

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.

Landing Page Mechanics

- 1 ☐ Does your demo request page ask only for info needed to book the demo?
- 2 ☐ Does the page have one clear call to action, not several competing ones?
- 3 ☐ Does your enterprise flow delay any card field until after qualification?
- 4 ☐ Can you name the business reason behind every field on your top form?
- 5 ☐ Do you know your current demo page conversion rate without looking it up?

Mobile Vs Desktop

- 6 ☐ Have you compared mobile and desktop conversion in the same reporting period?
- 7 ☐ Have you tested checkout on an actual phone, not a resized browser window?
- 8 ☐ Does your mobile build load core form fields without extra taps or scroll?
- 9 ☐ Have you checked if mobile traffic sources differ before blaming the build?
- 10 ☐ Is one person accountable for mobile conversion specifically, not just traffic?

Form Friction Check

- 11 ☐ Does your contact form request a phone number where an email would work?
- 12 ☐ Have you submitted your own form this month to feel what a visitor feels?
- 13 ☐ Do you know which single field causes the most form abandonment?
- 14 ☐ Have you tested removing one required field to see if submissions rise?
- 15 ☐ Does your form confirm submission clearly, with no silent failure state?

Traffic Vs Funnel Economics

- 16 ☐ Do you know your inbound to sale rate, not just visitor to lead rate?
- 17 ☐ Have you checked whether a low rate still supports healthy deal economics?
- 18 ☐ Does a traffic spike from ranking show up as a CRM lead increase?
- 19 ☐ Have you confirmed your top ranking page answers the searcher's real question?
- 20 ☐ Do you review conversion rate by channel, not just aggregate site traffic?

Lead Follow-Through

- 21 ☐ Does every lead get a response within a window you've actually defined?
- 22 ☐ Do you score leads before sales spends time qualifying them manually?
- 23 ☐ Is there a documented nurture sequence for leads that don't convert fast?
- 24 ☐ Have you mapped where leads drop between marketing handoff and closed sale?
- 25 ☐ Do you treat conversion as a repeatable system, not individual rep skill?

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