

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.

Paid Spend Discipline

- 1 ☐ Have you capped any new ad test at a fixed dollar limit before launch?
- 2 ☐ Did you set a stop-loss trigger before spending past your initial test budget?
- 3 ☐ Have you checked cost-per-click against product margin before scaling spend?
- 4 ☐ Did you pause any campaign after zero conversions past your test cap?
- 5 ☐ Have you calculated ad spend to margin ratio before a third campaign run?

Conversion Diagnostics

- 6 ☐ Have you audited your landing page after any zero-sale traffic spike?
- 7 ☐ Did you log visitor count against zero sales as a conversion signal?
- 8 ☐ Have you tested checkout flow after high traffic with no purchase?
- 9 ☐ Did you separate a traffic problem from a conversion problem in reporting?
- 10 ☐ Have you reviewed price point against your traffic-to-sale ratio this quarter?

Organic Timeline Reality

- 11 ☐ Have you budgeted six to twelve months before expecting first organic traffic?
- 12 ☐ Did you plan cash flow assuming zero SEO payoff for the first few months?
- 13 ☐ Have you accounted for a new-site trust delay before judging rankings?
- 14 ☐ Did you set a review date past six months before judging SEO investment?
- 15 ☐ Have you avoided cutting paid spend before organic traffic materializes?

Content Quality Check

- 16 ☐ Have you confirmed your content solves a real reader problem, not just keywords?
- 17 ☐ Did you complete both on-page and off-page SEO items fully, not partially?
- 18 ☐ Have you audited whether your top pages actually answer search intent?
- 19 ☐ Did you test content against user drop-off data, not just word count?
- 20 ☐ Have you benchmarked your content against pages that already rank for the term?

Channel Dependency Risk

- 21 ☐ Does your revenue collapse entirely if paid ad spend stops tomorrow?
- 22 ☐ Have you built one organic asset that generates traffic without ongoing spend?
- 23 ☐ Did you split budget between paid and organic before committing fully?
- 24 ☐ Have you accepted that algorithm shifts can hit organic traffic without warning?
- 25 ☐ Did you decide which channel funds the business while the other one matures?

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