

THE STAOS OMNICHANNEL DIAGNOSTIC

240-Point Omnichannel Marketing *Audit.*

The exact growth diagnostic we run on every engagement — now across six channels and five stages. Score yourself, then bring us the unchecked rows.

Structure **T**racking **A**nalyze **O**ptimize **S**cale

Google Ads

Meta Ads

Email & SMS

CRO

SEO

TikTok Ads

2000+

BRANDS SCALED

\$50M+

AD SPEND MANAGED

12

YEARS EXPERIENCE

90

DAY ROAS GUARANTEE

How to use this audit.

Work through every line with your team — or alone. Each check is something we inspect on a real omnichannel growth audit. Tick the box if it's locked in. Leave it unchecked if it isn't — that row is your work list.

We score accounts on a 0–240 scale across the **STAOS** framework. Most accounts land between 90 and 150. If you're under 150, the biggest wins are almost always in the first two stages — **Structure** and **Tracking** — because everything downstream optimizes against a broken foundation. Bring us your unchecked items and we'll prioritize the three fixes that move revenue first.

S

Structure
Is the account architected to win before a dollar is spent?

T

Tracking
Can you trust every number you're about to optimize against?

A

Analyze
Are you reading the data deep enough to find the real levers?

O

Optimize
Are you compounding wins and cutting waste systematically?

S

Scale
Can you add spend and reach without breaking efficiency?

What's inside — 5 stages × 6 channels = 240 checks

Stage	GO	ME	EM	CR	SE	TT	Total
01 Structure	8	8	8	8	8	8	48
02 Tracking	8	8	8	8	8	8	48
03 Analyze	8	8	8	8	8	8	48
04 Optimize	8	8	8	8	8	8	48
05 Scale	8	8	8	8	8	8	48

GO Google Ads · ME Meta Ads · EM Email & SMS · CR CRO · SE SEO · TT TikTok Ads

01 Structure

Is the account architected to win before a dollar is spent?

48

CHECKS

Google Ads

Score / 8

- ☐ **01. Every ad group maps to one tight intent cluster (SKAG/STAG hybrid), not 200 keywords dumped together.**
Loose ad groups force one RSA to serve mismatched queries, tanking Quality Score and inflating CPCs.
- ☐ **02. Campaigns are split by margin tier or funnel stage (prospecting vs. brand vs. competitor) with separate budgets.**
Blended budgets let cheap brand clicks starve high-intent non-brand of spend.
- ☐ **03. Brand terms are isolated in their own campaign with a brand-only negative strategy on all other campaigns.**
Without isolation, brand steals credit and inflates blended ROAS while non-brand quietly loses.
- ☐ **04. Shopping/PMAX feed is segmented into product groups by margin, price band, and best-seller status via custom labels.**
Feeding all SKUs at one bid strategy overspends on low-margin junk and underfunds winners.
- ☐ **05. A shared negative-keyword hierarchy exists (account + campaign level) and is versioned, not ad-hoc.**
Un-managed negatives leak spend to irrelevant queries and never get audited.
- ☐ **06. Bid strategies align to a single goal per campaign (tROAS vs. tCPA vs. Max Conv), never mixed within a funnel stage.**
Conflicting goals confuse Smart Bidding and stall the learning phase.
- ☐ **07. Geo, ad-schedule, and device structures reflect real conversion data, not defaults.**
Default 'all locations / all devices' hides that one segment subsidizes another.
- ☐ **08. RSAs carry 15 distinct headlines / 4 descriptions with pinned brand/offer positions where required.**
Thin or duplicative assets cap Ad Strength and limit auction coverage.

Meta Ads

Score / 8

- ☐ **01. Account uses a consolidated CBO/Advantage+ structure, not fragmented \$10/day ad sets.**
Fragmentation splits the pixel's learning across too many audiences to ever exit learning.
- ☐ **02. Prospecting, retargeting, and retention are separated at campaign level with distinct objectives and exclusions.**
Overlapping audiences bid against each other and inflate CPMs.
- ☐ **03. Advantage+ Sales campaigns (ASC) use the new-vs-existing-customer audience controls deliberately (the old fixed budget cap was retired in the 2025 rename).**
Left on default, ASC over-serves cheap existing customers and hides true new-customer CAC.
- ☐ **04. Exclusions remove recent purchasers and active email subscribers from prospecting.**
Paying to re-acquire people your email owns for free destroys incremental ROAS.
- ☐ **05. Naming convention encodes objective_audience_angle_date for machine-readable reporting.**
Ad-hoc names make creative and audience analysis impossible at scale.
- ☐ **06. One pixel/dataset per brand, domain verified, with every key conversion event sending cleanly in Events Manager.**
Meta now auto-aggregates events (the 8-event AEM cap and manual ranking are gone) — domain verification and full event coverage are what protect post-iOS optimization.
- ☐ **07. Budgets are sized so each ad set can clear ~50 optimization events per week.**
Under-funded ad sets never exit learning and deliver volatile CPAs.
- ☐ **08. Advantage+ placements are the default unless data proves a specific exclusion is warranted.**
Manually restricting placements without data starves the algorithm of cheap inventory.

