



SCORE YOUR WEBSITE IN 3 MINUTES

Is Your Manufacturing Website Driving Growth?

A 15-question framework used by B2B manufacturing companies to identify digital gaps — and close them before competitors do

- 5 Categories
- 15 Questions
- 4 Maturity Levels

Brands & Products

ThermoFlexX Catena

ThermoFlexX *** with a ThermoFlexX Catena+ line

View Details

ThermoFlexX Catena-E * T

View Details

Select the appropriate regional settings

You can always change them in the future.

Select your region:

North America / Latin America / EMEA / APAC / LATAM

Select units of measure:

Imperial / Metric

ThermoFlexX *** with a ThermoFlexX Catena+ line

View Details

ThermoFlexX Catena-DL

View Details

ThermoFlexX Catena-E ***

View Details

ThermoFlexX Catena-E * T

View Details

ThermoFlexX Catena-W

View Details

ThermoFlexX Catena-WDLS

View Details

Where printing meets packaging

Markets we serve

Flexible Packaging

Tag & Label

Aseptic & Fresh

Corrugated Post Print

Corrugated Pre Print

Pad Printing

nyloflex®

nyloprint®

nylosolv®

rotec®

ThermoFlexX Catena

ThermoFlexX Imagers

Equipment Service

Technical Service

FlexoExpert

rotec® RUSH Program

Conditions of Purchase

Conditions of Sale

Code of Conduct



How to use this checklist?

You'll be asked a few questions about different aspects of your site and you'll score each of it independently.

EXAMPLE QUESTION

Can visitors understand what your company does within 5 seconds?

0 — No 1 — Partially 2 — Yes

Maturity Levels

The final scope will show how close you website or manufacturing best practices and competitors in the niche.

0-10	Digital Brochure
11-20	Information Hub
21-25	Lead Generation Engine
26-30	Digital Sales Platform



Website Foundation

CAN VISITORS UNDERSTAND WHAT YOUR COMPANY DOES WITHIN 5 SECONDS?

⚠ If not — buyers qualify you out before reading any further

0 — No

1 — Partially

2 — Yes

IS YOUR WEBSITE FAST, MOBILE-FRIENDLY, AND EASY TO NAVIGATE?

⚠ 53% of B2B buyers leave if load time exceeds 3 seconds

0 — No

1 — Partially

2 — Yes

CAN YOUR TEAM EASILY UPDATE WEBSITE CONTENT WITHOUT DEVELOPER SUPPORT?

⚠ Outdated content silently erodes trust with procurement managers

0 — No

1 — Partially

2 — Yes





Product Discovery

CAN VISITORS FIND THE RIGHT PRODUCT IN UNDER 60 SECONDS?

⚠ Buyers go to competitors who make discovery effortless

0 — No

1 — Partially

2 — Yes

DO PRODUCT PAGES PROVIDE ALL INFORMATION BUYERS NEED?

⚠ Every missing spec = a phone call that shouldn't exist

0 — No

1 — Partially

2 — Yes

CAN CUSTOMERS EASILY ACCESS TECHNICAL SPECIFICATION

⚠ Gating resources adds friction at the moment buyers are closest to buying

0 — No

1 — Partially

2 — Yes



1. Brand

Reset

Please select a brand

LAVA

nyloflex®

nyloprint®

nylosolv®

rotec®

ThermoFlexX Catena

ThermoFlexX TFxX Imagers

ThermoFlexX Woodpecker

2. Category

Reset

Please select a category

Plate Processing Equipment

Printing Plates

3. Products

Please select a product

Overview Brochure





Lead Generation & Analytics

DOES EVERY PRODUCT PAGE HAVE A CLEAR RFQ OR CONTACT CONVERSION PATH?

⚠ Traffic without conversion is marketing spend with no return

0 — No

1 — Partially

2 — Yes

DO YOU KNOW WHICH PAGES GENERATE THE MOST QUALIFIED LEADS?

