SCRUFFY MUTT DIGITAL MARKETING

The Map Pack Scorecard

12 checks that show where nearby customers lose track of your business.

Run them on your own business in one sitting. Checks 1 to 9 need only your phone. Checks 10 to 12 need your own numbers: your Google Ads account and your call and lead records.

You do good work. The question this scorecard answers is simpler than "is my marketing working": when someone near you searches for what you do, can they find you, trust you and reach you? And do you know what happens after they do?

Score each check: **2** = yes, fully. **1** = partly, or you're not sure. **0** = no. Circle your score in the boxes.

Part 1. Your Google Business Profile

This is what people see in the map results when they search near you.

1. Can you be found? On your phone, search your main service and your town (for example, "carpet cleaning" plus your town). Are you in the top 3 map results? Map results change with where the person searching is standing, so one search is one snapshot. If you can, try it from two or three spots in your service area.

0 1 2

2 = top 3. 1 = on the map but lower. 0 = not there.

2. Is your main category the job you want most? In your profile, check the primary category. Is it the service you most want calls for?

0 1 2

2 = yes. 1 = close but not exact. 0 = no, or you don't know what it's set to.

3. Is every service listed? Open the services list. Is every service you actually sell there? Google lets you add a description to some services and not others. Where it does, is there a short one in plain words?

0 1 2

2 = all of them, described wherever Google allows it. 1 = some. 0 = none or blank.

4. Are reviews still coming in? Count the reviews you got in the last 90 days, and find the date of your newest one.

0 1 2

2 = new reviews most months. 1 = a few, with gaps. 0 = none in 90 days.

5. Do you answer your reviews? Look at your last 10 reviews. How many have a reply from you?

0 1 2

2 = all or nearly all. 1 = some. 0 = none.

6. Do your photos show real work? Have you added photos of your own jobs, truck or team in the last 30 days?

0 1 2

2 = yes. 1 = older photos only. 0 = no photos, or only stock or logo images.

Part 2. Your website: service and location pages

This is what Google reads to understand what you do and where you do it.

7. Does each main service have its own page? Not one "Services" page with a list, a separate page for each service you want calls for.

2 = yes, each one. 1 = some. 0 = one page for everything.

0 1 2

8. Do the towns you want work from have a page? For each town you want more jobs in, is there a page about your work there?

2 = yes. 1 = a list of towns on one page. 0 = no.

0 1 2

9. Can a phone visitor call you in one tap? Open your site on your phone. Is your phone number at the top, and does tapping it start a call?

2 = yes. 1 = the number is there but it doesn't tap to call, or it's buried. 0 = no.

0 1 2

Part 3. Google Ads (skip this part if you don't run ads)

10. Do you know last month's cost per lead? Not the total bill. What did each call or form lead from your ads cost you?

2 = yes, I know the number. 1 = I know the spend but not the leads. 0 = I don't know either.

0 1 2

Part 4. What happens after they find you

11. How fast does a new lead hear from you? Think about the last few calls you missed or forms that came in. How long did it take someone to call back?

2 = same hour, during business hours. 1 = same day. 0 = next day or later, or you're not sure.

0 1 2

12. Do you know where last month's leads came from? Calls and forms, by source: Google profile, website, ads, referrals.

2 = yes, I have the numbers. 1 = a rough guess. 0 = no idea.

0 1 2

Your score

Add up your points out of 24, then look at each part on its own.

Part	Your points	Out of
1. Google Business Profile (checks 1 to 6)		12
2. Service and location pages (7 to 9)		6
3. Google Ads (10)		2
4. After they find you (11 and 12)		4
Total		**24**

What to do with it. Don't chase the total. The parts are different sizes, so compare each part to its own total: 9 out of 12 on Part 1 is a better score than 2 out of 6 on Part 2. Start with the part where you scored the smallest share of its points. If you don't run ads, leave Part 3 out and score yourself out of 22.

For what it's worth, when we work on a business we go profile first, then the service and location pages, with Google Ads running from the start alongside both.

More clicks are the start. More leads are the point.

Getting found comes first. Leads are what you're after.

At one location of a carpet cleaning business we work with, clicks from Google search went from 29 in the 90 days before the work (late March to late June) to 89 in the latest 90 days (early August to early November), per Google Search Console. Across several of the same client's locations, tracked leads went up every month: 228 in August, 235 in September, 264 in October, from the monthly lead report we build for the client.

That's why checks 10 to 12 are here. A better ranking is the start, but you need to see leads, what they cost and where they came from. That's the whole idea behind how we work: measure what changed each month, find what needs work, and work on it.

Want a second set of eyes?

If you'd like, I'll run checks 1 to 9 on your business for you from the outside, the way a customer sees you. Checks 10 to 12 are yours, because they need your own numbers. It's free. You get a written report of what I found and which part I'd work on first, and I'll offer a short call to go through it.

Get your free local lead generation audit

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