

The UCS Revenue Blocker Questionnaire™

A Self-Assessment Tool for CxOs to Diagnose Where Their Marketing Is Leaking Revenue

Most marketing audits are too broad, too technical, or too focused on surface-level metrics. This isn't one of them!

The Revenue Blocker Questionnaire™ is designed specifically for executives who want to quickly assess where their customer journey is leaking revenue—without the fluff. In under **30 minutes**, this tool will help you **identify real, often-overlooked gaps in visibility, messaging, data usage, and audience alignment**. If you've ever felt like your marketing isn't pulling its weight, this assessment is the place to start.

Let's find out what's blocking your growth—and what to fix first.

This self-assessment is structured into four quick sections, each targeting a specific area where revenue loss commonly occurs in marketing systems. It's designed to be completed by a CEO, CRO, or marketing decision-maker—with or without a full team.

How It Works:

1. Work through each section in order. These aren't generic checklists—they're designed to surface blind spots in the way your brand is seen, understood, and measured.
2. Be honest. This isn't a test; it's a diagnostic. The more clearly you answer, the more actionable your insights will be.
3. Mark any pauses or uncertainties. These are strong signals. If something feels fuzzy or hard to answer, it's likely an area costing you leads or revenue.
4. Review the Diagnosis page at the end. You'll get a clear idea of which blocker is most likely undermining your growth—and what to do next.

Pro tip: You can complete this solo or run it as a leadership team exercise. It's a great way to align marketing, sales, and executive leadership around what's working—and what's broken.

Section 1: Try This – *How Your Brand Appears to the Market*

Your brand’s presence in search results often makes the **first impression**—well before someone lands on your site. Even with a strong website, if your **Google presence lacks clarity, trust signals, or relevance**, you may be leaking warm leads without realizing it.

Open a private/incognito browser and search your company name. Evaluate what your customers see before they ever click.

Visibility & Trust Signals	Yes/No
Homepage appears as top organic result	✓ / ✗
Google Business Profile appears and is up-to-date	✓ / ✗
Sitelinks appear under homepage listing (Home, Contact, etc.)	✓ / ✗
Recent blog or article links are visible	✓ / ✗
Third-party features, mentions, or reviews appear	✓ / ✗
Rich search elements (videos, images, FAQs, etc.) show	✓ / ✗
Search Authority Reinforced with Branded Paid Ads	✓ / ✗

Bonus: What Does AI Say About You?

Search: “What does [Your Company Name] do?” and look for any AI-generated summaries at the top of the page.

- Is the summary accurate?
- Does it reflect your true value?
- Would a first-time reader understand *why you matter*?

If the summary feels off, vague, or generic—it’s a signal that your **public messaging may need a refresh**.

Section 2: Side-by-Side Messaging Comparison

Marketing Principle #1: If you confuse, you lose. The goal isn't to sound impressive—it's to be *understood* in 3 seconds or less.

Compare your homepage hero section to the examples below. Which one reflects your brand more closely?

Problematic Messaging (Company-Centric)

"We are a data-forward, AI-powered platform offering scalable infrastructure solutions to enterprise clients worldwide."

Effective Messaging (Customer-Centric)

"Drowning in data, but still lacking insights? We help you turn information overload into confident decisions—fast."

Self-Audit Prompts:

- Is your headline written from *your perspective* or *theirs*?
- Is the customer's pain or aspiration clear *in the first sentence*?
- Can your prospect immediately tell:
 - Who it's for
 - What problem it solves
 - What success looks like

Pro tip: Your homepage should read like a landing page designed to convert—not a brochure.

Section 3: The Analytics & Action Audit

You don't need *more data*. You need to know which metrics matter, who owns them, and what actions they drive.

Part A: Usage & Ownership

Question	Select One
How often do you review your web and campaign analytics?	<input type="checkbox"/> Weekly <input type="checkbox"/> Monthly <input type="checkbox"/> Quarterly <input type="checkbox"/> Rarely

Who owns marketing performance accountability?	<input type="checkbox"/> Named internal lead <input type="checkbox"/> External agency <input type="checkbox"/> No single owner
When a campaign underperforms, what's the process?	<input type="checkbox"/> We diagnose & adjust fast <input type="checkbox"/> We wait <input type="checkbox"/> Not sure

Part B: From Insight to Action

- Can you name your **top 3 performing pages** (by conversion rate)?
- Do you know your **customer acquisition cost (CAC)** by channel?
- Are you tracking **micro-conversions** (scrolls, button clicks, engagement)?
- Does anyone actively monitor your **bounce rate and exit rate** weekly?
- Do you run **A/B tests** on headlines, CTAs, or landing pages regularly?

If these are unfamiliar or infrequent, you're likely making decisions based on assumption—not reality. That's a **silent ROI killer**.

Section 4: The Audience & Alignment Scorecard

Revenue blockers aren't always tactical. Sometimes, your message is rooted in the wrong understanding of *who you're speaking to*.

Answer the following as clearly as possible.

1. **Who is your Ideal Customer Profile (ICP)?**
2. **What has changed for this ICP in the past 6–12 months?**
3. **What are they actively trying to solve *right now*?**
4. **How does your product or service solve that in 4 steps or fewer?**
5. **When was the last time you updated your messaging?**
6. **Does your messaging reflect your customer's story—or your own?**

DIAGNOSIS: What's Likely Blocking Your Revenue

Thank you for taking the time to complete the **Revenue Blocker Questionnaire™**.

If certain questions made you pause—or if you couldn't answer them clearly—those moments are your signal. They point to the hidden blockers that are most likely costing you leads, conversions, and long-term growth.

Here are four of the most common sources of revenue leakage:

Blocker Type	Description
Search Authority Gap	You're findable, but forgettable.
Message-Market Misalignment	You're telling your story—not theirs.
Analytics Without Action	You're swimming in data, but no one's steering.
Outdated ICP or Positioning	Your ideal customer changed—and your marketing didn't.