⚠ Without this data, all optimization decisions are guesswork

0 — No

1 — Partially

2 — Yes

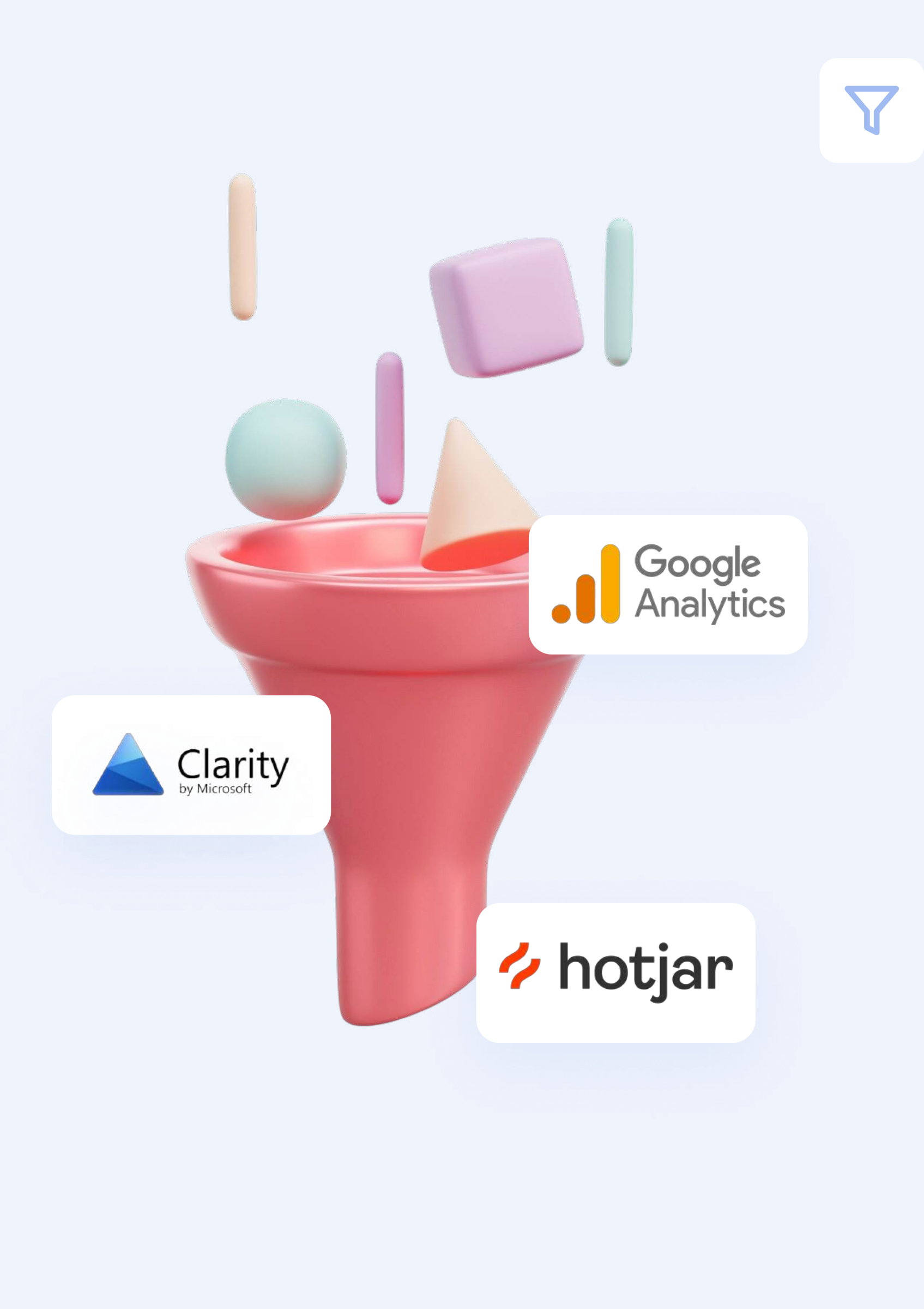
CAN YOU IDENTIFY WHERE VISITORS DROP OFF IN THE BUYING JOURNEY?

⚠ Leads are leaking somewhere — you just can't see where

0 — No

1 — Partially

2 — Yes





Growth & Traffic

IS ORGANIC SEO ACTIVELY GENERATING QUALIFIED LEADS FOR YOUR BUSINESS?

⚠ Buyers searching right now can't find you — they find your competitors

0 — No

1 — Partially

2 — Yes

DO PAID CAMPAIGNS DRIVE VISITORS TO DEDICATED LANDING PAGES (NOT THE HOMEPAGE)?

⚠ Sending ad traffic to a generic page wastes 60–80% of budget

0 — No

1 — Partially

2 — Yes

DO YOU REGULARLY TEST AND OPTIMIZE WEBSITE PERFORMANCE BASED ON DATA?

⚠ Competitors who do are compounding their advantage every month

0 — No

1 — Partially

2 — Yes





Digital Sales Tools

CAN CUSTOMERS FULLY SELF-SERVE PRODUCT INFO WITHOUT CALLING YOUR TEAM?

⚠ Each avoidable call costs 20–40 min of sales time — multiplied by thousands of visitors

0 — No

1 — Partially

2 — Yes

CAN CUSTOMERS CONFIGURE PRODUCTS OR SELECT THE RIGHT VARIANT ONLINE?

⚠ Without a configurator, complex buyers go to competitors who have one

0 — No

1 — Partially

2 — Yes

DOES YOUR WEBSITE HELP BUYERS JUSTIFY THE PURCHASE DECISION INTERNALLY?

⚠ B2B deals die in internal approval — if your site doesn't arm the champion, neither can they

0 — No

1 — Partially

2 — Yes

TECHNICAL LIBRARY

Germany · Global B2B

XSYS Global — Self-Serve Documentation Hub

Industrial printing technology manufacturer. Buyers needed datasheets, installation guides, and product specs — all gated behind a sales call.

- Downloadable product catalogue
- Installation guides by product line
- Product demo video library

PRODUCT CONFIGURATOR

Industrial Equipment

Rotec — Online Product Selector

Manufacturer of rotary print technology components. Complex product matrix — dozens of variants across size, material, and application. Buyers couldn't self-identify the right SKU without calling sales.

