

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 Foundations

- 1 ☐ Do you know which buyer stage each blog post targets before writing it?
- 2 ☐ Have you defined a specific reader persona for your last five posts?
- 3 ☐ Did you copy a competitor's format without testing it against your audience?
- 4 ☐ Can you name the one action you want every blog reader to take next?
- 5 ☐ Do you review post performance against a written content strategy monthly?

Mobile Scannability

- 6 ☐ Have you viewed your last three posts on a phone screen before publishing?
- 7 ☐ Do your paragraphs run longer than three sentences on mobile view?
- 8 ☐ Are your subheadings visible without scrolling past two screens on phone?
- 9 ☐ Did you test load time and layout on a mid-range mobile device?
- 10 ☐ Do your bullet points break into single lines on a standard phone screen?

Format Mechanics

- 11 ☐ Does every post open with the main point before any background story?
- 12 ☐ Do you use bolded phrases to mark the one takeaway per section?
- 13 ☐ Can a reader skim only your headers and still grasp the full argument?
- 14 ☐ Do you break data or steps into numbered lists instead of paragraphs?
- 15 ☐ Have you cut any post by half its length and kept the same message?

Traffic Quality

- 16 ☐ Do you know what share of visitors arrive via broad top-of-funnel keywords?
- 17 ☐ Have you checked if your top traffic keywords match buyer-ready intent?
- 18 ☐ Do you track bounce rate separately for mobile versus desktop visitors?
- 19 ☐ Can you identify which posts bring traffic that never converts to leads?
- 20 ☐ Have you audited whether your content reaches actual purchasing decision makers?

Conversion Path

- 21 ☐ Does every post end with one clear next step, not three competing links?
- 22 ☐ Have you measured sales attributed to blog traffic in the last quarter?
- 23 ☐ Do you know how many posts you have published in the past six months?
- 24 ☐ Is someone specifically assigned to edit posts for scannability before publish?
- 25 ☐ Have you checked whether your offer, not just format, explains zero sales?

SCORING GUIDE

Score	Level	What it means
0 to 11	CRITICAL	Structural failures are actively destroying margin
12 to 19	MODERATE	Gaps in two or three areas that need immediate attention
20 to 25	STRONG	Systems are solid, focus on optimization

Book a free data audit at modonix.com/services. We identify your top 3 margin leaks in one session. Written by Ahmed Abuswa, Modonix.com