

A practical guide for small business owners

Beyond likes. Track the next step.

A practical scorecard for connecting content activity with the actions that matter to your business.

- 1 Separate exposure, interest, action and business response.
- 2 Use simple calculations with clear definitions.
- 3 Track a month and choose one useful change.

A monthly scorecard + a worked example

Created by *Serena Coleman*

Solutions, not sales. Conversations, not pitches.

Explore Aspire



More free resources

01 / Read the signals

Every number needs a job.

Choose a business goal first. Then ask which numbers help you decide what to keep, change, or investigate.

1. Visibility

Impressions; reach if available.

What it can tell you

An opportunity to be seen. Exposure alone does not show intent.

Next decision

Use as context for what happens next.

2. Relevance

Useful replies; saves if available.

What it can tell you

Possible interest in the topic or explanation. Read the response for context.

Next decision

Identify the questions people respond to.

3. Action

Link clicks; visits to the destination.

What it can tell you

A next step. A click does not tell you whether someone is ready to buy.

Next decision

Check the promise and the page it leads to.

4. Business response

Relevant inquiries; booked calls; clients.

What it can tell you

Progress toward the goal, shaped by fit, follow-up and the sales process.

Next decision

Review the inquiry and its outcome.

A high count at one stage does not guarantee progress at the next. Match the measurement to the decision you need to make.

02 / Define the calculation

Use the same definition every time.

These are workbook calculations, not standardized platform metrics. Record the data source and use compatible counts.

Link click rate

$\text{Tracked link clicks} \div \text{post impressions} \times 100$

Use clicks on the specific link and impressions for the same posts and period. If unavailable, record click count alone.

Visit-to-inquiry rate

$\text{Attributed inquiries} \div \text{campaign visits} \times 100$

Use inquiries attributed to the same campaign visit group. Define visits using your analytics tool and keep that definition fixed.

Relevant inquiry share

$\text{Relevant inquiries} \div \text{total inquiries} \times 100$

Write down what makes an inquiry relevant: the need, audience and service you can actually help with.

Inquiry-to-client rate

$\text{Clients from relevant inquiries} \div \text{relevant inquiries} \times 100$

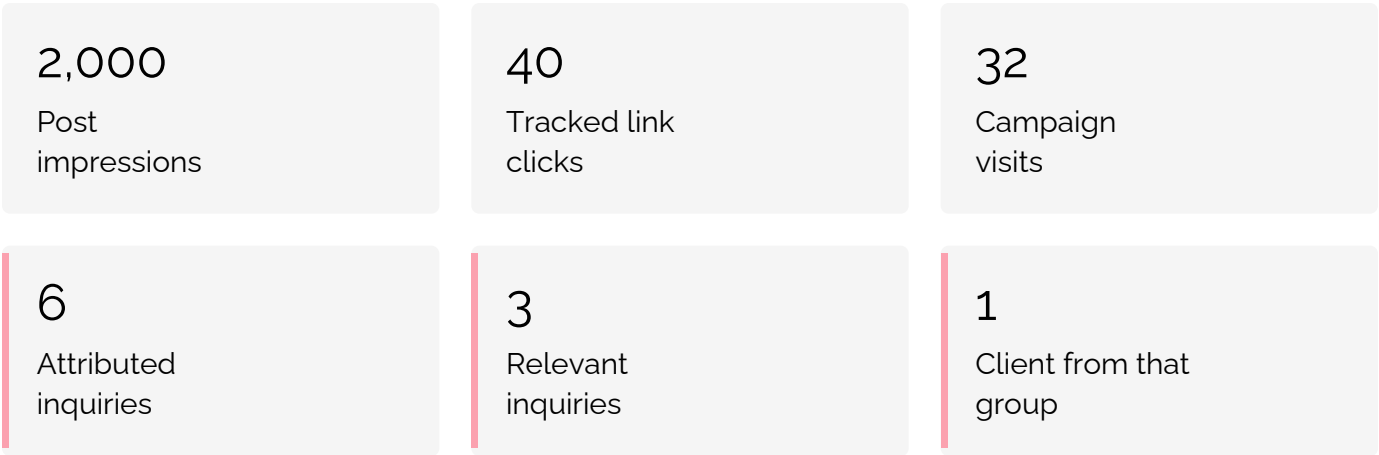
Follow the same inquiry group through its outcomes. Clients may arrive later than the original reporting period.

If the denominator is zero, or attribution is missing, write N/A. Missing data is not a zero. Do not combine incompatible tools or audiences to force a rate.

03 / Worked example

What would these numbers tell you?

Fictional campaign example: the visits and inquiries belong to the same tracked campaign. The relevant inquiry group is followed through its outcomes.



Calculation	Result
$40 \div 2,000 \times 100$	2.0% link click rate
$6 \div 32 \times 100$	18.8% visit-to-inquiry rate
$3 \div 6 \times 100$	50.0% relevant inquiry share
$1 \div 3 \times 100$	33.3% inquiry-to-client rate

A useful interpretation:

Three inquiries matched the service. Review why the others did not before increasing promotion. One client is useful evidence, but too small a sample to forecast a dependable rate. Compare future groups and note the time it takes to decide.

04 / Capture the month

Build your monthly scorecard.

Use one reporting period and a comparable earlier period. Record the tool, campaign, and definitions so the comparison remains useful.

Reporting period / comparison period

The business goal

Source / campaign

How visits and attribution are defined

Signal

This period

Comparison

Post impressions

Tracked link clicks

Campaign visits

Attributed inquiries

Relevant inquiries

Clients from those inquiries*

*Track the same inquiry group until the outcome is known. Clicks and visits may differ because the tools count events differently. Use N/A when data is unavailable.

Type in the fields in a PDF reader, or print and write. Save a copy when finished.

05 / Choose the change

Use the numbers to make a decision.

Change one important part of the path at a time. Write down what you changed, what you will watch, and when you will review it.

An inquiry is relevant to my business when...

If you see...

Check this first

Exposure, but little action

Is the topic relevant and the next step specific?

Clicks, but few inquiries

Does the page deliver what the post promised?

Inquiries that do not fit

Does the message name the audience, service and expectations?

The one change I will test

The signal I will watch

Review date

Connect activity with purpose.

For help reviewing your content and choosing useful next steps, start a conversation with Aspire.

Let's talk