

SAMPLE SNAPSHOT · NORTHWIND SUPPLY IS A FICTIONAL COMPANY

Northwind Supply

northwindsupply.com · Read October 2, 2026 · Goal: more qualified leads

BUYER FRICTION SCORE

62/100



0 Low 30 60 High 100

High friction. Four fixes would recover most of it.

THE SHORT VERSION

Your ads are bringing people in, but you can't see who they are, and **the one form that would tell you is failing.**

We read northwindsupply.com the way a first-time buyer does, then checked what a buyer can't see: tracking, forms and the path to a quote. Two issues are costing you leads today. Two are costing you trust.

FOUR ANSWERS YOU DIDN'T HAVE

- | | | |
|---|--|--------|
| 1 | Paid traffic can't be traced
Is anything being measured? | HIGH |
| 2 | Quote form fails
Do the forms actually work? | HIGH |
| 3 | Three choices, no default
Is the next step obvious? | MEDIUM |
| 4 | Proof arrives too late
Is the proof where doubt lives? | MEDIUM |

WHAT WE READ

Homepage, quote page and contact page, as a first-time visitor on desktop and mobile.

WHAT WE TESTED

Analytics and ad tags in the page source. One test submission of the quote form.

WHO SIGNED OFF

Every finding reviewed by Jeff Schenck before it was sent.

THE FOUR FINDINGS, IN THE ORDER TO FIX THEM

1 Paid traffic can't be traced**HIGH**

WHAT WE SAW

No GA4 tag, Google Ads tag or Meta pixel in the page source, while the homepage carries ad landing parameters.

WHY IT COSTS YOU

Spend you can't attribute can't be cut or scaled. Every budget call becomes a guess.

FIRST FIX

Install GA4 and the ad tags, and count a quote request as the one conversion that matters.

2 Quote form fails**HIGH**

WHAT WE SAW

Our test submission of "Request a quote" returned an error page. No confirmation, no email back.

WHY IT COSTS YOU

Your most ready buyers hit a dead end at the exact moment they decided to act.

FIRST FIX

Repair the form handler today, then set an alert so a failed submission reaches a person.

3 Three choices, no default**MEDIUM**

WHAT WE SAW

The first screen offers "Shop products," "Request a quote" and "Find a distributor" with equal weight.

WHY IT COSTS YOU

Every extra choice gives a buyer a reason to stop. When nothing is the obvious next step, many pick none.

FIRST FIX

Make "Request a quote" the single primary action and move the others below it.

4 Proof arrives too late**MEDIUM**

WHAT WE SAW

Customer reviews and client logos sit at the bottom of the page, below the pricing section.

WHY IT COSTS YOU

Doubt peaks when a buyer meets the price. Proof that shows up after it has to undo a "no."

FIRST FIX

Put two short reviews and the client logos directly beside pricing and the quote button.

WHAT WE COULDN'T SEE

The half of the story behind the login.

Conversion data, ad account efficiency, CRM follow-up and sales conversations. An outside read can't reach them. That's what the full audit is for.

WHAT HAPPENS NEXT

A 20-minute review call.

Reply to the email this came with. We'll walk through the findings. If a full audit isn't worth it for you, we'll say so.

\$4,900 The Behavioral Growth Audit · fixed fee · about three weeks

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