

20 CHECKS. YOUR WEBSITE. ANY STACK.

The B2B Content Conversion Audit

Find where a useful read stops becoming a useful next step.

A practical review, not a traffic report

Use this worksheet to check whether buyers can find the right content, trust the answer, take a relevant action and give you useful feedback. No paid tool is required.

Choose five pages

Pick your homepage, pricing page, one product page, one high-traffic article and one integration or documentation page. Record their URLs before you begin.

Run the same test on each page

Choose one real buyer question. Start from the page, use the search or assistant if present, open the supporting source and try the next step. Write down what happened, not what you expected.

How to mark the checks

Pass = verified on the tested journey. Fix = a reproducible gap. Unknown = not tested or not measured.
The 20 checks are a review checklist, not a validated product score or ranking prediction.

Website: _____

Reviewer: _____ Date: _____

01 / FINDABILITY

Can buyers find the useful page?

Test with a real question and your buyer's vocabulary.

☐ **Search accepts a buyer question**

Try a question such as "Does this work with our CMS?" rather than a page title.

☐ **The first results match the intent**

Check whether results help with evaluating, implementing or comparing the product.

☐ **The result makes sense before opening it**

Look for a useful title, a clear excerpt and a visible source or content type.

☐ **An empty result gives a useful route forward**

Check for alternative wording, helpful content or an honest next step.

☐ **The mobile journey is usable**

Repeat the search and page opening on a narrow screen and with a keyboard.

Evidence to capture

Question tested / first useful result / failed step / URL:

02 / ANSWER QUALITY

Can buyers verify the answer?

Apply these checks to page content and to an AI assistant if you use one.

☐ **The answer is present and easy to locate**

Find the actual fact, requirement or limitation the buyer needs.

☐ **Sources support the specific claim**

Open the citation. Confirm that it says what the answer claims it says.

☐ **The information is current**

Check pricing, product limits, integration status and the latest relevant update.

☐ **The system admits what it cannot support**

Try an unsupported question. Look for a clear limit instead of a confident invention.

☐ **The page answers the next obvious question**

Test one follow-up about cost, implementation, security or suitability.

Evidence to capture

Claim checked / supporting passage / stale fact / missing follow-up:

03 / NEXT STEP

Is the next action relevant?

A good visit can end in a demo, signup, deeper read or useful handoff.

☐ **The action fits the page and question**

An implementation guide may need a code example, while pricing may need a clear plan.

☐ **The destination works**

Open the link or form. Verify routing, mobile layout and the confirmation screen.

☐ **A contact request reaches the right owner**

Use an authorised test and check receipt. A button click is not proof of delivery.

☐ **The buyer knows what happens next**

Check confirmation language, response expectations and any required consent.

☐ **There is an alternative for a buyer not ready to talk**

Offer helpful docs, a comparison or self-serve setup rather than only a sales call.

Evidence to capture

Action tested / destination / confirmation / owner / failure:

04 / MEASUREMENT

Can you explain what happened?

Avoid mixing search-engine reporting, on-site behaviour and sales outcomes.

☐ **The page has a trustworthy measurement baseline**

Check event installation, test-traffic handling and the intended privacy settings.

☐ **Reading engagement is measured deliberately**

Distinguish active reading time and scroll reach from simply leaving a tab open.

☐ **Reader feedback is easy to leave**

Test a helpfulness or rating widget and make sure the response reaches the right page.

☐ **Goal events are verified at the actual outcome**

A submitted form, confirmed booking and CRM opportunity are different events.

☐ **Discovery data is joined at the right level**

Compare organic search and page engagement by URL. Do not infer who made an anonymous search.

Evidence to capture

Verified event / page URL / evidence / what is still unknown:

05 / THE NEXT SEVEN DAYS

Choose one fix to ship.

Prioritise a reproducible problem that affects a useful buyer journey.

Write the problem as an observation

Example: "The Webflow compatibility answer is on the integrations page, but our test query returned three unrelated articles." Avoid "The content needs work."

Page and buyer question

What failed, and the evidence

Smallest fix worth testing

Owner and target date

How we will verify the fix

A simple seven-day cycle

Day 1: reproduce the issue. Days 2-4: update the content or experience. Day 5: retest the same question. Days 6-7: review feedback and events. Low traffic may require a longer observation window.

Keep the evidence with the page

Repeat this worksheet after an important content change. Track observed improvements without claiming that a score increase caused revenue.

Want search, sourced answers and content intelligence on your existing website? Explore Spronta at spronta.com. Compare your current stack at spronta.com/resource/switch-and-save.