

The Future of E-commerce SEO: Plug in SEO vs SEO Manager in an AI-Driven Era: 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.

Agency Accountability

- 1 ☐ Did you set written deliverables before paying any SEO agency?
- 2 ☐ Can you name the exact ranking metric your agency promised to move?
- 3 ☐ Have you pulled your own rank tracking data in the last 30 days?
- 4 ☐ Has your SEO spend passed six months with no traffic increase to show?
- 5 ☐ Does your agency contract include an exit clause tied to results?

Vendor Attention

- 6 ☐ Do you know how many other accounts your SEO rep manages this month?
- 7 ☐ Has your agency ever missed a scheduled check-in without explanation?
- 8 ☐ Is your catalog niche enough to need dedicated, not shared, hours?
- 9 ☐ Did you assume SEO was too technical before ever testing it yourself?
- 10 ☐ Have you compared your agency's hourly attention to your monthly invoice?

Platform Architecture

- 11 ☐ Have you confirmed canonical tags actually resolve duplicate URLs?
- 12 ☐ Did installing an SEO app replace fixing product page content itself?
- 13 ☐ Have you checked if your store still ranks poorly after months of work?
- 14 ☐ Did you calculate ROI on a paid SEO app versus doing fixes manually?
- 15 ☐ Have you audited navigation and trust signals outside the app dashboard?

AI Tool Vetting

- 16 ☐ Have you tested one AI SEO function before buying the full bundle?
- 17 ☐ Can you verify the AI tool's output against your own ranking data?
- 18 ☐ Did you get a documented outcome, not a promised workflow, from the vendor?
- 19 ☐ Have you asked for a full case result instead of a partial success story?
- 20 ☐ Would you trust this AI tool alone with your catalog's indexing decisions?

DIY Capability

- 21 ☐ Could you write one optimized product title without agency help today?
- 22 ☐ Do you understand your own site's crawl and indexing status right now?
- 23 ☐ Have you ever implemented a basic SEO fix yourself before hiring anyone?
- 24 ☐ Do you know which SEO tasks you could handle in-house versus outsource?
- 25 ☐ Have you priced in-house fixes against your current agency or app spend?

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