Email & SMS

Score / 8

- ☐ **01. Core flows are live: welcome, browse-abandon, cart-abandon, checkout-abandon, post-purchase, winback, sunset.**
Missing flows are the single biggest silent revenue leak in most DTC accounts.
- ☐ **02. The list is segmented by RFM or engagement tier, not blasted to 'everyone.'**
Sending to unengaged contacts drags domain reputation and inbox placement.
- ☐ **03. A dedicated sending subdomain is authenticated (SPF, DKIM, DMARC) separate from transactional.**
Sharing the corporate root domain risks reputation damage from marketing sends.
- ☐ **04. SMS and email are orchestrated so one trigger doesn't double-hit a contact in the window.**
Uncoordinated channels feel like spam and drive opt-outs.
- ☐ **05. Suppression logic auto-removes sunset non-buyers and hard bounces.**
Bloated lists inflate cost and depress every rate metric.
- ☐ **06. Zero-party data capture (quiz, preference center) feeds segmentation beyond email+consent.**
Without preference data, personalization ceilings out fast.
- ☐ **07. Flow vs. campaign revenue split is tracked and healthy (flows ~25-40% of email revenue).**
Over-reliance on campaign blasts means automated money is left on the table.
- ☐ **08. Consent and compliance (double opt-in where required, SMS TCPA consent, honored unsubscribes) are documented.**
A single compliance miss can trigger fines and deliverability blacklisting.

CRO

Score / 8

- ☐ **01. A documented conversion funnel maps every step (ad → LP → PDP → cart → checkout → confirm) with a KPI each.**
Without the map you optimize pages in isolation and miss the real drop-off.
- ☐ **02. Primary landing pages are purpose-built for their traffic source, not the generic homepage.**
Homepage-as-LP dilutes message match and caps paid CVR.
- ☐ **03. A component library keeps CTAs, forms, and trust elements consistent across templates.**
Inconsistent components create friction and make test results un-portable.
- ☐ **04. Mobile layout is the primary design target, not a desktop afterthought.**
Desktop-first design silently loses the majority of mobile conversions.
- ☐ **05. Each page has one unambiguous primary CTA with secondary actions visually subordinated.**
Competing CTAs split attention and lower the primary conversion.
- ☐ **06. Templates are built for fast iteration (modular sections editable without dev).**
Dev-gated changes make a real testing cadence impossible.
- ☐ **07. Trust architecture is systematized: reviews, guarantees, and security cues appear at decision points.**
Scattered or missing trust signals lose conversions at the moment of doubt.
- ☐ **08. Analytics events are instrumented on every funnel micro-action.**
You can't optimize what you never measured; missing events are blind spots.

SEO

Score / 8

- ☐ **01. Site architecture is flat and logical (money pages within 3 clicks of home) with a clear URL taxonomy.**
Deep, messy architecture buries pages and wastes crawl budget.
- ☐ **02. Internal linking follows a hub-and-spoke topic-cluster model with pillar and support pages.**
Orphaned or randomly linked pages never accrue authority.
- ☐ **03. One canonical URL pattern is enforced (trailing slash, www, protocol) with correct canonicals sitewide.**
Duplicate URL variants split link equity and confuse indexing.
- ☐ **04. XML sitemap is clean (only indexable 200s) and submitted; robots.txt doesn't block key assets.**
Bloated or dirty sitemaps waste crawl budget and slow discovery.
- ☐ **05. Structured data (Organization, Product, FAQ, LocalBusiness, Breadcrumb) is valid and matches visible content.**
Missing or invalid schema forfeits rich results and entity clarity.
- ☐ **06. Templates enforce one H1, logical heading order, and unique title/meta patterns per page type.**
Template-level heading errors multiply across every page.
- ☐ **07. Pagination, faceted navigation, and URL parameters are controlled to prevent index bloat.**
Uncontrolled facets can spawn thousands of thin duplicate URLs.
- ☐ **08. International/geo targeting (hreflang or geo pages) is correctly implemented where relevant.**
Wrong hreflang serves the wrong market and cannibalizes rankings.

- ☐ **01. Account separates prospecting, retargeting, and Spark-Ad campaigns with distinct objectives.**
Mixing them makes creative-driven prospecting compete with cheap retargeting.
- ☐ **02. Ad groups are consolidated (few, well-funded) to feed the algorithm enough events to exit learning.**
TikTok's learning phase is data-hungry; thin ad groups never stabilize.
- ☐ **03. Broad targeting is the default, with creative as the true targeting lever.**
Over-targeting on TikTok raises CPMs and starves the algorithm.
- ☐ **04. Spark Ads run through the brand's or creator's real handle for social proof.**
Non-Spark ads lose comments, follows, and the native feel that drives performance.
- ☐ **05. TikTok Pixel + Events API (server-side) are both live with deduplication.**
Browser-only pixel loses a large share of events on in-app mobile.
- ☐ **06. A creator/UGC pipeline feeds a steady volume of native-format ads.**
TikTok burns creative fast; without a pipeline, fatigue kills accounts.
- ☐ **07. Naming encodes hook_format_creator_angle for creative-level analysis.**
Without it you can't tell which hook or creator is actually winning.
- ☐ **08. Purchaser/existing-customer exclusions are applied to prospecting where retention isn't the goal.**
Re-serving buyers inflates ROAS optics and wastes prospecting budget.

