Marketing Report Card

Prepared for **Awd.Cerphy Multi Svcs**

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	—	No tag audit has run yet — a static scan can't confirm whether pixels are present. Run the tag audit to grade tracking.
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 **Awd.Cerphy Multi Svcs** against other local business businesses in your market on the fundamentals below.

	You
Overall grade	**C**
Working website	**Yes**
Tracking	**—**
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.

~$240/month

estimated recoverable business, conservatively

That's a careful estimate between **$140** and **$330** a month — value you're currently leaving on the table, not a bill or a guarantee.

• 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 ~2.0 recoverable leads/month from the 1 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

Launch simple local search ads
When people look for your business type online, your ad will show up, bringing them to you instead of competitors.
Capture immediate local demand

2

Target ads to local customers
Focusing your advertising on people in your immediate area ensures your message reaches those most likely to visit your business.
Attract nearby ready-to-buy customers

3

Create a clear landing page
When people click your ad, they need to land on a simple page that tells them exactly what to do next.
Convert ad clicks into customers

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.