

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):		
<i>DUPLICATE THIS SHEET TO ADD MORE GOALS AS NECESSARY...</i>			

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

Total Number of online transactions last month # _____

Total value from online sales last month \$ _____

CURRENT SALES TOTALS

Total Number of online transactions this month # _____

Total value from online sales this month \$ _____

E-COMMERCE PREPARATION

Website traffic Web address _____

LAST REPORT TRAFFIC SUMMARY

Number of unique visitors last month # _____

Busiest day of the week for online traffic _____

Average length of time visitors stay on my website _____

Bounce rate* _____

CURRENT TRAFFIC SUMMARY TOTALS

Number of unique visitors this month # _____

Busiest day of the week for online traffic _____

Average length of time visitors stay on my website _____

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

Number of Curbside pick-ups last month # _____

Number of local deliveries last month # _____

Number of shipments last month # _____

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

CURRENT DELIVERY SUMMARY

Number of Curbside pick-ups this month # _____

Number of local deliveries this month # _____

Number of shipments this month # _____

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			YouTube	
_____	# of followers	_____	_____	# of viewers	_____
_____	\$ spent on ads*	_____	_____	\$ spent on ads*	_____
_____	# of posts	_____	_____	# of posts	_____
	Other _____			Pinterest	
_____	# of followers	_____	_____	# of followers	_____
_____	\$ spent on ads*	_____	_____	\$ spent on ads*	_____
_____	# of posts	_____	_____	# of posts	_____
	Twitter			LinkedIn	
_____	# of followers	_____	_____	# of followers	_____
_____	\$ spent on ads*	_____	_____	\$ spent on ads*	_____
_____	# of posts	_____	_____	# of posts	_____
_____	EMAIL		_____	OTHER	

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

Marketing /Promotions /Advertising

LAST REPORT PROMOTIONS SUMMARY

Amount spent last month \$ _____

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

CURRENT PROMOTIONS SUMMARY

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

***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.