REALITY AUDIT · FIELD GUIDE

Traffic-to-Buyer Relevance Check

Traffic tells you who arrived. This check asks whether the right buyers found a reason to act.

One-page working sheet

Period: _____ Outcome and attribution rule: _____

Entry intent and how defined	Visits	Share of visits	Outcomes	Share of outcomes	Outcome rate
General curiosity					
Specific problem					
Active evaluation					
Unknown					
Total					

What is growing? _____ What is converting? _____

Where is the measurement weak? _____

Decision, owner, and date to recheck: _____