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SEO as an Operational Habit, not a Campaign: 25-Point Self-Audit

25-Point Operator Self-Audit • modonix.com

Ahmed Abuswa • Head of E-Commerce Operations • Modonix

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.

Vendor & Agency Accountability

1

☐

Does your SEO contract define specific reporting metrics before work begins?

2

☐

Do you have a documented reporting cadence (weekly/monthly) with your vendor?

3

☐

Is there a written accountability clause tied to defined outcomes?

4

☐

Do you have an internal timeline (30/90/180 day) for evaluating vendor performance?

5

☐

Would you know, from documentation alone, why you kept or fired your last SEO vendor?

Traffic-to-Revenue Attribution

6

☐

Can you tie organic traffic to leads or sales by individual page?

7

☐

Do you segment ranking pages by commercial intent versus informational intent?

8

☐

Is the click-to-lead conversion path audited on a fixed schedule?

9

☐

Do you track leads per channel separately from total traffic per channel?

10

☐

Would a traffic increase with flat revenue trigger an automatic internal review?

Technical & Indexation Health

11

☐

Do you run a monthly audit of indexation status and robots directives?

12

☐

Is someone explicitly assigned to catch leftover development settings (noindex tags, staging redirects)?

13

☐

Do you track click-through rate alongside ranking position in the same report?

14

☐

Is there a defined threshold that triggers a deeper technical review automatically?

15

☐

Do you check for duplicate or thin content across product pages on a schedule?

Content & Cross-Department Workflow

16

☐

Is there a documented handoff process between developers and content producers?

17

☐

Does someone explicitly own the content-to-page pipeline end to end?

18

☐

Are stalled pages (missing copy, unresolved friction) tracked and reviewed?

19

☐

Do you have a cross-department ownership chart for SEO responsibilities?

20

☐

Is content freshness reviewed on a recurring schedule, not just at launch?

Monitoring & Algorithm Response

21

☐

Do you have a standing monthly or weekly SEO review cycle, independent of news events?

22

☐

Is there a documented playbook that gets updated incrementally after algorithm changes?

23

☐

Do you have an executive reporting cadence tying SEO activity to revenue?

24

☐

Is your SEO playbook itself reviewed quarterly, not just the site's performance?

25

☐

Could your team explain your current SEO process without reacting to a recent headline?

SCORING GUIDE

Score

Level

What it means

0-11

CRITICAL

SEO is running as an unmanaged vendor relationship with no accountability structure

12-19

MODERATE

Gaps exist in 2 to 3 areas that need immediate attention

20-25

STRONG

SEO is running as an internal operational habit, focus on optimization

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

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Ahmed Abuswa

Head of E-Commerce Operations at Modonix

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