

The Growth Scorecard

Ten lines, thirteen scores. Score yourself in five minutes, and your three lowest are where to start.

Score each line from 1 to 10, and be honest with yourself; a soft score hides the line you'd fix first. A **1 to 4** isn't in place yet, and a **5 to 7** happens when someone remembers to do it. An **8 to 10** runs without you, and you'd show it off to another owner.

Lines 1 to 7 are the outside of your business, and each one makes every line below it work harder, so a low score near the top is the first place to look. Lines 8 to 10 are the inside of your business, and they decide whether you can hold onto the growth. If a line isn't offered for your kind of business, write N/A beside it; it won't count against you.

OUTSIDE: HOW CUSTOMERS FIND YOU AND REACH YOU

1. Your website. Fast on a phone, kept current, built for the one action you want: a call, a booking, a visit, or an order. **Test:** go to pagespeed.web.dev, enter your web address, and read the mobile score; under 90 needs improvement.

1 SCORE

2. Your Google Business Profile. Claimed, current, your own photos, right hours and phone, something posted this month, a link to your site. **Test:** search your business name on your phone. Is that card right? (Skip if customers never visit you and you never go to them.)

2 SCORE

3. Your reviews. A steady stream of recent Google reviews (or the site your buyers use), each answered by a person. **Test:** is the newest from this month, and did anyone reply to the last three?

3 SCORE

4. Found in search. Every service (or product line) you offer has its own page, and you appear when someone searches for it near you. **Test:** search what you sell plus your city in a private window (drop the city if you sell everywhere). Does the business above you have a page per service?

4 SCORE

5. Paid ads built for your kind of business. Score only the one that fits you and write N/A beside the other two. If yours applies and you are not running it, that is a 3 or lower. **Test:** open the page your ads send people to and time how long it takes to find a phone number or a form.

5A SCORE

5a. Local Services Ads. Trades and some professional services. The verified listings at the top of Google, where you pay per lead instead of per click.

5B SCORE

5b. Shopping ads. Stores and ecommerce.

5C SCORE

5c. Search ads. Everyone else. Every click should land somewhere worth it.

6a. Speed to lead. A new lead hears back in minutes, nights and weekends included. Call in 5 minutes, not 30: 21 times more likely to qualify. **Test:** your last 8 pm Friday lead. What happened?

6A SCORE

6b. Follow-up that does not quit. People who asked about a price and did not buy hear from you again on a schedule, and so do past customers. **Test:** how many people who asked last month have heard from you since?

6B SCORE

7. Your tracking. You can say what a new customer costs, per booked job, order, or signed client, and where each one came from. If nothing's measured, every marketing dollar is a guess, and so is every score above this line. **Test:** say last month's cost per new customer out loud. Could you?

7 SCORE

INSIDE: HOW YOUR COMPANY RUNS

8. Culture people can say. Your team can tell a stranger what you stand for, why you exist, and where you're headed, in their own words. **Test:** ask your newest hire, today.

8 SCORE

9. Accountability and meetings. Every lead, project, and goal has one named owner, and the team meets on a rhythm with numbers on the table. **Test:** where did your last lead go, and who owns it right now? If it's "it depends," score it low.

9 SCORE

10. Processes and room to grow. The way you do things is written down where a new hire could follow it, and you could take on more work without dropping quality. **Test:** if leads doubled next month, what breaks first?

10 SCORE

How to read it. Any line at 7 or under isn't bringing you customers yet. Fix it, and it will, which is why the low scores matter more than the high ones. Circle your three lowest, then go to page 2, where every line has a first move you can make this week without hiring anyone. And if line 7 is low, add it to the three, because until you can measure what a new customer costs you, every other score on the sheet is a guess.

Your first move on each line.

Do the one under your lowest score this week.

- 1 Website.** Run the PageSpeed test; under 50 on a phone is almost always big images and scripts that load first, so ask whoever built the site to shrink the images and defer the scripts, then test again.
- 2 Profile.** Sign in at business.google.com, fix the hours and phone, add five photos you took, and post once, then put a monthly reminder on your calendar for the next post.
- 3 Reviews.** Ask every happy customer the day the work is done, with a direct link to your review page, and reply to every review inside a week, by name.
- 4 Search.** Write one page for each service (or product line), with the city in the title and a real photo, and start with the one you'd most like to do more of.
- 5 Paid ads.** Send every ad to a page about that one thing, with a phone number and a form at the top, and if you qualify for Local Services Ads, set them up before you spend another dollar on clicks.
- 6 Lead handling.** Forward web forms to a phone someone carries after hours, and follow up on every unclosed inquiry on day 3 and again on day 7.
- 7 Your tracking.** Turn on call tracking and a thank-you page for forms, then ask "how did you hear about us?" on every first call and write it down; a spreadsheet beats nothing.
- 8 Culture.** Put your values, your mission, and where you're headed on one page in plain words, then read it at the next team meeting and ask what's wrong with it.
- 9 Accountability.** Put one name next to every lead, project, and goal in a shared list, and meet for 30 minutes every week on the numbers, same day, same time.
- 10 Processes.** Take the one task you redo most and write it as a checklist a new hire could follow, and do the next one next month.

Bring your three lowest scores to a free 30-minute Growth Plan session with Miguel, and book it while the scores are fresh: cal.com/miguel-thorpe-mpznww/30min?ref=checklist_0, or scan the code.



What happens next: before the call we check your website, your Google profile, your reviews, and your search results all from public data; we don't touch your accounts. On the call you'll see your scores next to what we found, and you'll leave with your first three fixes in the order we'd make them. You keep the plan, and if one of your three fixes is work we do, we'll say which one and ask whether you'd like a second session on it.

Know another owner who'd want this? Pass it on; the session and the plan are free for them too.



Miguel Thorpe, Growth Specialist, Emprise Digital · (501) 269-5797 · miguel@emprisedigital.co · Conway, Arkansas

Emprise Digital · The Growth Scorecard, yours to keep · v3, checked Sep 2026 · Sources: Google PageSpeed Insights score ranges; Google Local Services Ads help; Lead Response Management study, Oldroyd with InsideSales.com, 2007.