02 Tracking

Can you trust every number you're about to optimize against?

48

CHECKS

Google Ads

Score / 8

- ☐ **01. Exactly one canonical conversion source per action (native vs. GA4 import), no double-counting.**
Double-counting corrupts Smart Bidding signals and ROAS reporting.
- ☐ **02. Enhanced Conversions for Web/Leads is enabled and hashed first-party data passes validation.**
Without EC you lose recoverable conversions to cookie loss and modeling gaps.
- ☐ **03. Conversion actions are categorized Primary vs. Secondary so only true goals drive bidding.**
Counting micro-conversions as primary teaches bidding to chase the wrong outcome.
- ☐ **04. Consent Mode v2 is implemented with correct default/update states for EEA traffic.**
Missing Consent Mode v2 zeroes conversion modeling and can pause EEA serving.
- ☐ **05. Offline Conversion Import / GCLID capture feeds CRM outcomes back for lead-gen.**
Optimizing to form-fills instead of closed revenue scales the wrong leads.
- ☐ **06. Conversion values are dynamic (real revenue), not static placeholders, for every purchase.**
Static values make tROAS meaningless across a mixed-margin catalog.
- ☐ **07. Cross-domain and subdomain tracking is configured where the funnel spans domains.**
Broken cross-domain linkage double-attributes and loses the session.
- ☐ **08. Attribution model is set intentionally (data-driven), not left on last-click by accident.**
The wrong model under-credits upper-funnel and misguides budget.

Meta Ads

Score / 8

- ☐ **01. Conversions API fires every key event alongside the pixel with event deduplication.**
Browser-only tracking now loses 20-40% of conversions to blockers and ITP.
- ☐ **02. The primary conversion event (purchase/lead) is configured with value and firing reliably for opted-out iOS users.**
Meta auto-aggregates events now, so the risk shifted from mis-ranking a top-8 list to a missing or broken primary event.
- ☐ **03. Event Match Quality is monitored and $\geq 6-7$ via rich parameters (email, phone, fbp, IP).**
Low EMQ starves the algorithm of the identity signal it needs.
- ☐ **04. Domain verification is complete and the dataset owns the verified domain.**
Unverified domains can't set AEM priorities and lose attribution control.
- ☐ **05. CAPI Gateway or server-side GTM is used, not just fragile partner integrations.**
Partner integrations drop events silently after platform updates.
- ☐ **06. Deduplication keys (event_id) are consistent between pixel and CAPI for every event.**
Mismatched keys either double-count or drop server events entirely.
- ☐ **07. Value + currency parameters pass real revenue on purchase for value-based optimization.**
Missing value blocks VBO and value-based lookalikes.
- ☐ **08. Events Manager diagnostics show zero critical errors in the last 7 days.**
Unwatched diagnostics let a broken deploy degrade signal for weeks.

Email & SMS

Score / 8

- ☐ **01. Attribution windows are defined and consistent (e.g., 5-day click / 1-day view) across reporting.**
Inconsistent windows make flow and campaign revenue non-comparable.
- ☐ **02. UTMs are standardized and auto-applied so email traffic is unambiguous in GA4.**
Ad-hoc UTMs scatter email revenue into (direct)/other.
- ☐ **03. Every flow and campaign ties conversion to actual orders, not opens/clicks alone.**
Optimizing to opens (now unreliable post-MPP) chases vanity metrics.
- ☐ **04. Apple MPP inflation is accounted for; decisions use click/conversion, not open rate.**
MPP auto-opens inflate open rate and poison open-based segmentation.
- ☐ **05. Deliverability is monitored: inbox placement, Postmaster spam rate under 0.3% (target $<0.1\%$), and domain reputation.**
Gmail and Yahoo now reject non-compliant bulk mail outright, so a rising spam rate silently caps every downstream metric.
- ☐ **06. List-growth source is tracked per signup so you know which capture points convert.**
Without source tracking you can't kill low-quality capture.
- ☐ **07. SMS clicks and conversions are tracked with unique short links, not shared URLs.**
Shared links make SMS ROI invisible and un-optimizable.
- ☐ **08. Event triggers (back-in-stock, price-drop) are firing and logged reliably.**
Silent trigger failures kill high-intent automated revenue with no error surfaced.

CRO

Score / 8

- ☐ **01. GA4 is deployed via GTM (not gtag) and captures every funnel event with DebugView-verified params.**
GTM lets you fix tracking without code pushes and verify before launch.
- ☐ **02. A session-recording / heatmap tool (Clarity, Hotjar) is installed on key templates.**
Without qualitative data you optimize blind to why users drop.
- ☐ **03. Scroll depth, rage-click, dead-click, and form-abandon events are instrumented.**
These friction signals pinpoint exactly where CRO effort pays off.
- ☐ **04. Funnel/exploration reports are built in GA4 for each key path, not just default reports.**
Default reports hide the step-by-step drop-off funnels expose.
- ☐ **05. Experiment tooling (server-side, or client with anti-flicker) is installed and QA'd.**
Un-anti-flickered client tests bias results and lose validity.
- ☐ **06. Internal traffic and bots are filtered from analytics and experiment data.**
Internal/bot traffic pollutes CVR and can flip a test result.
- ☐ **07. Cross-device / logged-in stitching (User-ID) is configured where applicable.**
Un-stitched journeys under-count returning-user conversions.
- ☐ **08. Core Web Vitals (LCP, INP, CLS) are monitored from field data (CrUX), not just lab.**
Lab scores hide the real-user performance Google ranks and users feel.

