



MONTHLY LEAD REPORT · LEAD ENGINE

WHAT IT PRODUCED THIS MONTH.

YOUR COMPANY

yourcompany.com · Illustrative example

THE MONTH

SOURCES

LEAD LOG

VISIBILITY

WHAT WE RAN

HOW WE COUNT

ILLUSTRATIVE EXAMPLE

The company, the leads and every number in this report are made up. It shows the format and the level of detail of the report each Lead Engine client receives every month. Yours uses your data.

REPORTING PERIOD

Month 4 of the program

DELIVERED

By the 10th business day
Prepared by Robb Sutton, oneninety8



THE MONTH ON ONE PAGE

7

QUALIFIED LEADS

Month 4 produced 19 leads and 7 qualified ones, up from 3 qualified a month before the program started. That passes the Month 3 target and puts the Month 6 target of 8 within reach. Search is doing most of the work. Two leads are already open opportunities. There are no wins yet, which is normal: your quotes take 6 to 10 weeks to close, so wins from these leads should start showing in months 5 to 7.

19

LEADS

14 last month

7

QUALIFIED LEADS

5 last month · 3 before the program

2

OPEN OPPORTUNITIES

Marked in your lead review

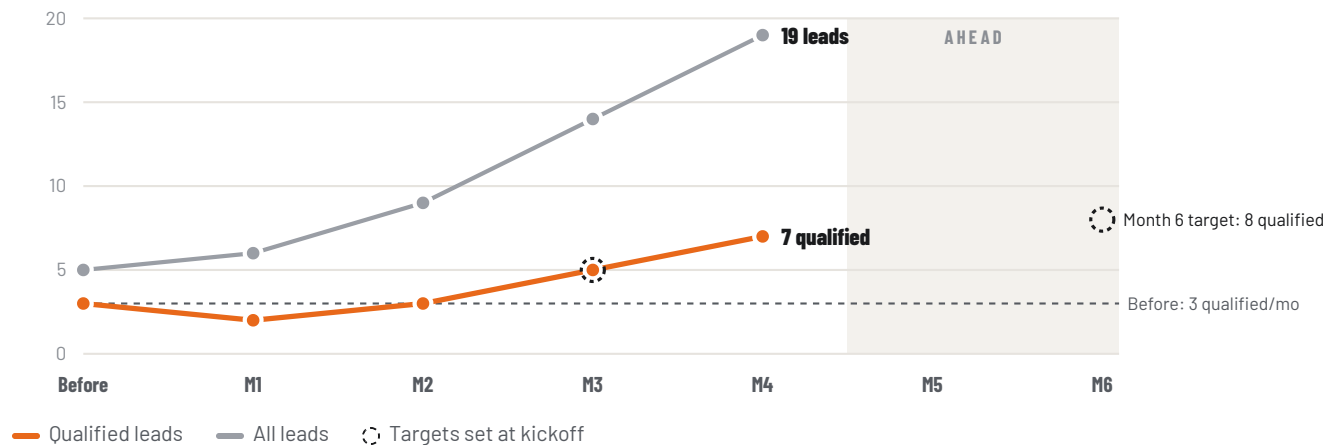
2

WAITING ON YOUR REVIEW

Counted as leads, not as qualified

LEADS PER MONTH

Qualified leads are the ones you marked Qualified, Opportunity or Won in your lead review.



SETUP

Weeks 1-4: Tracking, capture, voice, first content

PUBLISHING

Months 1-2: On schedule every week; activity, few leads

you are here
EARLY SIGNALS

Months 3-4: Search and offers start producing leads

COMPOUNDING

Month 6 on: Enough data to judge the program on leads

■ WHAT WE LEARNED

- 01 Search brings in the most qualified leads.** Search produced 3 of the 7 qualified leads, and two of those came through the stainless enclosures page. The capability pages are doing the job the homepage isn't.
- 02 The quote form is catching job seekers.** Job seekers were 3 of the 10 leads that didn't qualify. Your team shouldn't have to sort them out.
- 03 The first lead came from an AI tool.** A medical device buyer asked ChatGPT for ISO 9001 sheet metal suppliers, and the answer named you. So far you're named in answers to 1 of the 5 questions we track.

