Decodability

Wisepops
Documentation Audit

29 Oct 2026

Explore your priorities ↓

See your score



Documentation Discoverability Score

72 / 100

Based on 25 pages of your docs.

01 Report overview

We reviewed 25 pages of your docs, out of 309 we found.

Your top 3 fixes

1. 8 pages need a useful next step, like “Loyoly Integration Guide”. Link the answer to the next task in your product or docs.
2. 5 pages need a practical example, like “Getting started with Black Crow + Wisepops”. Show a real example of the task and its result.
3. 11 pages need clearer search summaries, like “Display a campaign when a product is added to the cart (Shopify)”. Write a short summary of the answer and who it helps.

02 What this means for you

Help buyers answer these product questions.

> ### Display a campaign when a product is added to the cart (Shopify): what should I know?
>
> Connect this answer to its prerequisites, expected outcome and the next relevant task.
>
> Your page ↗

Getting started with Black Crow + Wisepops: what should I know?

Connect this answer to its prerequisites, expected outcome and the next relevant task.

Your page ↗

How can common popup errors in Wisepops be resolved?: what should I know?

Connect this answer to its prerequisites, expected outcome and the next relevant task.

Your page ↗

Book a walkthrough of this report

03 Documentation Discoverability Score

72/100.

Seven category scores

Assessment area	Score	What was assessed
Crawlability & indexability	15	Pages that buyers and search crawlers can open.
Information architecture	10	Clear navigation, page addresses and sections.
On-page search signals	9	Distinct titles, main headings and search summaries.
Answer & AI readability	11	Clear explanations, direct openings and step-by-step answers.
Internal linking	10	Useful links between related answers.
Reader next steps	5	Relevant next steps readers can take.
Content quality signals	12	Depth, practical examples and unique content.

What's working

- ✓ Every reviewed page met the contextual-linking check.
- ✓ Crawl access, canonicals, collection navigation and focused answer regions were recognized.
- ✓ Descriptive, distinct titles and readable answer text were recognized across the sample.

04

Technical SEO findings

Useful search summaries

11 of 25 pages need this fix.

Why it matters: Clear titles and headings help buyers recognize the right guide.

Example: Display a campaign when a product is added to the cart (Shopify) ↗

11 pages

+10 more

> **Suggested fix:** Write a short summary of the answer and who it helps.

Clear main topics

1 of 25 pages needs this fix.

Why it matters: Clear titles and headings help buyers recognize the right guide.

Example: Data Security Policy ↗

1 page

> **Suggested fix:** Give each page one heading that names the task.

▼ **How to implement**

1. Check the heading order on the published page.

05

Documentation architecture

Descriptive sections

1 of 25 pages needs this fix.

Why it matters: Clear organization helps buyers find the task they need.

Example: Home ↗

1 page

> **Suggested fix:** Break long explanations into sections named for the task.

06 Content gaps & missing opportunities

Practical explanation support

5 of 25 pages need this fix.

Why it matters: Practical detail helps buyers see how the product fits their needs.

Example: Getting started with Black Crow + Wisepops ↗

5 pages

+4 more

> **Suggested fix:** Show a real example of the task and its result.

▼ **How to implement**

1. Check the example matches the current product.

Explanation depth

1 of 25 pages needs this fix.

Why it matters: Practical detail helps buyers see how the product fits their needs.

Example: Wisepops Campaign Formats Guide: Dimensions & Technical Specifications ↗

1 page

> **Suggested fix:** Add the prerequisites, expected result and missing context.

07 GEO & AEO readiness

Structured answer support

7 of 25 pages need this fix.

Why it matters: A direct, self-contained answer helps buyers understand and use your product.

Example: Enable SSO authentication with Microsoft Entra ↗

7 pages

+6 more

> **Suggested fix:** Add steps, a table or an example that helps readers follow the task.

Topic-specific answer openings

4 of 25 pages need this fix.

Why it matters: A direct, self-contained answer helps buyers understand and use your product.

Example: How to segment users in Wisepops ↗

4 pages

+3 more

> **Suggested fix:** Start with what the page helps the reader do.

08 Conversion opportunities

Task-appropriate next steps

8 of 25 pages need this fix.

Why it matters: A useful next step helps buyers put the answer into practice.

Example: Loyoly Integration Guide ↗

8 pages

+7 more

> **Suggested fix:** Link the answer to the next task in your product or docs.

▼ **How to implement**

1. Check the link works and points to the right page.

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09 A practical improvement roadmap

8 pages need a useful next step, like “Loyoly Integration Guide”. Link the answer to the next task in your product or docs.

5 pages need a practical example, like “Getting started with Black Crow + Wisepops”. Show a real example of the task and its result.

11 pages need clearer search summaries, like “Display a campaign when a product is added to the cart (Shopify)”. Write a short summary of the answer and who it helps.

1. Decode · Marketing + product: review the top fixes and decide which matter most to buyers.

2. Structure · Documentation + engineering: repair access problems and connect related collections.
3. Rebuild · Documentation + product: improve the answers with requirements, examples and expected outcomes.
4. Launch & Optimize · Marketing + engineering: publish the changes and run the audit again.

10 How to read this report

We review up to 25 pages of your public docs. Search numbers are estimates.

See how we score.

Independent Decodability analysis of public documentation. Wisepops has not been a Decodability client for this work. This assessment does not imply a partnership, endorsement or completed client engagement.

11 Pages we reviewed

Task-appropriate next steps: 8 pages

Display a campaign when a product is added to the cart (Shopify) · Getting started with Black Crow + Wisepops · Loyoly Integration Guide · How to segment users in Wisepops · Wisepops Campaign Formats Guide: Dimensions & Technical Specifications · Easter Egg Hunt Campaign: Complete Setup Guide · Advent Calendar Campaign: Complete Setup Guide · How to update a CRM Profile without asking (again) for email

Practical explanation support: 5 pages

Display a campaign when a product is added to the cart (Shopify) · Getting started with Black Crow + Wisepops · How to segment users in Wisepops · Wisepops Campaign Formats Guide: Dimensions & Technical Specifications · Easter Egg Hunt Campaign: Complete Setup Guide

Useful search summaries: 11 pages

Display a campaign when a product is added to the cart (Shopify) · Getting started with Black Crow + Wisepops · Sync your leads with Braze · Install Web Push module · Home · How can common popup errors in Wisepops be resolved? · How to add Wisepops to a Wix website · Create a Thank You Message (or Display a Coupon) After Sign-Up · Understanding the results of your A/B test experiment · Designing Statistically-Sound Experiments in Wisepops · Sync your leads with Attentive

Clear main topics: 1 page

Data Security Policy

Descriptive sections: 1 page

Home

Explanation depth: 1 page

Wisepops Campaign Formats Guide: Dimensions & Technical Specifications

Structured answer support: 7 pages

Enable SSO authentication with Microsoft Entra · Enable SSO authentication with Okta · Wisepops Campaign Formats Guide: Dimensions & Technical Specifications · Data Security Policy · Home · Understanding the results of your A/B test experiment · Cookie Consent Requirements for Wisepops

Topic-specific answer openings: 4 pages

How to segment users in Wisepops · Data Security Policy · Designing Statistically-Sound Experiments in Wisepops · A/B Testing Best Practices Guide for On- Site Marketing

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