SWELL COUNTRY

PRACTICAL BUSINESS GROWTH GUIDE

Is your marketing actually working?

A practical, 100-point marketing performance scorecard. Find what is working, identify the gaps, and decide what deserves your next dollar.

FREE WORKBOOK

20 minutes with your analytics open

START HERE

Measure outcomes, not noise

Marketing does not succeed because a business posts regularly, runs ads, or gets more followers. It succeeds when the right customers find you, trust you, and take action.

The four-part Marketing Health Score

01 Search & visibility /25

Can qualified customers find you through Google, maps, reviews, and your website?

02 Content marketing /25

Do you publish useful material consistently, with a plan to distribute it?

03 Social media /25

Are you reaching the right people, earning engagement, and responding?

04 Digital assets /25

Do your videos, public visibility, and photos make you easier to trust?

SCORING RULE

For each criterion, give yourself zero points if it is absent; about half if it is inconsistent or incomplete; and full points if it is operating reliably. The point totals are a practical self-audit, not an industry benchmark.

Before you score

Gather your website analytics, Google Business Profile, last 90 days of social insights, published content, inquiry or sales numbers, and marketing spend. If you do not know an answer, score it zero for now and make measurement your first action.

PART 1

Search & online visibility

Search visibility measures whether people looking for what you sell can actually find you. Check both branded searches and the services customers use to describe their needs.

SEO & VISIBILITY / 25

Branded search / 5

Your website appears prominently when you search your exact business name.

Local search / 5

Your business appears for relevant category searches in your service area or market.

Review volume / 5

You have a healthy, growing volume of genuine reviews relative to local competitors.

Review quality / 5

Reviews are recent, generally positive, and receive thoughtful responses.

Tracking installed / 5

Website analytics and search or listing performance are configured and reviewed.

HOW TO CHECK

Search your name and 2-3 customer-intent phrases; inspect your Google Business Profile, Search Console, and analytics. Map results vary by searcher location, so do not treat one search as a definitive ranking.

YOUR SCORE _____ / 25 TOP FIX _____

PART 2

Content that earns attention

Good content answers real customer questions, shows expertise, and gives people a reason to trust the business before they contact you.

CONTENT MARKETING / 25

Publishing cadence / 8

Relevant new articles, guides, FAQs, or resources are published consistently.

Content variety / 8

You address different customer needs, from common questions to decision-stage explanations.

Editorial plan / 5

You have defined topics, target audiences, owners, and a workable content calendar.

Distribution / 4

You repurpose and share content through social, email, partners, or other appropriate channels.

FOCUS ON USEFULNESS

A weekly article that answers a high-intent customer question can be more valuable than daily generic posts. Track whether content attracts qualified visits and contributes to inquiries.

Quick check

Open your five latest pieces of content. Can a new customer tell what you do, why it matters, and what to do next? If not, improve the content before increasing the volume.

YOUR SCORE _____ / 25 TOP FIX _____

PART 3

Social media with a purpose

Social media performance is not a follower contest. Look for relevant reach, useful engagement, and behavior that moves people toward the business.

SOCIAL MEDIA / 25

Platform fit / 5

You are active on platforms where your real prospective customers spend time.

Publishing consistency / 5

Posting is frequent enough to maintain a reliable presence without sacrificing quality.

Content performance / 5

You review reach, saves, shares, clicks, and leads - not only likes.

Response habits / 5

Messages, comments, and relevant mentions are handled in a timely, helpful way.

Audience alignment / 5

Engagement comes from people and communities likely to buy, book, or refer.

DON'T CONFUSE ENGAGEMENT WITH DEMAND

A viral post can reach thousands outside your market. A smaller post that produces five qualified inquiries may do far more for your business.

YOUR SCORE _____ / 25 TOP FIX _____

PART 4

Digital assets & credibility

What people see and hear about your business influences whether they choose you. These assets should reduce uncertainty and explain your value clearly.

DIGITAL ASSETS / 25

Video content / 10

You use relevant videos to demonstrate products, explain services, introduce your team, or answer questions.

Public visibility / PR / 8

You earn credible mentions through local media, trade outlets, community partnerships, or expert contributions.

Photography / 7

You have clear, current photos of your people, products, services, or business environment.

QUALITY OVER PRODUCTION VALUE

Helpful smartphone video and authentic images can outperform polished content with no clear message. Use appropriate permissions for customer images and testimonials.

Quick check

If a customer had 30 seconds to assess your business online, could they see who you are, what you offer, and why they should trust you?

YOUR SCORE _____ / 25 TOP FIX _____

PART 5

The numbers that matter

Your scorecard measures marketing fundamentals. These outcome metrics tell you whether those fundamentals are producing results. Record the same metrics each month.

MEASURE	HOW TO CALCULATE / INTERPRET
Website visitors	Sessions or users from your analytics; separate traffic sources.
Qualified inquiries	Calls, forms, bookings, or messages from potential customers.
Visitor-to-lead rate	Qualified inquiries / website visitors x 100. Keep tracking definitions consistent.
Lead-to-customer rate	New customers / qualified inquiries x 100.
Cost per lead	Marketing spend / qualified inquiries.
Customer acquisition cost	Marketing and sales acquisition cost / new customers.
Return on ad spend	Revenue attributed to ads / ad spend (revenue, not profit).

ATTRIBUTION IS IMPERFECT

Direct visits, word of mouth, and repeat customers may be influenced by marketing without being precisely attributable. Use several indicators together, not a single dashboard number.

WORKSHEET

Calculate your score

Add the four section scores. Use the ranges as directional guidance, then identify the two changes most likely to improve customer outcomes.

Search & visibility	_____ / 25
Content marketing	_____ / 25
Social media	_____ / 25
Digital assets	_____ / 25
TOTAL MARKETING HEALTH SCORE	**_____ / 100**

80-100 Marketing leader	Fine-tune the weakest conversion points.
60-79 Strong foundation	Address the clearest gaps before scaling spend.
40-59 Growth potential	Repair inconsistent systems and measurement.
20-39 Marketing gaps	Prioritize essential visibility and conversion basics.
0-19 Starting point	Build the foundational plan and tracking first.

My next 30 days

1. Biggest opportunity: _____

2. One measurable goal: _____

3. Owner and deadline: _____

ACTION PLAN

Make your next move measurable

A score is useful only when it changes what you do next. Choose two improvements, assign an owner, and review performance in 30 days.

A simple 30-day reset

WEEK 1 Establish the baseline

Record your four scores, website traffic, qualified leads, customer count, and monthly spend.

WEEK 2 Repair the biggest leak

Fix tracking, local listings, conversion paths, or neglected channels before adding new campaigns.

WEEK 3 Publish and promote with intent

Create useful content, distribute it where prospective customers already are, and use one clear next step.

WEEK 4 Compare outcomes

Recheck the same metrics. Keep what is converting; improve or stop work that is not.

REMEMBER

A marketing score tells you what capabilities are in place. Business results tell you if those capabilities are working. Review both - and do not expect every channel to produce results on the same timeline.

These self-assessment score bands are planning tools, not validated benchmarks or guarantees of revenue, rankings, or return on investment.

SWELL COUNTRY

Your score is the start.
Your growth plan comes next.

A useful audit reveals where marketing needs attention. Turning those findings into a working acquisition and retention system is the next step.

START WITH A MARKETING GROWTH AUDIT

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