Marketing Report Card

Prepared for **Clear Shine Maintenance** — South Miami, FL

C

Overall grade

Area	Grade	What we saw
Visibility	C	Local visibility looks average with room to climb.
Reputation	C	We couldn't confirm the public review profile.
Website	B	A working website is in place.
Tracking	D	No Meta (Facebook/Instagram) pixel was detected, so social ad clicks can't be retargeted.
Advertising	D	No active ads were found — competitors running ads capture that demand.

South Miami homeowners typically search online or ask neighbors for window cleaning recommendations. They trust businesses with good reviews, clear photos, and a professional online presence. They quickly scroll past options that lack reviews, appear unprofessional, or have vague service descriptions.

Where you stand locally

We compared **Clear Shine Maintenance** against other window cleaning businesses in your market on the fundamentals below.

	You	Competitor A	Competitor B	Competitor C	Competitor D
Overall grade	**C**				
Working website	**Yes**	Yes	Yes	Yes	Yes
Tracking	**D**	—	—	—	—
Reviews	**—**	59	97	22	369
Rating	**—**	5.0	4.9	5.0	5.0

Competitors are anonymised and drawn from the same local scan.

Reputation & the cost of the gaps

Reputation grade C. We couldn't confirm the public review profile.

~$480/month

estimated recoverable business, conservatively

That's a careful estimate between **$280** and **$670** a month — value you're currently leaving on the table, not a bill or a guarantee.

- Untracked visits can't be retargeted — a share of your paid & social clicks are wasted.
- With no active ads, ready-to-buy searches are going to competitors who do advertise.

How we got there:

– Benchmark source: default (avg. click cost $5.00, close rate 20%).

– Estimated customer value used: $600 (from your niche average).

– Assumes only ~4.0 recoverable leads/month from the 2 issue(s) we actually found — not your full potential.

– Rounded down to the nearest $10. This is recoverable value, not a guarantee.

Your three highest-impact fixes

1

Install website visitor tracking
This lets you show ads again to people who visited your website but didn't book a service.
Capture missed opportunities

2

Launch local social media ads
Running ads on platforms like Facebook and Instagram helps new customers in South Miami find your window cleaning service.
Attract new local customers

3

Retarget website visitors with ads
Showing special offers to people who already know your brand makes them more likely to become paying customers.
Convert interested leads

Want these handled for you?
We can walk you through this report and fix the biggest items first — no obligation. Reply to this email or book a 15-minute call.

This report reflects a point-in-time scan of public information. Figures are conservative estimates of recoverable value, not guarantees.