

How to use: Go through each section and check every box that applies. Tally your score at the end. Any unchecked box is a documented operational gap.

### Traffic and Intent Quality

- Do you know what percentage of your organic sessions arrive from transactional-intent keywords (vs. informational)?
- Are your top-traffic product pages the same pages that rank for your highest-intent keywords?
- Is your blog traffic reported separately from product and category page traffic in your analytics?
- Have you confirmed that at least 30% of your organic sessions arrive via keywords with clear purchase intent?
- Do you have a keyword intent classification in place before launching any new SEO content?

### Conversion Infrastructure

- Is your add-to-cart button visible without scrolling on a 390px mobile viewport on every product page?
- Does your product page include complete specifications that answer the top three purchase-blocking questions for your category?
- Is shipping cost visible to the customer before they reach the cart step?
- Is guest checkout available without requiring account creation?
- Does your checkout flow complete in four steps or fewer on mobile?

### Paid Channel Efficiency

- Do you have a defined minimum ROAS threshold for each paid campaign before adjusting bids?
- Is your first diagnostic step a landing page audit (not a bid change) when ROAS declines two consecutive months?
- Are your paid ad headlines matched to the H1 of the product page they link to?
- Does your primary paid landing page load in under 3 seconds on mobile?
- Have you confirmed that your paid traffic product pages carry visible trust signals above the fold?

### Attribution and Reporting

- Is your GA4 attribution model set to a minimum 7-day lookback window?
- Do you report conversion rate separately for blog, product, and category page traffic?
- Have you reviewed your conversion paths report to confirm which channels initiate vs. close purchase journeys?
- Does every influencer and social campaign use unique UTM parameters routed to dedicated landing pages?
- Are your channel budget decisions made using assisted-conversion data rather than last-click data alone?

### SEO and Agency Accountability

- Do you track on-page conversion rate for every URL your SEO vendor is optimizing?
- Does your SEO reporting include revenue contribution per ranked page, not just ranking position?
- Have you audited your top 10 blog pages for contextual internal links to commercial pages in the last 90 days?
- Is there a documented process for what triggers a CRO audit before any new SEO investment is approved?
- Is your SEO contract structured to include at least partial accountability for revenue or assisted-conversion outcomes?

### SCORING GUIDE

Score	Level	What it means
0-11	<b>CRITICAL</b>	your operation has structural failures that are actively destroying margin
12-19	<b>MODERATE</b>	gaps exist in 2 to 3 areas that need immediate attention
20-25	<b>STRONG</b>	your systems are solid, focus on optimization

Book a free data audit at [modonix.com/services](https://modonix.com/services) — we identify your top 3 margin leaks in one session. Written by Ahmed Abuswa, Modonix.com