

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.

Decision Speed

- 1 ☐ Do you track hours lost between flagging an issue and approving the fix?
- 2 ☐ Has a budget freeze ever delayed a fix for more than one billing cycle?
- 3 ☐ Can you quantify the dollar cost of your last 30-day decision delay?
- 4 ☐ Do stalled approvals escalate automatically after a set number of days?
- 5 ☐ Is "we'll wait" ever accepted without a quantified cost attached to it?

Site Performance

- 6 ☐ Do you measure page load speed separately for mobile and desktop?
- 7 ☐ Has mobile speed ever been dismissed as a non-issue without data to confirm it?
- 8 ☐ Do you know your bounce rate increase per added second of load time?
- 9 ☐ Have you modeled annualized revenue loss from your current load speed?
- 10 ☐ Do you re-test conversion rate after every speed fix to confirm impact?

Checkout Infrastructure

- 11 ☐ Do you track cart abandonment separately from payment fraud losses?
- 12 ☐ Has checkout friction been audited in the last quarter?
- 13 ☐ Do you have a documented failover plan for server crashes at peak sales?
- 14 ☐ Have you calculated revenue lost during your last unplanned outage?
- 15 ☐ Does infrastructure get load-tested before major promotional selling events?

Organizational Readiness

- 16 ☐ Has a modernization project stalled due to employee resistance this year?
- 17 ☐ Do you have internal expertise to run new systems without outside help?
- 18 ☐ Is there a written deadline for closing capability gaps on new tools?
- 19 ☐ Have you benchmarked your digital stack against direct competitors?
- 20 ☐ Does your team still treat digital upgrades as optional, not required?

Channel Strategy

- 21 ☐ Have you confirmed whether your business model is actually B2B commerce?
- 22 ☐ Do you have discount and distribution structures built for bulk buyers?
- 23 ☐ Is paid traffic spend rising while conversion rate stays flat?
- 24 ☐ Do you calculate cash burn rate before increasing ad spend?
- 25 ☐ Have you fixed conversion gaps before scaling any traffic channel?

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