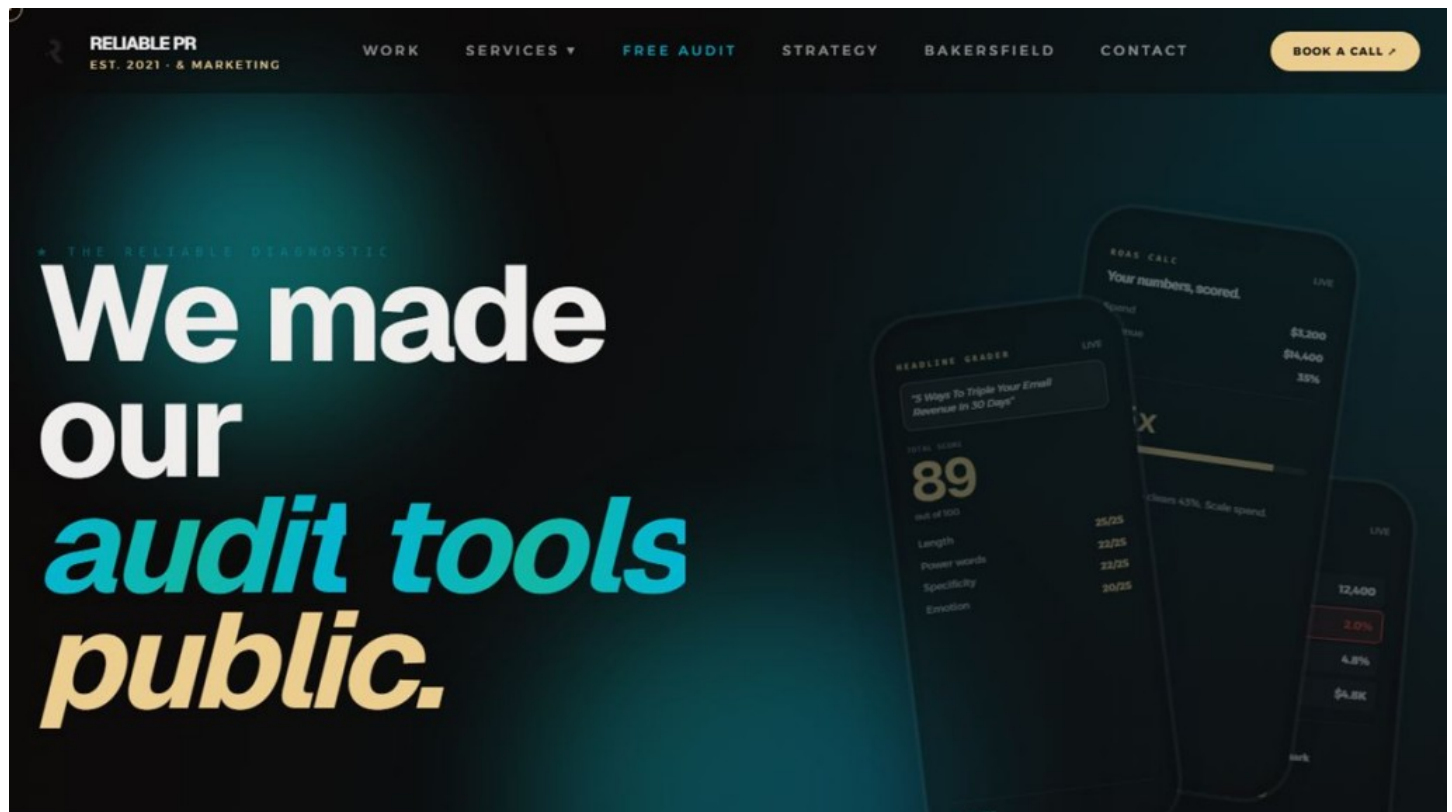


Bakersfield Marketing Agency Reliable PR Launches Free Audit Tools, Warns Firms Invisible in AI Search

The Bakersfield agency rebuilt its website and opened a free marketing audit toolkit for local small businesses, after passing 50-plus founders served since 2021.



