

The Manufacturer's Website Checklist

By the time a buyer calls, the evaluation is over — your site already won it or lost it. Check every box your site can honestly claim, then read your score below.

HOW TO USE Be honest. A box only counts if a **technical buyer could do it right now**, on their own, without emailing your sales team. Sixteen checks total.

1 Product & Spec Research

- ☐ Products can be **filtered and sorted by specification** — not just by category.
- ☐ Every product page shows complete specs: dimensions, materials, ratings, tolerances.
- ☐ Buyers can search by **part number** and compare products side by side.
- ☐ Your products surface in the spec and part-number searches buyers actually run.

2 Technical Documentation

- ☐ Datasheets, drawings, and CAD files **download without a form gate**.
- ☐ Certifications and compliance documents are current and easy to locate.
- ☐ Selection or compatibility guidance helps buyers confirm the right part.
- ☐ Docs are attached to the **specific product**, not buried in a generic library.

3 Proof of Fit

- ☐ Applications and industries served are shown with **real specifics**.
- ☐ Use cases demonstrate the problem you solve — not just what you make.
- ☐ Capabilities are concrete and verifiable, not generic claims.
- ☐ A technical buyer can tell you've **done their kind of job before**.

4 The Path to RFQ

- ☐ A quote request is reachable from **every product page**.
- ☐ The form captures structured detail: part numbers, quantities, specs.
- ☐ Submissions route into your **CRM**, not a shared inbox.
- ☐ Buyers get an immediate acknowledgment and a clear next step.

YOUR SCORE
/ 16

0-6 Your site is a brochure. The evaluation is happening — just not on your site.

7-11 You make some shortlists and lose others at the gaps. Find them.

12-16 Your site is doing the selling. Now measure it like a revenue asset.

NEXT STEP

Want a line-by-line read on **where your site is losing the evaluation** — and what to fix first? We'll walk your site against this checklist together.

[Book a Discovery Call →](#)