SEO

Score / 8

- ☐ **01. Search Console is verified, the sitemap is accepted, and coverage/enhancement reports are monitored.**
GSC is the only first-party source of true query and indexing data.
- ☐ **02. Indexing is tracked (indexed vs. submitted) with exclusion reasons triaged.**
Un-triaged 'crawled - not indexed' hides pages Google is rejecting.
- ☐ **03. Rank tracking covers a defined keyword universe segmented by intent and funnel stage.**
A random keyword set gives you noise, not an actionable trend.
- ☐ **04. Log-file or crawl-stats analysis confirms Googlebot spends budget on money pages.**
Crawl budget wasted on junk URLs delays indexing of what matters.
- ☐ **05. Analytics separates organic landing-page performance by template/cluster, not just sitewide.**
Sitewide organic trends mask a winning cluster and a dying one canceling out.
- ☐ **06. Organic conversions are tracked to revenue, not just sessions.**
Traffic-only SEO reporting can't prove or defend ROI.
- ☐ **07. Structured-data eligibility and rich-result performance are monitored in GSC.**
Losing a rich result silently drops CTR even when rank holds.
- ☐ **08. Brand vs. non-brand organic is separated in reporting.**
Brand demand can mask non-brand SEO stagnation or decline.

- ☐ **01. TikTok Pixel + Events API both fire with deduplication and healthy event match.**
Mobile in-app browsing loses most browser-only events; EAPI recovers them.
- ☐ **02. Advanced Matching passes hashed email/phone to raise identity resolution.**
Weak matching starves TikTok's optimization of who converted.
- ☐ **03. Value + currency parameters pass on complete-payment for value-based bidding.**
Without value, TikTok can't optimize toward high-AOV buyers.
- ☐ **04. Attribution setting (default 7-day click / 1-day view) is understood and consistent in reporting.**
Comparing TikTok's attributed ROAS to last-click GA4 without adjustment misleads decisions.
- ☐ **05. A post-purchase survey or triangulation source validates TikTok's self-reported conversions.**
Platform-reported ROAS overstates; triangulation keeps spend honest.
- ☐ **06. Web events are prioritized/configured for the true primary action post-ATT.**
Misprioritized events break optimization for opted-out users.
- ☐ **07. Deduplication event_id is consistent between pixel and EAPI.**
Mismatch double-counts or drops server events.
- ☐ **08. Events Manager diagnostics are clean and monitored weekly.**
Silent event errors degrade optimization before ROAS visibly drops.

03 Analyze

Are you reading the data at the depth that reveals the real levers?

48
CHECKS

Google Ads

Score / 8

- ☐ **01. Search-term reports are mined on a cadence for wasted spend and new negative/positive keywords.**
Un-mined search terms are where budget quietly bleeds and new winners hide.
- ☐ **02. Auction Insights is tracked for impression-share trends vs. key competitors.**
Losing IS to a competitor shows up here before it shows in revenue.
- ☐ **03. Impression-share-lost (budget vs. rank) is quantified per campaign to find capped winners.**
IS-lost-to-budget on a profitable campaign is free money you're not claiming.
- ☐ **04. N-gram / query-pattern analysis surfaces themes, not just individual bad terms.**
One-off negatives miss the pattern; n-grams cut whole waste categories.
- ☐ **05. Performance is segmented by device, geo, hour, and audience to expose hidden pockets.**
Blended averages hide a segment losing money inside a 'profitable' campaign.
- ☐ **06. Asset/RSA-level reporting identifies low-Ad-Strength and low-performing headlines.**
Weak assets cap auction coverage; you can't fix what you don't inspect.
- ☐ **07. PMax is dissected via scripts and placement/search-category reports.**
Un-analyzed PMax hides brand cannibalization and junk placements.
- ☐ **08. Conversion lag and new-vs-returning splits inform true CAC by campaign.**
Ignoring lag under-credits recent spend; ignoring new-customer split flatters CAC.

Meta Ads

Score / 8

- ☐ **01. Creatives are ranked by hook-rate, hold-rate, and cost-per-outcome, not just ROAS.**
Thumb-stop metrics predict scalability that ROAS alone hides.
- ☐ **02. Frequency and first-time-impression ratio are monitored for fatigue and saturation.**
Rising frequency with falling CTR is the earliest fatigue signal.
- ☐ **03. Auction overlap between ad sets/campaigns is checked and eliminated.**
Overlap means you're bidding against yourself and inflating CPMs.
- ☐ **04. New-customer vs. returning split reveals true nCAC.**
Blended ROAS hides that retargeting and existing buyers carry the account.
- ☐ **05. Placement and platform breakdowns identify where efficiency actually comes from.**
One placement often subsidizes losers hidden in the Advantage+ blend.
- ☐ **06. Incrementality (geo-holdout or Conversion Lift) informs how much Meta truly drives.**
Attributed ROAS is not incremental ROAS; without lift you mis-spend.
- ☐ **07. Cohort/LTV analysis by acquisition creative/audience flags cheap-but-worthless buyers.**
Low CPA can still lose money if those cohorts never repeat.
- ☐ **08. Learning-phase status and volatility are reviewed before judging any ad set.**
Judging in-learning ad sets causes premature, value-destroying cuts.

