



FREE TEMPLATE · VENDOR EVALUATION

Marketing Agency Scorecard

Score current or prospective marketing partners before you sign or renew.
Built for home service owners comparing SEO, ads, and website agencies.

Estimated time: 20 minutes

Pro tip: Agencies that can't report cost per booked job probably can't improve it either.



Your strategy team

Senior home service marketers
Roofing · Plumbing · HVAC & more

UNITED STATES · 2026 EDITION

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Free marketing audit available



How to score: Rate each criterion 1 (poor) to 5 (excellent). Ask for proof - screenshots, call logs, CRM exports - not vanity metrics. Rate each row 1 (poor) to 5 (excellent). Total 40+ = strong partner. Under 25 = keep looking.

Home service specialization☐☐☐☐☐

Case studies in your trade, not generic 'small business' clients.

Transparent reporting☐☐☐☐☐

Monthly reports with calls, leads, jobs - not just traffic and impressions.

Cost per booked job tracking☐☐☐☐☐

They measure jobs, not just CPL or clicks.

GBP & Map Pack expertise☐☐☐☐☐

Can audit and fix your profile without a generic checklist.

Google Ads account access☐☐☐☐☐

You own the account; they have manager access only.

Landing page ownership☐☐☐☐☐

Pages built for conversion on your domain, not rented subdomains.

Communication & response time☐☐☐☐☐

Dedicated strategist, not ticket-queue support only.

Contract flexibility☐☐☐☐☐

Clear terms, no predatory long lock-ins without performance clauses.

Technical SEO competence☐☐☐☐☐

Schema, speed, indexing - not just blog posts.

Call tracking setup☐☐☐☐☐

Proper DNI or CallRail integration on ads and key pages.

References in your trade☐☐☐☐☐

You can call 2+ contractor clients in similar markets.

Strategy before tactics☐☐☐☐☐

They diagnose before recommending spend increases.



Quick Answers

What's a passing score?

40+ out of 60 suggests a strong partner. Under 30 = keep looking.

Should I pay a percentage of ad spend?

Avoid unless tied to booked-job targets - misaligns incentives.

Want a benchmark audit?

We'll score your current marketing stack side-by-side with this rubric
- free, no pitch deck.

Get Free Audit

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