

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 vs Revenue**

- 1 ☐ Can you name the dollar revenue your #1 ranking page produced last month?
- 2 ☐ Do you track CRM leads per page, not just sessions per page?
- 3 ☐ Has a top-ranked page gone 30 days with zero form submissions?
- 4 ☐ Do you check conversion rate before celebrating a ranking jump?
- 5 ☐ Is your top traffic page also your top revenue page?

**Keyword Intent Audit**

- 6 ☐ Do you separate broad category traffic from near-me buyer traffic?
- 7 ☐ Have you tagged each ranking keyword by stage of the buying decision?
- 8 ☐ Do you know what share of your traffic is pure browsers, not buyers?
- 9 ☐ Does your top keyword include any explicit buying signal word?
- 10 ☐ Have you dropped a keyword because it never produced a single lead?

**Page Conversion Mechanics**

- 11 ☐ Does every ranking page show one visible next step above the fold?
- 12 ☐ Have you removed pages that answer a question but offer nothing else?
- 13 ☐ Does this page compete with Google's own answer box on that query?
- 14 ☐ Is a phone number or form visible without any scrolling required?
- 15 ☐ Have you watched someone unfamiliar try to act on this page?

**Lead Capture Systems**

- 16 ☐ Does your CRM log a traffic source for every single lead entry?
- 17 ☐ Do you compare CRM entries against analytics traffic weekly?
- 18 ☐ Is there a working lead capture mechanism on every ranking page?
- 19 ☐ Have you audited pages with high traffic but zero CRM entries?
- 20 ☐ Does one named person own the visits-to-leads gap as a metric?

**Content Decision Design**

- 21 ☐ Was this page written to answer a query or to move a decision?
- 22 ☐ Does the page state exactly what to do immediately after reading?
- 23 ☐ Have you rewritten any page still using a template from years back?
- 24 ☐ Does the page answer the objections a buyer has before contacting you?
- 25 ☐ Would this page make sense to someone ready to buy today?

**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/service](https://modonix.com/service). We identify your top 3 margin leaks in one session. Written by Ahmed Abuswa, Modonix.com