

Operator Scorecard: Evaluating a Dispensary Marketing Agency

Score each area 0-2. 0 = missing, 1 = present but unproven, 2 = present with evidence and process.

Evaluation area	What 'good' looks like	Score (0-2)
Strategy + sequencing	Clear 90-day roadmap tied to constraints, intent mapping, and a prioritised backlog.	<input type="checkbox"/> 0 <input type="checkbox"/> 1 <input type="checkbox"/> 2
Channel competence	Page-level SEO diagnosis, local entity coverage, menu SEO clarity, and compliance-aware paid tests.	<input type="checkbox"/> 0 <input type="checkbox"/> 1 <input type="checkbox"/> 2
Compliance operations	Defined approvals, risk framing, no workaround language, and an escalation path for issues.	<input type="checkbox"/> 0 <input type="checkbox"/> 1 <input type="checkbox"/> 2
Measurement quality	Conversion definitions, page-level reporting, annotated learnings, leading vs lagging clarity.	<input type="checkbox"/> 0 <input type="checkbox"/> 1 <input type="checkbox"/> 2
Execution capacity	Named roles, realistic throughput, QA process, and consistent delivery rhythm.	<input type="checkbox"/> 0 <input type="checkbox"/> 1 <input type="checkbox"/> 2

Scoring interpretation (total out of 10)

8-10 = Strong operator fit | 6-7 = Viable with gaps | 0-5 = High execution risk

Tip: Any 0 in compliance or measurement should trigger a deeper review before you proceed.