Email & SMS

Score / 8

- ☐ **01. Flow performance is analyzed step-by-step (per-message revenue, drop-off, delay tuning).**
Optimizing a flow as a whole misses the one message doing all the work - or none.
- ☐ **02. Segment-level engagement drives suppression and cadence decisions.**
One-size cadence over-mails your best people and under-mails your buyers.
- ☐ **03. Deliverability is diagnosed by ISP (Gmail/Yahoo/Outlook), not just aggregate.**
A Gmail placement problem hides inside a 'fine' aggregate rate.
- ☐ **04. Revenue-per-recipient is the primary campaign metric, not open/click rate.**
RPR ties email to money; opens (post-MPP) are noise.
- ☐ **05. List growth vs. churn (unsubs + sunset) is tracked as a net number.**
A growing list that's net-churning engaged buyers is silently dying.
- ☐ **06. A/B test history is logged with statistical rigor, not one-off 'winners.'**
Undocumented tests get re-run and false winners get shipped.
- ☐ **07. Discount dependency is analyzed (share of email revenue from promo codes).**
Over-reliance on discounts trains customers to wait and erodes margin.
- ☐ **08. LTV by acquisition source / first-purchase category informs segmentation.**
Not all subscribers are equal; source-blind sends waste your best inventory.

CRO

Score / 8

- ☐ **01. Funnel drop-off is quantified per step with the biggest leak prioritized first.**
Effort on a minor step while a major leak persists wastes the program.
- ☐ **02. Session recordings of drop-off / rage-click sessions are reviewed for the qualitative 'why.'**
Numbers show where; recordings show why - you need both to fix it.
- ☐ **03. Segment-level CVR (device, source, new vs. returning) shows where the problem concentrates.**
Sitewide CVR hides that mobile-paid drags while desktop-organic is fine.
- ☐ **04. Form analytics identify the specific field causing abandonment.**
One bad field (phone, address) can sink an entire checkout's completion.
- ☐ **05. Page-speed field data is correlated with CVR by template.**
Slow templates lose conversions in a way lab scores never reveal.
- ☐ **06. Copy/value-prop clarity is assessed against message match from the traffic source.**
A mismatch between ad promise and page promise silently kills paid CVR.
- ☐ **07. Add-to-cart and micro-conversion rates are analyzed, not just final purchase.**
Upstream metrics localize the leak faster than the final number.
- ☐ **08. Prior test results feed a prioritized hypothesis backlog (ICE/PIE scored).**
Random testing without a scored backlog burns traffic on low-value ideas.

SEO

Score / 8

- ☐ **01. Query-level CTR vs. position (GSC) surfaces title/meta rewrite opportunities.**
High-impression low-CTR queries are the fastest organic wins available.
- ☐ **02. Content decay is tracked (pages losing traffic/rank) for refresh prioritization.**
Decaying pages quietly erode traffic while you chase new content.
- ☐ **03. Cannibalization is diagnosed (multiple URLs competing for one query).**
Cannibalization splits signals and caps both pages below their potential.
- ☐ **04. Striking-distance keywords (positions 5-15) are identified for targeted lifts.**
Page-2 keywords are the highest-ROI SEO effort and easiest to miss.
- ☐ **05. Competitor gap analysis reveals keywords/topics they rank for and you don't.**
Gaps are your ready-made content roadmap; ignoring them cedes the SERP.
- ☐ **06. The backlink profile is analyzed for quality, toxicity, and lost-link recovery.**
Lost high-authority links drop rankings; toxic ones risk penalties.
- ☐ **07. Technical crawl issues (broken links, redirect chains, orphans) are quantified and triaged.**
Accumulated tech debt throttles crawl efficiency and rankings.
- ☐ **08. Presence in AI Overviews, AI Mode, and SERP features (PAA, snippets) is analyzed per key query.**
With most searches now zero-click, ranking #1 under an AI answer still loses the visit unless you're the cited source.

TikTok Ads

Score / 8

- ☐ **01. Creatives are ranked by 3s hook-rate, hold, and CTR to find scalable concepts.**
Retention curves predict what will scale far better than ROAS on small spend.
- ☐ **02. Fatigue is tracked via frequency, CTR decay, and cost trend per creative.**
TikTok creative dies fast; watching decay tells you exactly when to refresh.
- ☐ **03. Comment sentiment and engagement are read as a creative-quality and objection signal.**
Comments surface objections and winning angles the metrics never show.
- ☐ **04. Winning hooks/angles/formats are pattern-coded to brief the next batch.**
Un-coded wins can't be systematically reproduced.
- ☐ **05. Organic, paid, and Spark-Ad performance are compared to find boost-worthy organic.**
High-organic posts are proven creative you can scale with spend.
- ☐ **06. Incrementality/triangulation checks whether TikTok drives net-new demand.**
Self-reported ROAS overstates; you need the true incremental read.
- ☐ **07. Audience/placement breakdowns confirm where efficient conversions originate.**
Broad delivery hides which segment actually carries the account.
- ☐ **08. New-customer split is analyzed, not blended ROAS.**
TikTok skews new-customer; blended metrics obscure its acquisition value.

