

Website revenue leak scorecard.

A 15-point live-path audit. Give one point only when you personally verify the check. A failed check is evidence. An untested check is not a pass.

01 CLICK Score: ____ / 3	■ The primary action is obvious within five seconds. ■ Every primary call to action reaches the destination it promises. ■ The primary call to action works at a 390px mobile width.
02 COMPLETE Score: ____ / 3	■ A lead, booking, signup, or checkout can be completed without a dead end. ■ Required fields and errors are clear before submission. ■ A visible success state confirms the action completed.
03 TRUST Score: ____ / 3	■ Price, billing terms, scope, and next step agree at the decision point. ■ Terms, Privacy, support, and refund links open working pages. ■ No placeholder copy, broken proof section, or visible production warning appears.

04 MEASURE Score: ____ / 3	■ The primary action records exactly one analytics event. ■ Campaign parameters survive redirects when attribution matters. ■ The destination mailbox, CRM, or order record receives the submission.
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05 RECOVER Score: ____ / 3	■ A buyer can safely return after canceling or leaving checkout. ■ The smallest repair has a written acceptance check. ■ The repair has a tested rollback step before production changes.
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13–15 • MONITOR The tested path is coherent. Recheck after meaningful site changes.	9–12 • REPAIR Prioritize the first failed high-intent check and verify it end to end.	0–8 • STOP THE LEAK Do not add traffic until the core path and confirmation state work.
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FOUND ONE FAILED CHECK?

Send the public URL and failed check to **contact@poszo.com** for a free reproduction note. If the issue fits one bounded production repair, Poszo’s 48-hour Website Rescue is \$149.

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