business intelligence..

we read a brand's site, sales and visibility through 130 criteria.. a criterion is not a grade; it tells us where to look..

what we measure..

6 experience
is it clear in the first five seconds, does it feel trustworthy..? a visitor lost at the door rarely returns..

4 speed
page weight and load time.. a slow page keeps even the best offer waiting..

5 content
does what we say answer the buyer's question, and is it current..?

29 traffic and ads
where visitors come from, which door earns and which only costs..?

24 customers and loyalty
what happens after the first purchase..? repeat orders, referrals, returns..

26 sales, payment, delivery
the whole path from basket to door: where it sticks, where people give up..?

3 security
data, payment and reputation; the unseen floor that carries everything..

10 management and growth
does data turn into decisions; do plan, market and visibility point the same way..?

23 ai search · people now ask an assistant first; if the brand isn't named correctly there, no one ever reaches the door..

35 for a corporate site, 61 for e-commerce, 11 additional criteria for every project; 23 headings for ai search..

how we read it..

- ● **met** measured, on target..
- ○ **partly** there, but incomplete..
- ● **missing** not there; goes to the top..
- ● **waiting** data is gathering..

the pass line..

- ai search readiness of 95 out of 100 or higher..
- no work goes live if it adds a new "missing"..
- every design passes our approval gate: all eight criteria at 8 out of 10 or higher..

rhythm..

every month
a report card and a one-page reading..

every quarter
a decision meeting..

every build
figures are recalculated automatically..

uğurböceği
fikir ve marka aklı

the business intelligence table · sample report card · october

this month's report card..

sample brand: a coffee brand with shops in three cities that also sells online

family	criteria	met	partly	missing
ai search readiness				82 / 100
experience	6	5	1	0
speed	4	3	1	0
content	5	3	2	0
traffic and ads	29	16	8	5
customers and loyalty	24	17	5	2
sales, payment, delivery	26	20	4	2
security	3	3	0	0
management and growth	10	6	3	1

what happened..?

half of online sales came on a single campaign day; the repeat-order rate stayed at 9 per cent..

why it matters..?

if campaign buyers don't come back, we pay the same price for them again every month..

what we're doing..?

a brewing guide on day ten after the first order and a treat code that also works in the shops; we'll read the result in next month's card..

compared with last month..

74 → 82
ai search readiness

64 → 73
criteria met

14 → 10
criteria missing

next three tasks: repeat-order flow (missing → met), opening hours on shop pages (partly → met), product data opened to ai search (partly → met)

this document is prepared to show the format; the sample report card is anonymous and does not belong to a real client.. the weights and measurement method stay at the table and are used together with the client..