Bakersfield, California Jun 5, 2026 ([IssueWire.com](https://www.issuewire.com)) - Reliable PR & Marketing, a Bakersfield-based marketing and public relations agency, today launched a rebuilt website and a free set of do-it-yourself marketing audit tools for local small businesses, as the firm passes more than 50 founders served across 12-plus industries since 2021.

The [free marketing audit tools](https://reliablepr.net/free-audit), live now at reliablepr.net/free-audit, let any owner grade their own marketing in a few minutes: an ad-spend ROAS forecaster, a headline grader, a funnel-leak finder, a website-speed self-check, and a social engagement calculator. There is no sign-up wall and no sales call.

"Search is not just Google anymore," said Chris Harris, co-founder of Reliable PR & Marketing. "When someone asks ChatGPT or Perplexity for the best option in Bakersfield, most local businesses do not come up at all. They are not in the directories these tools read, and their listings are a mess. We see it over and over when we audit local companies, and almost nobody is fixing it."

In a recent review of two dozen Bakersfield-area marketing firms, Reliable PR found only a handful had any presence on the review and directory platforms that AI tools and business buyers increasingly rely on, alongside inconsistent names, addresses, and phone numbers spread across the web.

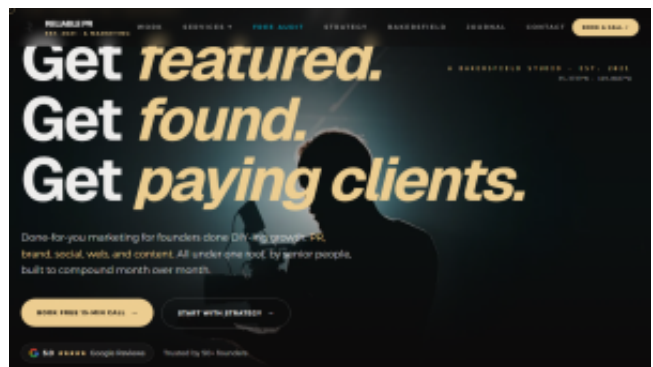
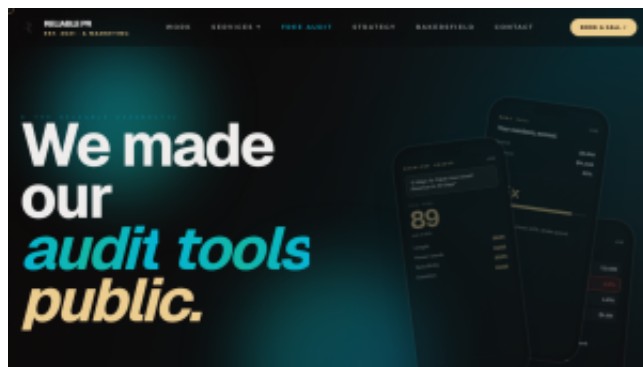
"Most owners do not have a marketing budget to spare, so we built the tools we would want them to run for free," said Lauren Harris, co-founder of Reliable PR & Marketing. "If they fix three things off a five-minute audit, that is a win, whether they ever hire us or not."

A founder-led shop, Reliable PR & Marketing works with Bakersfield and Kern County businesses on public relations, social media, branding, websites and SEO, email, paid advertising, and AI automation. The agency holds a 5.0 client rating and says it has retained 98 percent of its clients.

The new website and free tools are live now at reliablepr.net.

About Reliable PR & Marketing

[Reliable PR & Marketing](https://reliablepr.net) is a Bakersfield, California marketing and public relations agency founded in 2021, serving founder-led small and midsize businesses across Kern County and beyond. Services span public relations, social media, branding and design, website design and SEO, email marketing, paid advertising, and AI and automation. Learn more at reliablepr.net.



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Source : Reliable PR & Marketing

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