■ WHAT CHANGES NEXT MONTH

- 01 Two new capability pages.** Built like the enclosures page, for the next two services on your priority list.
- 02 A careers link above the quote form.** One line and a link that sends applicants to the right place.
- 03 Answers to the four AI questions that don't name you yet.** Published as FAQ content on the capability pages, where engineers already land.

01

WHERE THE LEADS CAME FROM

19

LEADS THIS MONTH

Every lead is credited to the first source we can trace it to. The gray bar is all leads from that source; the orange part is the ones you marked qualified.

SOURCE	LEADS	QUALIFIED	
Search (Google, Bing)	6	3	
Email follow-up and newsletter	3	1	
LinkedIn	3	1	
AI referrals (ChatGPT and others)	2	1	
Google Business Profile	2	1	
Direct and other	2	0	
Facebook	1	0	
Total	19	7	

Removed before counting: 14 spam submissions and 3 duplicates (the same person or company within 30 days).

HOW THEY REACHED YOU

11

Form submissions

4

Calls of 60 seconds or longer

2

Booked meetings

2

Emails to tracked addresses

PAGES AND OFFERS THAT TURNED VISITS INTO LEADS

PAGE OR OFFER	VISITS	CONVERTED	RATE
Request a quote page	310	9 inquiries	2.9%
Stainless enclosures (capability page)	840	4 inquiries	0.5%
RFQ checklist (lead magnet offer page)	180	31 downloads	17.2%
Homepage	1,460	3 inquiries	0.2%

Inquiries are counted before spam and duplicates are removed. Checklist downloads go into the email follow-up sequence; they count as leads only when someone asks about work.

Every lead this month: who it was, what they wanted, and your call on it, made against the lead definition we agreed at kickoff.

#	DAY	SOURCE	TYPE	WHO	WHAT THEY ASKED ABOUT	YOUR REVIEW
1	2	Search	Form	Purchasing manager, HVAC equipment maker, Gainesville GA	Quote on stainless enclosures, about 500 a year	OPPORTUNITY
2	3	Search	Form	Design engineer, food packaging OEM, Norcross GA	Prototype brackets, then production	QUALIFIED
3	3	LinkedIn	Form	Welder	Asked about job openings	NOT QUALIFIED Job seeker
4	5	Email	Meeting	Operations director, material handling company, Kennesaw GA	Second source for welded frames	OPPORTUNITY
5	6	Business Profile	Call 3:10	Owner, electrical contractor, Marietta GA	Custom panel brackets, recurring	QUALIFIED
6	8	Search	Form	Current customer	Status of an open order	NOT QUALIFIED Existing customer
7	9	AI referral	Form	Supply chain manager, medical device company, Alpharetta GA	ISO 9001 supplier for sheet metal housings	QUALIFIED
8	10	Direct	Email	Sales rep, steel service center	Selling material	NOT QUALIFIED Vendor
9	11	Search	Call 6:05	Plant engineer, bottling plant, Atlanta GA	Machine guards, about 40 pieces	QUALIFIED
10	12	Facebook	Form	Homeowner, Roswell GA	One-off gate repair	NOT QUALIFIED Outside target profile
11	14	LinkedIn	Meeting	VP of operations, automation integrator, Duluth GA	Frames and guarding for line builds	QUALIFIED
12	15	Email	Form	Current customer	Reorder	NOT QUALIFIED Existing customer
13	16	Search	Form	Job applicant	Applied through the quote form	NOT QUALIFIED Job seeker
14	17	LinkedIn	Email	Marketing agency	Selling services	NOT QUALIFIED Vendor
15	19	AI referral	Call 2:20	Buyer, startup, Austin TX	10 parts, one time	NOT QUALIFIED Outside target profile
16	21	Business Profile	Call 1:20	Current customer	Pickup time	NOT QUALIFIED Existing customer
17	23	Email	Form	Engineering manager, generator manufacturer, Peachtree City GA	Downloaded the RFQ checklist, then asked for a quote	UNREVIEWED
18	26	Direct	Form	Job applicant	Asked about job openings	NOT QUALIFIED Job seeker
19	28	Search	Form	Project manager, commercial contractor, Atlanta GA	Custom stair stringers for a mid-rise	UNREVIEWED

0 Won 2 Opportunity 5 Qualified 10 Not qualified 2 Unreviewed

Not qualified, by reason: existing customer 3, job seeker 3, vendor or sales pitch 2, outside target profile 2.

