Marketing Report Card

Prepared for **VineWood Agency**

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	F	Neither a Meta pixel nor Google tracking was detected — visits can't be measured or re-marketed.
Advertising	D	No active ads were found — competitors running ads capture that demand.

Local customers search online for "near me" or ask friends. They trust businesses with good reviews and clear, updated information. They scroll past if details are missing, photos are poor, or reviews are bad.

Where you stand locally

We compared **VineWood Agency** against other local business businesses in your market on the fundamentals below.

	You
Overall grade	**C**
Working website	**Yes**
Tracking	**F**
Reviews	**—**
Rating	**—**

Competitor comparison was limited for this scan; the grades above reflect your own audit.

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

Turn on visitor tracking
Right now you can't see which visits or ad clicks turn into customers, so money gets spent blind.
Stop wasting ad spend

2

Run a small local ad test
Competitors advertising in your area are catching ready-to-buy customers before they find you.
Capture demand you're missing

3

Climb the local map results
Most people pick from the top few results, and you're currently ranked below them.
Get found first

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.