

Local Authority Scorecard for Small Businesses

A local authority scorecard for small businesses that want a more disciplined way to track profile hygiene, proof freshness, competitor movement, and local trust quality month over month.

Owners, office managers, and local marketers responsible for local trust and listing quality

GUIDE

A local authority scorecard for small businesses that want a more disciplined way to track profile hygiene, proof freshness, competitor movement, and local trust quality month over month.

WHAT THIS ASSET COVERS

- A dimension-based scorecard for profile completeness, review health, proof freshness, and consistency
- A competitor review sweep to spot where the local landscape is shifting
- An evidence log for tracking what changed, what slipped, and what to fix next

USE THIS WHEN

1. You want a more disciplined local-trust review than scattered notes
2. The team needs a monthly ritual for profile and proof maintenance
3. You want a lightweight benchmark against local competitors without overcomplicating reporting

WORKING ASSET

Run a monthly score review that turns local visibility, trust, and profile quality into something concrete.

SCORECARD DIMENSIONS

Review the business across these dimensions:

- profile completeness
- listing consistency

- review velocity
- review response quality
- proof freshness
- image freshness
- service-area clarity
- conversion readiness

Score each dimension from 1 to 5.

MONTHLY REVIEW PROCESS

For each dimension:

1. record the current score
2. note what changed
3. capture one visible example
4. assign the next fix

The point is not perfection. The point is trend visibility.

PROFILE HYGIENE CHECKS

Review:

- hours
- phone
- category
- description
- appointment link
- service areas
- photo recency

PROOF FRESHNESS

Check whether the last 30 to 60 days produced:

- new review excerpts
- fresh photos
- new proof strips on top pages

- useful examples from recent jobs

If nothing changed, the trust layer is probably stagnating.

COMPETITOR REVIEW SWEEP

Look at the top 3 local competitors and capture:

- recent review volume
- recurring praise themes
- recurring complaint themes
- visible profile updates
- obvious strengths or gaps

This is not for copying. It is for context.

EVIDENCE LOG

Maintain a simple log with:

- date
- score changes
- proof added
- profiles updated
- reviews gained
- problems found
- next actions

MONTHLY SCORE REVIEW

Ask:

- what improved?
- what drifted?
- where does the business look stale?
- what is the next highest-leverage fix?

QUARTERLY RESET

Once a quarter:

- compare three months of scores
- review whether the scorecard predicts stronger calls or trust
- remove dimensions that do not help decisions
- add any new local trust signals that matter now

DEPLOYMENT NOTES

HOW STRONG TEAMS ACTUALLY USE THIS ASSET

- Assign one accountable owner instead of letting "Local Authority Scorecard for Small Businesses" become shared but unmanaged work.
- Use it with owners, office managers, and local marketers responsible for local trust and listing quality in a weekly rhythm so the asset drives decisions rather than sitting in a folder.
- Decide in advance what counts as green, watch, and red performance so the team knows when to escalate.
- Capture learnings directly in the document every week so the asset becomes smarter over time instead of resetting to zero.

BEST DEPLOYMENT SEQUENCE

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WHAT SEPARATES A SERIOUS VERSION FROM A BASIC TEMPLATE

- Clear ownership for every step, not generic advice without accountability.
- Targets, thresholds, or decision rules that tell the team what good looks like.
- Specific working components: A dimension-based scorecard for profile completeness, review health, proof freshness, and consistency, A competitor review sweep to spot where the local landscape is shifting, An evidence log for tracking what changed, what slipped, and what to fix next.
- A built-in review cadence so the document becomes part of operations rather than a one-time download.