Marketing Report Card

Prepared for **Allelusso Shades Miami - Quality Electric Blinds- Affordable Roller Shades.**

D

Overall grade

Area	Grade	What we saw
Visibility	D	Buried on the results page (position 13) where few prospects ever look.
Reputation	B	A solid review profile (4.9★ / 93 reviews).
Website	F	The website did not load when we checked it.
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	C	We could not confirm any active advertising.

Local customers search online or ask friends. They trust businesses with real reviews and clear photos of local projects. They scroll past outdated sites or those without visible examples of work and genuine customer feedback.

Where you stand locally

In our scan of the window treatments / custom shades market, **Allelusso Shades Miami - Quality Electric Blinds- Affordable Roller Shades.** appeared at position **13**. Most customers choose from the top few results, so every spot matters.

	You	Competitor A	Competitor B	Competitor C	Competitor D
Overall grade	**D**	C	B	C	B
Working website	**Yes**	Yes	Yes	Yes	Yes
Tracking	**—**	—	—	—	—
Reviews	**93**	126	158	83	114
Rating	**4.9**	4.7	4.9	5	5

Competitors are anonymised and drawn from the same local scan.

Reputation & the cost of the gaps

Reputation grade B. A solid review profile (4.9★ / 93 reviews).

~$860/month

estimated recoverable business, conservatively

That's a careful estimate between **$510** and **$1,200** a month — value you're currently leaving on the table, not a bill or a guarantee.

- A low local rank means prospects never see you before they pick someone else.
- A missing or broken site turns paid and referral traffic into instant bounces.

How we got there:

– Benchmark source: category:home_services (avg. click cost $6.00, close rate 30%).

– Estimated customer value used: $720 (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

Get Your Website Working Now
Potential customers cannot find information about your custom shades or contact you if your website doesn't load.
Start attracting new clients

2

Improve Your Local Online Listing
An updated and complete online business profile helps your company appear higher when people search for window treatments nearby.
Be seen by more prospects

3

Ask for Customer Reviews
Positive reviews help your business stand out and build trust, making it more likely for people to choose you.
Boost credibility and visibility

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.