

# Growth Is Not Automatically Health: Why More Traffic Can Hide a Weaker Business: 25 Point Self-Audit

25 point operator self-audit • [modonix.com](https://modonix.com)

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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.

## Margin Erosion

- 1 ☐ Has your cost per order risen faster than revenue per order this year?
- 2 ☐ Do you track acquisition cost separately for each channel, not blended?
- 3 ☐ Has crossing a higher order volume made each new sale more costly to win?
- 4 ☐ Have ad platform costs for your account risen without matching sales lift?
- 5 ☐ Could you quote current acquisition cost by channel without pulling a report?

## Growth vs Cost

- 6 ☐ Has your margin percentage fallen while top line revenue kept climbing?
- 7 ☐ Do you compare revenue growth rate to cost growth rate every quarter?
- 8 ☐ Is the business ever short of cash despite higher reported sales?
- 9 ☐ Could a lean, profitable team flip to cash negative within two years unnoticed?
- 10 ☐ Do you review labor, COGS, and overhead trends as separate line items?

## Traffic Conversion

- 11 ☐ Has site traffic increased while revenue on the same store declined?
- 12 ☐ Do you check conversion rate whenever traffic numbers rise?
- 13 ☐ Do most visitors leave your site without any tracked action?
- 14 ☐ Do you treat the website as the closer rather than just the opener?
- 15 ☐ Is there a salesperson or sequence that closes what the site cannot?

## Staffing Overhead

- 16 ☐ Has headcount grown faster than order or customer volume this year?
- 17 ☐ Is a turnover buffer in hiring raising fixed payroll without added output?
- 18 ☐ Has delivery, billing, or service capacity kept pace with demand growth?
- 19 ☐ Could operations fulfil double current volume without new hires today?
- 20 ☐ Do you separate infrastructure capacity planning from headcount planning?

## Capacity Follow-Up

- 21 ☐ Do follow-ups ever slip once lead volume passes a certain threshold?
- 22 ☐ Does onboarding generate the same repeated questions per new customer?
- 23 ☐ Do customers know their next step without contacting the owner directly?
- 24 ☐ Did your last lead increase create backlog instead of closed revenue?
- 25 ☐ Are you funding lead generation before fixing post-sale process gaps?

## SCORING GUIDE

| Score    | Level           | What it means                                            |
|----------|-----------------|----------------------------------------------------------|
| 0 to 11  | <b>CRITICAL</b> | Structural failures are actively destroying margin       |
| 12 to 19 | <b>MODERATE</b> | Gaps in two or three areas that need immediate attention |
| 20 to 25 | <b>STRONG</b>   | 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