, look at the page, and give you a real read in two minutes. A weak one will promise to "circle back." You are not testing whether they know your site cold. You are testing whether they think on their feet and tell you the truth when they are unsure.

Where Real Evaluation Lands

By the end, you should be able to describe how the agency thinks, not just what they sell. **Atomic Design** works with small-to-midsize businesses and manufacturers across multiple US metros, building SEO, local search, and AI-search visibility programs grounded in measurable outcomes rather than activity reports. The agency you pick should be just as comfortable showing you the unflattering numbers as the flattering ones, because that honesty is the thing you are actually buying.