04 Optimize

Are you systematically compounding wins and cutting waste?

48
CHECKS

Google Ads

Score / 8

- ☐ **01. Negative-keyword and n-gram waste-cutting runs on a fixed cadence.**
Waste compounds weekly; cadence keeps CAC from drifting up.
- ☐ **02. tROAS/tCPA targets are tuned in small increments that respect the learning phase.**
Big target jumps re-trigger learning and spike volatility.
- ☐ **03. RSA assets are pruned and refreshed against Ad Strength and asset performance.**
Stale/low assets cap the auction; refresh lifts impression share cheaply.
- ☐ **04. Bid-strategy experiments (drafts/experiments) test changes before full rollout.**
Untested global changes gamble the whole account on a hunch.
- ☐ **05. Landing-page and ad message match is tightened for Quality Score gains.**
QS improvements lower CPC and raise position simultaneously.
- ☐ **06. PMax is steered with audience signals, feed optimization, and brand exclusions.**
Un-steered PMax defaults to easy brand and retargeting conversions.
- ☐ **07. Dayparting and geo bid adjustments reflect current conversion data.**
Stale adjustments over-spend in decayed segments.
- ☐ **08. Auto-applied recommendations are reviewed and selectively rejected, not left on.**
Google auto-applies changes that can blow up performance overnight.

Meta Ads

Score / 8

- ☐ **01. A structured creative-testing framework runs continuously (new angles, hooks, formats).**
Creative is the #1 lever on Meta; a testing engine is non-negotiable.
- ☐ **02. Winning creatives are iterated (variations of the winner), not just replaced.**
Iterating a proven winner compounds returns faster than fresh swings.
- ☐ **03. Budget shifts to winners are sized to avoid resetting learning.**
Oversized budget jumps re-trigger learning and waste the ramp.
- ☐ **04. Fatigued creatives are refreshed on a frequency/CTR-decay trigger, not a calendar.**
Calendar refreshes waste good creative or run dead ones too long.
- ☐ **05. Audience exclusions and overlap are pruned to cut self-competition.**
Reducing overlap lowers CPM without touching budget.
- ☐ **06. Offer and landing-page tests run in tandem with creative tests.**
Creative gets the click; the page gets the sale - optimize both.
- ☐ **07. Advantage+ settings (audience, placements, catalog) are tuned against evidence.**
Blindly trusting or overriding Advantage+ both leave money on the table.
- ☐ **08. Value-based optimization is used where value data is clean.**
VBO shifts delivery toward high-AOV buyers instead of cheap ones.

Email & SMS

Score / 8

- ☐ **01. Flow timing, order, and branching are tuned from step-level data.**
Right message, wrong delay still loses the sale.
- ☐ **02. Subject-line, preview, and send-time tests run with real statistical significance.**
One-off 'winners' without significance ship noise as strategy.
- ☐ **03. Segmentation is tightened so cadence matches engagement tier.**
Matching cadence to engagement lifts revenue and protects deliverability at once.
- ☐ **04. Personalization and dynamic content (recs, replenishment) are deployed in flows.**
Generic sends underperform 1:1 relevance by wide margins.
- ☐ **05. A sunset/re-engagement policy is enforced to protect sender reputation.**
Keeping dead contacts to 'grow the list' wrecks inbox placement for everyone.
- ☐ **06. Discount strategy is optimized toward margin (tiered, thresholded, or value-add).**
Flat sitewide codes erode margin and train discount-waiting.
- ☐ **07. Deliverability is actively maintained (warmup, hygiene, complaint response).**
Reputation is earned slowly and lost fast; maintenance is continuous.
- ☐ **08. SMS is optimized for timing, length, and MMS use against opt-out rate.**
SMS punishes missteps instantly with opt-outs you can't recover.

CRO

Score / 8

- ☐ **01. A prioritized experiment backlog is worked continuously, not sporadically.**
Cadence, not one big redesign, is what compounds CVR over time.
- ☐ **02. Tests run to significance with pre-declared MDE and sample size.**
Peeking and early stops manufacture false winners.
- ☐ **03. Winning variants are shipped and re-tested for durability.**
Wins can decay or interact; verification protects the gains.
- ☐ **04. Mobile-specific friction (tap targets, sticky CTA, autofill) is optimized first.**
Mobile is most traffic and most friction - the highest-ROI surface.
- ☐ **05. Checkout is streamlined (guest checkout, express wallets, fewer fields).**
Every removed step and field measurably lifts completion.
- ☐ **06. Message match and above-the-fold value prop are optimized per traffic source.**
The first screen decides most bounces; source-matched copy wins them.
- ☐ **07. Trust and honest-urgency elements are tested at decision points.**
Reviews, guarantees, and real scarcity move the fence-sitters.
- ☐ **08. Core Web Vitals are optimized against the CVR-correlated metric (INP/LCP).**
Speed is a direct, compounding CVR and ranking lever.

