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Blog Content Production: How Smart Companies Turn Words into Operational Leverage: 25-Point Self-Audit

25-Point Operator Self-Audit • [modonix.com](#)

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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.

Strategy & Foundation

1

☐

Do you have a written content strategy defining audience and funnel focus?

2

☐

Is your strategy your own, or adapted from a competitor's approach?

3

☐

Is content evaluated on its own mechanics rather than ad-campaign timelines?

4

☐

Do you review your content strategy on a fixed quarterly schedule?

5

☐

Does each content pillar map to a specific business problem?

Funnel Targeting & Conversion

6

☐

Is every piece of content assigned a specific buyer stage before publishing?

7

☐

Do top-ranking pages have a next-step offer matched to their funnel stage?

8

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Do you segment traffic reporting by intent and audience fit?

9

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Do you know your true conversion rate against correctly-targeted traffic only?

10

☐

Are early-funnel keywords distinguished from purchase-intent keywords in reporting?

Publishing Discipline

11

☐

Do you have a protected, fixed time block for content production?

12

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Is a documented twelve-month success benchmark set before judging results?

13

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Would a slow month get evaluated against a written plan, not gut feel?

14

☐

Has your publishing cadence survived at least one genuinely busy quarter?

15

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Is content production treated with the same priority as client deliverables?

Attribution & Marketing Value

16

☐

Can you trace individual pieces of content to leads or closed deals?

17

☐

Does each piece include a specific business problem and matched call-to-action?

18

☐

Do you have a scheduled process to prune or repurpose non-performing content?

19

☐

Does sales feedback flow back into your content strategy on a regular cadence?

20

☐

Do you know which fraction of your content archive drives most of your pipeline?

Outsourcing & Vendor Structure

21

☐

Do you retain an internal owner over content strategy even when outsourcing production?

22

☐

Do you review agency spend against pipeline contribution on a recurring basis?

23

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Would you have a fallback if your current agency relationship changed?

24

☐

Do you know your true cost per converting piece of content?

25

☐

Could your team explain your content system without reacting to a recent budget concern?

SCORING GUIDE

Score	Level	What it means
0-11	CRITICAL	Content is running as unaccountable output with no marketing function
12-19	MODERATE	Gaps exist in 2 to 3 areas that need immediate attention
20-25	STRONG	Content is running as a tracked operational system, focus on optimization

Book a free data audit at [modonix.com/services](#): we identify your top 3 content operational gaps in one session. Written by Ahmed Abuswa, [Modonix.com](#)

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