

Quarterly Market Intelligence Scorecard

The DIY version of our automated Monthly Market Intelligence Email — four numbers, four times a year, not a spreadsheet you owe every month.

A monthly scorecard is exactly the kind of thing that gets filled in once and never repeated. This is deliberately lighter — one page, four times a year, just the handful of numbers that actually tell you whether anything's shifted.

Quarter	Your GBP rating	Your review count	Named by AI? (Y/N)	Competitor doing anything new?
Q1				
Q2				
Q3				
Q4				

How this fits with the rest of the pack

[] This scorecard: quarterly, five minutes, the four numbers that matter most

[] Competitor Benchmark Report: also quarterly, the deep multi-channel version — do them in the same sitting

[] AI Answer Monitor and Review Momentum Snapshot: their own quarterly checks, narrower and more specific than this scorecard

[] Signal-vs-Noise Decision Filter: whenever this scorecard turns up something that looks like it might matter

The point of this system isn't to track everything constantly — it's to make sure nothing important goes unnoticed, at a level of effort you'll actually keep doing.