

Why Most Product Pages Don't Convert: The Invisible Systems Behind Lost Revenue: 25 Point Self-Audit

25 point operator self-audit • modonix.com
Ahmed Abuswa • Head of E-Commerce Operations • Modonix

How to use: go through each section and check every box that applies. Tally your score at the end. Any unchecked box is a documented operational gap.

Ad Landing Match

- 1 ☐ Does every paid ad click land on the exact product shown in the ad?
- 2 ☐ Does the landing page display the same discount or promo as the ad copy?
- 3 ☐ Is your primary buy button visible above the fold on mobile screens?
- 4 ☐ Have you A/B tested CTA contrast and copy against your current button?
- 5 ☐ Do AI shopping assistants and search tools list your product data correctly?

Engagement And Speed

- 6 ☐ Does a live chat or instant Q&A replace static contact forms on product pages?
- 7 ☐ Do you track page render speed separately from overall site traffic reports?
- 8 ☐ Have you measured conversion lift after cutting load time on key product pages?
- 9 ☐ Do you know your current site-wide conversion rate as a percentage of visitors?
- 10 ☐ Have you audited whether recent platform migration changed tracking, not just UX?

Pricing Transparency

- 11 ☐ Does the product page disclose full landed cost, including fees, upfront?
- 12 ☐ Is shipping cost shown on the product page, not revealed at checkout?
- 13 ☐ Are delivery date estimates identical from product page through to checkout?
- 14 ☐ Have you compared cart abandonment against a cheaper competitor with hidden fees?
- 15 ☐ Do you audit checkout for any fee that appears only after the buy click?

Checkout Integrity

- 16 ☐ Does your cart lock inventory for a fixed window once an item is added?
- 17 ☐ Have you tested what a buyer sees if checkout takes over an hour to finish?
- 18 ☐ Do you separate real UX regressions from analytics changes after any migration?
- 19 ☐ Is your cart abandonment rate benchmarked against checkout-stage funnel data?
- 20 ☐ Have you audited whether a full redesign changed nav paths buyers relied on?

Benchmark Diagnosis

- 21 ☐ Do you know whether your page is B2B or DTC before judging its conversion rate?
- 22 ☐ Does your enterprise product page offer a quote path instead of a card checkout?
- 23 ☐ Have you ruled out product, niche, and shipping as causes before blaming design?
- 24 ☐ Do you treat under one in ten visitors buying as a defined failure threshold?
- 25 ☐ Have you exhausted photos, copy, and ad spend before suspecting a trust-layer issue?

SCORING GUIDE

Score	Level	What it means
0 to 11	CRITICAL	Structural failures are actively destroying margin
12 to 19	MODERATE	Gaps in two or three areas that need immediate attention
20 to 25	STRONG	Systems are solid, focus on optimization

Book a free data audit at modonix.com/service. We identify your top 3 margin leaks in one session. Written by Ahmed Abuswa, Modonix.com