Business Profile Pro

FREE CHECKLIST

Monthly Marketing Scorecard Checklist

A simple one-page routine to track calls, leads and reviews each month so you know what is working.

1 Set up once

- [ ] Pick **one place** to keep your scorecard, such as a spreadsheet or notebook.
- [ ] List where your numbers come from: phone log, Google Business Profile, website analytics, review sites.
- [ ] Block a recurring **30 minutes** on the first week of each month.

2 Record your numbers

- [ ] **Calls** received.
- [ ] **Forms and messages** received.
- [ ] **Quote requests** and **jobs booked**.
- [ ] **New reviews** and average rating.
- [ ] Google Business Profile **calls and direction requests**.
- [ ] **Website visits**.
- [ ] **Marketing spend**, if any.

Metric	This month	Last month	Notes
Calls			
Forms and messages			
Quote requests			
Jobs booked			
New reviews			
Average rating			
Website visits			
Marketing spend			

3 Look at what changed

- [ ] Compare this month with last month.
- [ ] Find your **best source** of leads.
- [ ] Note anything that explains a change, such as a season, a promotion or a new page.

4 Decide your next step

- [ ] Choose **one thing to start**, **one to stop** and **one to keep**.
- [ ] Pick one to three actions for next month and give each an owner and a date.
- [ ] Save the scorecard and share it with your team.

> **TIP** A few numbers, tracked every month, are worth more than a long report you never read.

Business Profile Pro

Want us to do the marketing for you?

Business Profile Pro looks after your Google Business Profile, local search, reviews and website, so you can get back to the work you love.

Get Started

businessprofilepro.com