SEO

Score / 8

- ☐ **01. Title/meta rewrites ship for high-impression, low-CTR queries.**
Fastest organic revenue lever that needs no new rankings.
- ☐ **02. Decaying and thin content is refreshed or consolidated on a prioritized schedule.**
Refreshing a decayed page often beats writing a new one.
- ☐ **03. Internal links are added from authority pages to striking-distance targets.**
A few internal links can push page-2 keywords onto page 1.
- ☐ **04. On-page is optimized for intent and entities, not keyword density.**
Modern ranking rewards topical completeness, not repetition.
- ☐ **05. Cannibalizing URLs are consolidated or re-targeted.**
Merging competing pages concentrates signals and lifts rank.
- ☐ **06. Technical debt (redirect chains, broken links, CWV) is remediated on cadence.**
Compounding tech debt caps everything else you do.
- ☐ **07. Content is optimized for generative-engine citation (AI Overviews, AI Mode, ChatGPT/Perplexity) with clear answers, named expertise, verifiable data, and schema.**
In 2026, being the cited source (GEO) is often the real win, not the blue link.
- ☐ **08. New content targets validated gaps with a clear ranking thesis, not volume for its own sake.**
Publishing without a gap and thesis dilutes site focus.

TikTok Ads

Score / 8

- ☐ **01. A high-volume creative pipeline ships fresh natives on a fixed weekly cadence.**
TikTok's creative burn rate makes volume the core optimization lever.
- ☐ **02. Winning hooks are iterated into new variations rapidly.**
Reusing a proven hook with new context compounds cheaply.
- ☐ **03. Budget scales onto winners in increments that respect learning.**
Aggressive jumps reset learning and spike CPA.
- ☐ **04. Fatigued creatives are cut on decay triggers and replaced from the pipeline.**
Running dead creative drags the whole ad group's efficiency.
- ☐ **05. Spark Ads amplify top organic/creator content proven to resonate.**
Boosting proven organic de-risks paid creative bets.
- ☐ **06. The landing-page/offer experience is tuned for fast, mobile, impulse traffic.**
TikTok clicks are impatient; a slow or heavy LP wastes them.
- ☐ **07. The optimization event and target are tuned against clean value data.**
Optimizing to the wrong event scales the wrong buyers.
- ☐ **08. Creator mix and briefs are optimized from performance and comment signal.**
Data-briefed creators beat one-off viral luck over time.

05 Scale

Can you add spend and reach without breaking efficiency?

48

CHECKS

Google Ads

Score / 8

- ☐ **01. Budget is added to impression-share-lost-to-budget on proven-profitable campaigns first.**
Uncapping proven winners is the lowest-risk growth available.
- ☐ **02. Keyword and match-type expansion is systematic (broad + tROAS + audience signals).**
Controlled broad expansion finds new demand without abandoning efficiency.
- ☐ **03. New campaign types (Demand Gen, YouTube, PMax) are layered with incrementality checks.**
Adding surface area only helps if it's incremental, not cannibalizing.
- ☐ **04. Geographic/market expansion is tested with localized structure and budgets.**
New geos scale volume but need their own bidding evidence.
- ☐ **05. Feed and catalog expansion (new categories/SKUs) is fed to Shopping/PMAX deliberately.**
More sellable inventory means more scalable auctions when structured well.
- ☐ **06. tROAS is deliberately loosened where LTV justifies a lower first-order ROAS.**
Rigid ROAS caps growth; LTV-aware targets unlock volume profitably.
- ☐ **07. Automation/scripts manage the account at scale (alerts, bidding guards, anomaly detection).**
Manual management breaks past a spend threshold; automation holds the line.
- ☐ **08. Creative and asset production keeps pace with added spend and surfaces.**
Scaling spend on stale assets just raises frequency and CPA.

Meta Ads

Score / 8

- ☐ **01. Spend scales via consolidated Advantage+ Sales (ASC) / CBO campaigns with staged budget increases.**
Consolidation scales more smoothly than duplicating ad sets.
- ☐ **02. Creative volume and diversity scale with budget to fight frequency fatigue.**
At scale, creative supply - not audience - is the true constraint.
- ☐ **03. New audiences/markets/geos open with their own learning budgets.**
Fresh markets need room to exit learning before you judge them.
- ☐ **04. Value-based and LTV-informed targets let CAC rise where retention supports it.**
A rigid CAC cap throttles otherwise-profitable growth.
- ☐ **05. Full-funnel presence (awareness → consideration → conversion) supports sustained scale.**
Pure bottom-funnel scaling exhausts the retargeting pool.
- ☐ **06. Incrementality testing guides how far spend can push before diminishing returns.**
Lift tests reveal the true ceiling that attributed ROAS hides.
- ☐ **07. New placements/formats (Reels, Advantage+ catalog, Shops) are added deliberately.**
More native inventory extends the efficient-scale runway.
- ☐ **08. Landing pages and offers are scaled and tested to absorb higher traffic volume.**
More traffic onto an un-scaled page just raises CPA.

