The Unmanaged Website

A Self-Assessment for Marketing Leaders,
Business Owners & Agency Partners

Is your website anybody's job?

Most businesses have the tools. Few have the system. This diagnostic is a structured self-assessment across 20 questions — covering goals, analytics integrity, tracking infrastructure, conversion performance, and optimization process.

Never means it doesn't happen or you genuinely don't know. *Sometimes* means inconsistently or partially. *Always* means it's a systematic, documented practice. The diagnostic is useful only if you use honest answers.

> *"The Unmanaged Website isn't a technology problem. It's a management problem that technology can solve — if someone decides to solve it."*

HOW TO USE THIS DIAGNOSTIC

1. Print or work through digitally.
2. Answer each question for your organization — not what you wish were true.
3. Tally where your "Never" and "Sometimes" answers cluster.
4. Read the scoring guide on the final page to identify your starting point.

SECTION 1 — GOALS & GOVERNANCE	NEVER	SOMETIMES	ALWAYS
1. Your website has documented, specific business goals — not "increase traffic" but measurable outcomes like lead volume or conversion rate.			
2. Someone at your organization has clear ownership of website performance — a named person whose job includes improving results.			
3. Website performance is reviewed at a regular cadence (monthly minimum) with documented findings.			
4. Your website goals are aligned to business outcomes (revenue, leads, donations) rather than activity metrics (sessions, page views).			

SECTION 2 — ANALYTICS & DATA INTEGRITY	NEVER	SOMETIMES	ALWAYS
5. Your GA4 property was configured intentionally — event taxonomy designed, not just migrated from Universal Analytics.			
6. You trust your GA4 data. You could stake a budget decision on it.			
7. Your key conversion events (form completions, demo requests, purchases) are tracked and verified as firing correctly.			
8. You know what percentage of your traffic is being captured by your analytics — you understand your ad blocker / ITP exposure.			
9. Your analytics setup has been audited in the last 12 months.			

SECTION 3 — TRACKING INFRASTRUCTURE	NEVER	SOMETIMES	ALWAYS
10. Your tag management container is documented — you know what tags are firing, why, and what happens if one breaks.			
11. Your conversion tracking is configured for all active ad platforms (Google Ads, Meta, LinkedIn, etc.).			
12. You have a privacy and consent strategy that satisfies current legal requirements without gutting your measurement.			
13. You understand how Apple ITP and ad blockers affect your current tracking setup.			

SECTION 4 — CONVERSION PERFORMANCE	NEVER	SOMETIMES	ALWAYS
14. You know your website's current conversion rate (visitors to leads or customers) and how it compares to a baseline.			
15. You have a documented hypothesis about why your conversion rate is what it is — not just a feeling.			
16. Your landing pages have been reviewed and optimized in the last 12 months based on behavioral data.			
17. You have run at least one structured A/B test on your website in the last 12 months.			

SECTION 5 — OPTIMIZATION PROCESS	NEVER	SOMETIMES	ALWAYS
18. You have a testing roadmap — a prioritized list of hypotheses to run, ordered by potential impact.			
19. When a test concludes, results are documented and the winner is implemented. The learning compounds.			
20. Your website is measurably better at converting visitors than it was 12 months ago — and you can show the data.			

How to Read Your Results

MOSTLY "NEVER"

Your website is unmanaged. This is the most common result, and it's fixable. The first priority is establishing the foundation: reliable measurement, verified conversion tracking, and documented goals. Everything else builds from there.

MOSTLY "SOMETIMES"

You have the instincts but not the system. Things happen reactively rather than intentionally. The work here is moving from ad hoc to structured — creating the cadence, the ownership, and the documentation that turns occasional good behavior into a repeatable process.

MOSTLY "ALWAYS"

You have a functioning performance management system. The question is whether it's measuring the right things and whether the optimization cadence is tight enough to compound results over time. Pressure-test your data quality and the rigor of your hypothesis-to-implementation cycle.

MIXED RESULTS

This is the most instructive pattern. The sections where you answered "Never" or "Sometimes" are your constraint. A managed optimization process built on unreliable data produces unreliable conclusions. The diagnostic tells you exactly where the chain breaks.

Where Independent Knowledge Fits

If your "Never" answers cluster in Sections 1–2 cluster:

The starting point is measurement infrastructure: GA4 configuration, event taxonomy, conversion tracking, and an analytics foundation you can trust.

If your "Never" answers cluster in Sections 3–4 cluster:

The work is tracking infrastructure and conversion architecture — server-side tagging, tag governance, and a systematic approach to improving what the site actually produces.

If your "Never" answers cluster in Section 5 breaks down:

The engagement is ongoing optimization: a testing roadmap, a review cadence, and the compounding improvement that turns a functioning site into a revenue asset.

Most engagements start in Section 1. We learn to walk together before we run.

Ready to close the gap? Tell us where you answered "Never." We'll tell you what we'd do about it.

independentknowledge.com · steven@independentknowledge.com