



SMACC MARKETING SCORECARD

Date:
Time:

Contact: Phone: Email:
Business: How old is the company?
Address City State Zip Phone

ONLINE

Website Address:
Visible on Google? Googlemymbusiness? Errors? Primary Keyword page ranking:

WEBSITE	NG	Fair	Good	Excellent	SOCIAL MEDIA	NG	Fair	Good	Excellent
Aesthetics	○	○	○	○	Activity	○	○	○	○
Structure	○	○	○	○	Messaging	○	○	○	○
True to Purpose	○	○	○	○	First Impressions	○	○	○	○
Funnel(s)	○	○	○	○	Usage (events)	○	○	○	○
Content Length	○	○	○	○	Usage (tips)	○	○	○	○
Quality	○	○	○	○	Usage (testimonials)	○	○	○	○
SEO	○	○	○	○	Usage (stories)	○	○	○	○
Image	○	○	○	○	Power words	○	○	○	○
Image Tags	○	○	○	○	Video	○	○	○	○
Posting Consistency	○	○	○	○	Images	○	○	○	○

Printed Materials

	NG	Fair	Good	Excellent		NG	Fair	Good	Excellent
Brochure	○	○	○	○	Messaging	○	○	○	○
Service Portfolio	○	○	○	○	Overall Score	○	○	○	○
Referral Card	○	○	○	○					

Services & Location

PRODUCTS & SERVICES	NG	Fair	Good	Excellent	FACILITY	NG	Fair	Good	Excellent
Easy to Understand	○	○	○	○	Signage	○	○	○	○
Variety	○	○	○	○	Branding	○	○	○	○
Specialties	○	○	○	○	Messaging Placement	○	○	○	○
Pricing Profitability	○	○	○	○	Readability	○	○	○	○
Competitiveness	○	○	○	○	Location & Environment	○	○	○	○
Thoughtful Portfolio	○	○	○	○	Overall Score	○	○	○	○

NOTES