Email & SMS

Score / 8

- ☐ **01. List growth scales via diversified, tracked capture (site, paid, social, in-pack).**
Single-source capture caps growth and concentrates deliverability risk.
- ☐ **02. New lifecycle flows and branches are added to cover more journeys and segments.**
Each new well-built flow is durable, compounding automated revenue.
- ☐ **03. SMS and (where relevant) direct mail are layered into orchestration.**
Multi-channel lifecycle lifts total LTV beyond email alone.
- ☐ **04. Personalization scales via dynamic content and predictive segments (LTV, churn).**
Predictive segments let 1:1 relevance scale without manual work.
- ☐ **05. Deliverability infrastructure (dedicated IPs / warmup) scales with volume.**
Volume growth without infra scaling triggers throttling and spam folders.
- ☐ **06. Zero-party data capture scales to deepen segmentation as the list grows.**
Bigger lists need richer data to keep personalization effective.
- ☐ **07. Retention/loyalty and subscription programs are layered to raise repeat rate.**
Acquisition is a leaky bucket without a scaling retention engine.
- ☐ **08. Email content/creative production keeps pace with cadence increases.**
Scaling send frequency on thin creative accelerates fatigue and unsubs.

CRO

Score / 8

- ☐ **01. Winning patterns are templated and rolled out across pages and site-wide.**
Scaling a proven pattern beats re-testing it everywhere from scratch.
- ☐ **02. Testing velocity scales with more concurrent, non-interfering experiments.**
More valid tests per quarter is the real CRO growth lever.
- ☐ **03. Personalization and segment-specific experiences are deployed at scale.**
A single page can't be optimal for every source; segmented pages scale CVR.
- ☐ **04. CRO expands to the full journey (email LPs, post-purchase, account, retention).**
Optimizing only acquisition pages leaves LTV gains untouched.
- ☐ **05. A research repository compounds insight across tests to raise win rate.**
Institutional memory turns scattered tests into a rising win rate.
- ☐ **06. Server-side/edge experimentation supports scale without speed penalties.**
Client-side flicker and latency cap how much you can safely test.
- ☐ **07. Governance prevents test collisions and tracks shipped-change impact.**
Un-governed scaling causes conflicting tests and untracked regressions.
- ☐ **08. Wins are quantified in revenue and reinvested to fund the program.**
A self-funding CRO program is what sustains scaled velocity.

SEO

Score / 8

- ☐ **01. Content production scales against a validated topic-cluster roadmap.**
Roadmap-driven scaling builds authority; random volume dilutes it.
- ☐ **02. Programmatic/templated pages scale only where genuine unique value exists.**
Programmatic scale wins only when each page is genuinely useful, not thin.
- ☐ **03. Authority-building (digital PR, linkable assets) scales with content.**
Content without links plateaus; links without content have nowhere to point.
- ☐ **04. Internal-linking automation maintains structure as the site grows.**
Manual linking breaks down past a few hundred URLs.
- ☐ **05. Topical authority expands into adjacent clusters deliberately.**
Adjacent expansion compounds existing authority faster than cold topics.
- ☐ **06. International/multi-region SEO scales with correct hreflang and architecture.**
New markets multiply reach but punish structural mistakes.
- ☐ **07. Editorial and technical QA scale to protect quality at volume.**
Scaled publishing without QA spreads errors sitewide.
- ☐ **08. SEO is integrated with SERP-feature and AI-search optimization at scale.**
As zero-click grows, feature and AI presence is where scaled visibility lives.

TikTok Ads

Score / 8

- ☐ **01. The creator/UGC pipeline scales output to feed higher spend.**
Creative supply is the binding constraint on TikTok scale.
- ☐ **02. Spend scales in learning-safe increments on proven creative and audiences.**
Learning-safe steps keep CPA stable as budget climbs.
- ☐ **03. Proven concepts expand into new formats, hooks, and creators.**
Concept-level scaling multiplies a winner across many executions.
- ☐ **04. New geos/markets open with localized creative and their own budgets.**
TikTok is creative-cultural; localized creative is required to travel.
- ☐ **05. TikTok Shop / product-tagging and live/affiliate are layered where they fit.**
Native commerce surfaces extend efficient scale beyond feed ads.
- ☐ **06. Full-funnel (reach → traffic → conversion) supports sustained volume.**
Bottom-funnel-only scaling saturates the addressable pool fast.
- ☐ **07. Incrementality guides the true profitable spend ceiling.**
Attributed ROAS overstates; lift testing finds the real limit.
- ☐ **08. Landing pages/offers are scaled and speed-tuned for surging mobile impulse traffic.**
Un-scaled pages turn added TikTok spend into wasted clicks.



YOU'VE GOT YOUR WORK LIST

Bring us the unchecked *rows.*

Every box you left blank is revenue on the table. We'll turn your unchecked rows into a prioritized 90-day plan — and back it with our ROAS-improvement guarantee.

Book your intro call → calendly.com/sliceofthepie

Slice of the Pie Marketing
sliceofthepie.co

jim@sliceofthepiemarketing.com
503-539-7059

3745 Pleasant View Dr NE
Salem, OR 97301

90-Day ROAS Improvement Guarantee — measurable lift or we work free until you get it.