



The 5-Minute Visual Hierarchy Check

Is your marketing guiding people toward what matters?

Choose one brochure, flyer, ad, or business card. Write down its main message and the action you want someone to take.

Main message: _____

Desired action: _____

1 **FIRST IMPRESSION** ☐ Clear ☐ Needs work
What do you notice first? Is it the most important thing?

2 **PATH** ☐ Clear ☐ Needs work
Where does your eye go next? Does the information flow logically?

3 **MESSAGE** ☐ Clear ☐ Needs work
After a five-second glance, can you state the main message?

4 **ACTION** ☐ Clear ☐ Needs work
Is the next step obvious and easy to take?

5 **DISTRACTIONS** ☐ Clear ☐ Needs work
Do competing elements pull attention away from the message?

One thing I can improve: _____

Getting noticed is just the beginning.

Your design also needs to help people understand your company, remember it, and know what to do next.

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inklingcreative.ink/memory-audit