

MSP MARKETING PERFORMANCE EVIDENCE CHECKLIST

A five-day reality check for MSP owners who want to know what their marketing engagement actually produced.

**THE QUESTION THAT ENDS THE ARGUMENT:
DID WE GET NEW BUSINESS FROM THIS ENGAGEMENT?**

Why this exists

Marketing can look like magic because the machinery is hidden. Search indexing, page quality, technical checks, local results, citations, competitive movement, analytics, lead quality and sales attribution all have to be inspected separately. Reproducing that work takes time. Most MSP owners do not have spare hours to audit every claim in a marketing report.

That is exactly why vanity metrics survive. Impressions can look impressive until you ask where the clicks went. Traffic can look healthy until you ask who filled out a form. A form fill means very little if the lead is not a target-customer-profile fit. A pile of leads means very little if none becomes a sales opportunity. The engagement earns its keep when it produces profitable new business.

FOR ORGANIC SEARCH: NOTHING DOWNSTREAM MATTERS IF THE PAGE IS NOT INDEXED BY GOOGLE.

Engagement snapshot

Company	_____
Marketing provider	_____
Evaluation period	_____ to _____
Total spend in period	\$ _____
New customers attributed to engagement	_____
Attributed revenue	\$ _____

1. Gate One: Can Google Use the Page?

Start here. Do not spend an hour debating impressions, traffic or rankings for a page Google cannot index. Record one or more revenue-producing pages and prove their status first.

Check	What you found	Evidence attached?
URL is on Google / indexed	_____	YES / NO
Crawl allowed	_____	YES / NO
Page fetch successful	_____	YES / NO
Indexing allowed	_____	YES / NO
Canonical points where expected	_____	YES / NO

STOP CONDITION: If the page is not indexed and you expect it to rank organically, stop the downstream SEO analysis and resolve the indexing problem first.

2. Does the Page Deserve the Search?

Question	Your result
Would the buyer who searched this phrase recognize the page as an answer to their problem?	GOOD / BAD / UNSURE
Does the page contain decisions, tradeoffs, consequences, proof or practitioner judgment?	GOOD / BAD / UNSURE
Could most of the copy be swapped onto another MSP website without changing much?	YES / NO
Does the page give an AI answer engine something specific enough to quote or cite?	YES / NO

3. Is the Website Technically Getting in Its Own Way?

Evidence	Result	Question for the person responsible
PageSpeed / Lighthouse	GOOD / REVIEW	What failed on this exact URL, what will you change, and what will the retest show?
Screaming Frog internal crawl	GOOD / REVIEW	Why is this important URL redirected, non-indexable, canonicalized elsewhere or poorly linked internally?
Maps vs. organic separated	YES / NO	When you say visibility improved, which search surface moved?

4. Who Gets Chosen Instead?

Record who repeatedly appears for the terms you care about. One flattering screenshot is not a strategy. Look for the monthly pattern and the pages that keep earning visibility. If you use competitive intelligence software, document its methodology and the keyword set.

Tracked terms	_____
Your share of voice / visibility measure	_____
Top recurring competitors	_____
What they are winning with	_____

5. Destroy the Vanity Metrics

Every metric gets one question: what happened next? A number deserves attention only when it helps explain the path to qualified pipeline and new business.

Metric	What it can tell you	The question that matters	Your number
Indexed pages	Google can use the page in organic search.	Is the revenue page indexed?	_____
Impressions	Your result was shown.	Where are the clicks?	_____
Clicks	Someone chose the result.	Did the right people reach the site?	_____
Site visits / sessions	Traffic arrived.	Who took a meaningful action?	_____
Form fills	Someone submitted a form.	Was it a real prospect and a TCP fit?	_____
Qualified leads	Sales accepted the lead as worth pursuing.	Did it become an opportunity?	_____
Opportunities	There is a real sales conversation and potential deal.	What closed?	_____
Closed-won customers	The engagement produced new business.	How much revenue and gross profit came from it?	_____

Lead quality check

Count	Number	What to remove before you call it a lead
Total form fills	_____	Spam, vendors, job seekers, existing clients, unrelated requests.
Actual prospects	_____	People or companies with a plausible buying need.
TCP-fit prospects	_____	Prospects matching your target-customer profile.
Sales opportunities	_____	Qualified conversations your sales process accepted as real pipeline.
Closed-won	_____	New customers attributed to this engagement.

If a report stops at impressions, traffic or form fills, it stops before the business question is answered.

6. Calculate the Business Result

Use the measure your finance team trusts. Revenue is easy to see; gross profit is usually a better test when delivery costs vary materially.

Input	Amount
Total marketing cost for the evaluation period	\$ _____
Attributed closed-won revenue	\$ _____
Attributed gross profit, if known	\$ _____

Simple campaign ROI	$(\text{Attributed revenue} - \text{campaign cost}) / \text{campaign cost} \times 100$
Margin-aware campaign ROI	$(\text{Attributed gross profit} - \text{campaign cost}) / \text{campaign cost} \times 100$

Our chosen ROI measure: _____ Result: _____ %

7. Put the Marketing Report on Trial

Take the report you received and compare every important claim with evidence you can reproduce. Activity is not proof of business value. A completed task should leave a trail: the page, the problem, the change, the retest, and the downstream result where one should reasonably exist.

Provider claim	Evidence required	What I found	Status
			SUPPORTED / PARTIAL / NO PROOF
			SUPPORTED / PARTIAL / NO PROOF
			SUPPORTED / PARTIAL / NO PROOF
			SUPPORTED / PARTIAL / NO PROOF

Questions your provider should be able to answer without theater

	Which exact pages and queries produced the improvement you are reporting?
	What changed because of your work, and what evidence existed before and after?
	How many impressions became clicks? How many visits became real prospects?
	How many form fills were TCP-fit prospects rather than noise?
	How many qualified prospects became opportunities and closed-won customers?
	What did this engagement cost us, and what new revenue or gross profit can we reasonably attribute to it?

8. Shareable Assessment Summary

Complete this page after the audit. Send it with the screenshots or exports that support your conclusions.

Area	Verdict	Evidence / note
Google indexing	GOOD / FAIL / UNKNOWN	_____
Content / search intent	GOOD / FAIL / UNKNOWN	_____
Technical website health	GOOD / FAIL / UNKNOWN	_____
Local vs. organic reporting separated	YES / NO / UNKNOWN	_____
Competitive visibility	GAINING / FLAT / LOSING	_____
Traffic quality	GOOD / POOR / UNKNOWN	_____
TCP-fit lead quality	GOOD / POOR / UNKNOWN	_____
Qualified pipeline	GOOD / POOR / UNKNOWN	_____
Closed-won new business	YES / NO / UNKNOWN	_____
Campaign ROI	POSITIVE / NEGATIVE / UNKNOWN	_____

Decision

KEEP	The engagement is producing measurable business value. Continue and watch the same evidence over time.
CHANGE	Some work is useful, but the evidence shows specific failures, weak lead quality or reporting gaps that need correction.
STOP / REVIEW	The engagement cannot connect its work to qualified pipeline, new business or an acceptable economic result. Review the scope, spend and next decision.

Our decision: **KEEP** **CHANGE** **STOP / REVIEW**

Three things we will ask our provider to explain:

1. _____
2. _____
3. _____

Next review date: _____

THE FINAL TEST	Did we get profitable new business from this engagement? If the answer is no, unknown or impossible to prove, the reporting has not finished the job.
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