MONTHLY REPORT on SCOPE OF WORK

Business Name _____   Contact Person _____

Report # _____ of 6   Date of Report _____   REPORTING PERIOD: Beginning date _____   Ending date _____

Consultant(s) used this reporting period _____

Progress Report on E-commerce Goals and Actions

Complete?	What I accomplished … (List the goal and describe your progress toward achieving it.)	Who helped me … (Might be a person, a business, or a vendor, etc.)	The budget … (Include copy of paid receipts for reimbursement)
	GOAL 1 Progress (actions taken):		
	GOAL 2 Progress (actions taken):		
	GOAL 3 Progress (actions taken):		
	DUPLICATE THIS SHEET TO ADD MORE GOALS AS NECESSARY…		

TOTAL INVESTMENT being submitted for reimbursement this month $_____   :$ toward PREPARATION $ _____ /$ for PROMOTION $_____

::Be sure to attach receipts that are clearly marked PREP or PROMO

EDUCATIONAL EFFORTS? Which Webinars or learning sessions did you participate in? _____

Led by: _____

Rank the usefulness of the information received: *(1 is low and 5 is high)*   1   2   3   4   5

For the first report, refer to information on the Digital & E-commerce Base Evaluation turned in with grant application. For subsequent reports, refer to the data shared in the most previous report submitted.

SALES OVERVIEW

LAST REPORT SALES TOTALS

CURRENT SALES TOTALS

Total Number of online transactions last month # _____

Total Number of online transactions this month #_____

Total value from online sales last month $_____

Total value from online sales this month $_____

E-COMMERCE PREPARATION

Website traffic   Web address _____

LAST REPORT TRAFFIC SUMMARY

CURRENT TRAFFIC SUMMARY TOTALS

Number of unique visitors last month #_____

Number of unique visitors this month #_____

Busiest day of the week for online traffic _____

Busiest day of the week for online traffic _____

Average length of time visitors stay on my website _____

Average length of time visitors stay on my website _____

Bounce rate* _____

Bounce rate* _____

What other observations do you have related to your website from the last month of use:

Delivery / Shipping Capabilities

LAST REPORT DELIVERY SUMMARY

CURRENT DELIVERY SUMMARY

Number of Curb/store pick-ups last month # _____

Number of Curb/store pick-ups this month # _____

Number of local deliveries last month #_____

Number of local deliveries this month # _____

Number of shipments last month # _____

Number of shipments this month # _____

Any observations or trends related to delivery of your product to consumers?

PROMOTIONAL EFFORTS

Social Media Growth

LAST REPORT		CURRENT REPORT		LAST REPORT		CURRENT REPORT
	Facebook				**Instagram**	
_____	# of page followers	_____		_____	# of followers	_____
_____	$ spent on ads*	_____		_____	$ spent on ads*	_____
_____	# of posts	_____		_____	# of posts	_____
					# of impressions	
	Yelp					
_____	# of followers	_____			**YouTube**	
_____	$ spent on ads*	_____		_____	# of viewers	_____
_____	# of posts	_____		_____	$ spent on ads*	_____
				_____	# of posts	_____
	Other_____					
_____	# of followers	_____			**Pinterest**	
_____	$ spent on ads*	_____		_____	# of followers	_____
_____	# of posts	_____		_____	$ spent on ads*	_____
				_____	# of posts	_____
	Twitter					
_____	# of followers	_____			**LinkedIn**	
_____	$ spent on ads*	_____		_____	# of followers	_____
_____	# of posts	_____		_____	$ spent on ads*	_____
				_____	# of posts	_____
_____	**EMAIL**					
				_____	**OTHER**	

If listed on Yelp, TripAdvisor, etc., what kind of feedback are you receiving?

Marketing /Promotions /Advertising

LAST REPORT PROMOTIONS SUMMARY   CURRENT PROMOTIONS SUMMARY

Amount spent last month $ _____   *Amount spent this month $ _____ (above), plus

Any observations or trends related to your promotional efforts? What seems to be working for your business?

*HELPFUL DEFINITION: **Bounce rate** is a metric that measures the percentage of people who land on your website and do completely nothing on the page they entered. They don't click on a menu item, a 'read more' link or any other internal links on the page. This means that the Google Analytics server doesn't receive a trigger from the visitor. A visitor bounces when there has been no interaction with the landing page and the visit ends with a single-page visit. You can use bounce rate as a metric that indicates the quality of a webpage and/or the "fit" of your viewer.