Your review: Two leads are waiting for your review. Please mark them Qualified, Not qualified, Opportunity or Won within five business days of this report. Until then they count toward total leads but not toward qualified leads.

03

VISIBILITY AND WHAT WE RAN

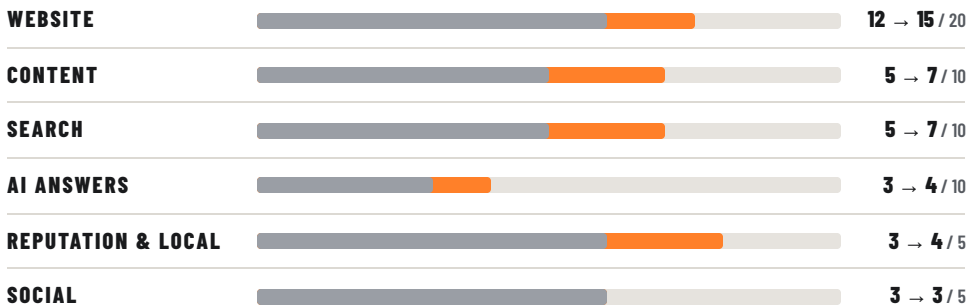
40

OF 60 ON THE SCORECARD

MARKETING ENGINE
SCORECARD

40 / 60

31 at the start of the program. Same
six areas and the same checks as
your Teardown.



Gray: where each area started. Orange: where it is now.

4 / 11

Target searches in the top 10
1 before the program

1 / 5

AI questions that name you
0 before the program

610

Clicks from Google search
About 240 a month before

41 · 4.8★

Google reviews
5 new this month from 42
requests

WHAT WE RAN THIS MONTH, AGAINST YOUR SCOPE OF WORK

IN YOUR SCOPE OF WORK	COMMITTED	THIS MONTH	
Articles	8 a month	8	DONE
Social posts: LinkedIn, Facebook, Instagram	About 2 per platform a week	25	DONE
Google Business Profile posts	Weekly	4	DONE
Review requests	Up to 50 a month	42 sent	DONE
Searches and AI questions tracked	11 searches, 5 questions	11 and 5	DONE
Website updates	Up to 4 hours a month	3.5 hours	DONE
Email follow-up	Up to 2 sequences, 1 newsletter	2 running, 1 sent	DONE
New lead magnet and offer page	1 a quarter	Sheet metal design guide, in build for Month 6	ON TRACK
Strategy meeting	Monthly, up to 90 minutes	Held on the 9th	DONE
This report	By the 10th business day	Delivered	DONE

EVERY NUMBER HERE IS ONE YOU CAN CHECK.

We report what the program produced, the way we agreed to count it at kickoff. When something isn't working, it shows up here first, along with what we're changing.

HOW LEADS ARE COUNTED

- **A lead** is a new inquiry with contact details you can follow up on: a tracked form, a call of 60 seconds or longer to a tracked number, a booked meeting or an email to a tracked address.
- **Counted once.** The same person or company within 30 days is one lead, credited to the first source we can trace.
- **Spam and duplicates are removed** before anything is counted.
- **You decide what's qualified.** You mark each lead against the definition we agreed at kickoff. Leads you haven't marked count toward total leads, never toward qualified.
- **Wins stay private.** We use them to measure return and never publish them without your written permission.

WHERE THE NUMBERS COME FROM

- **Google Analytics 4:** forms, bookings, traffic by source, including visits from AI tools.
- **Call tracking** on the numbers we publish, and **your email platform** for follow-up and the newsletter.
- **Google Search Console** and our monthly check of your target searches.
- **Our monthly AI check:** we ask ChatGPT and Google's AI the questions your buyers ask and record who they name.
- **Google Business Profile** for calls, posts and reviews, and **your lead review** for status.

Targets are goals set at kickoff from your baseline, not guarantees. They guide the program and the monthly strategy meeting.

Marketing run like a sales operation.

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