- Filter by application & spec
- Online variant selector
- Instant spec sheet output

ROI CALCULATOR

Food Processing Equipment · Worldwide

OctoCore — Payback Period Calculator

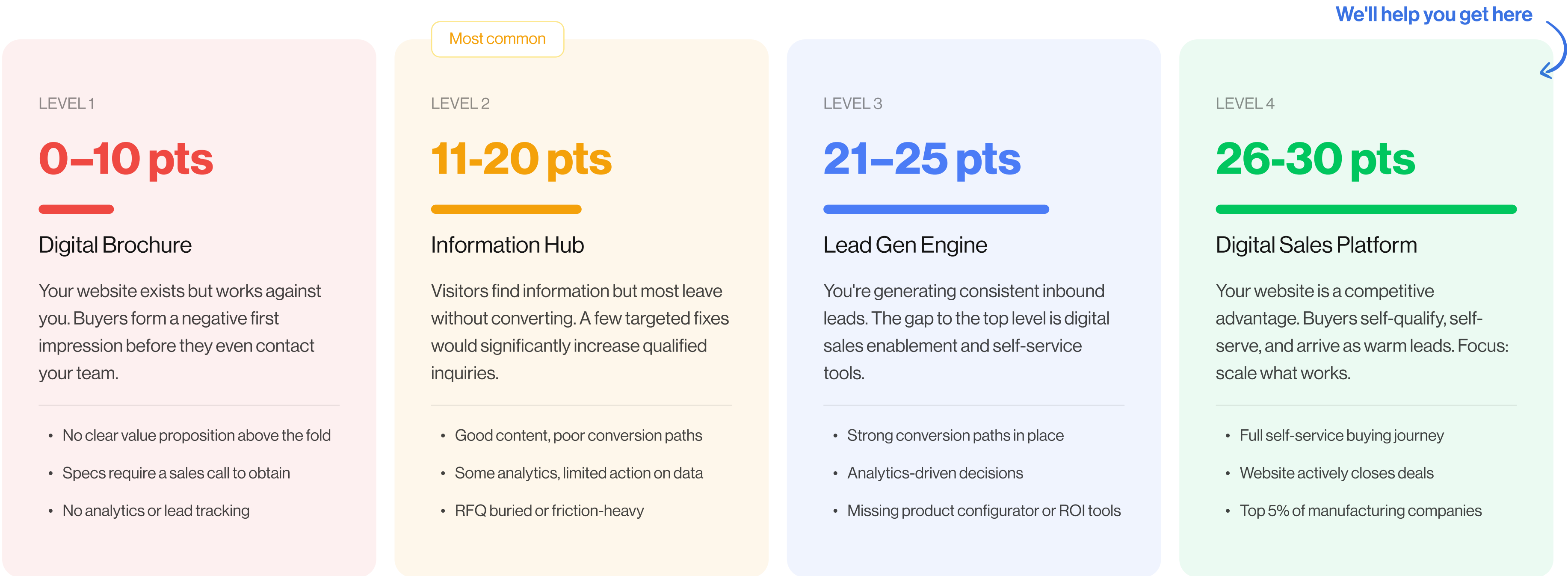
Food processing equipment manufacturer (IQF freezing). High-ticket B2B sales where buyers must justify the investment to management before purchasing. The gap was the internal approval stage.

- Energy cost savings model
- Payback period calculator
- Downloadable ROI report



4 Levels of Manufacturing Digital Maturity

Add up your scores from slides 3–7 (max 30 pts) · Find your level · Identify your priority gap



Most manufacturing companies score between **8–16**. The next page shows you how to find out exactly where you stand — and what to fix first.



What Happens When Manufacturing Companies Fix Their Digital Gaps



XSYS Global

Challenge: Buyers had to call sales just to get datasheets and installation guides. The sales team was spending the majority of their time answering technical questions instead of closing deals. Complex product matrix — dozens of variants across dimensions, materials, and applications. Buyers couldn't identify the correct SKU without a 30–45 minute sales call to pre-qualify.

Results:
Downloadable product catalogues · Installation guides by product line · Video demo library · Technical specs per SKU · Filter by application & spec · Online variant selector · Auto-generated spec sheet · Direct RFQ from result

-19%

Reduction in pre-sales technical support inquiries

+46%

More qualified RFQ submissions — buyers pre-selected the right variant before contacting sales

+27%

Users spend more time exploring equipment and key features.

+58%

Faster navigation to key pages. Users reach product and contact pages with fewer steps.

Free Manufacturing Digital Assessment

We will review your website — you receive a written report with 3 priority fixes within 48 hours. No sales pitch.



01

Contact Us

Tell us about the key business goal you're aiming to achieve — we'll help you get there

02

Site review within 48 h

- ✓ UX Review
- ✓ Navigation Review
- ✓ Lead Generation Review
- ✓ Analytics Review
- ✓ SEO Snapshot
- ✓ Digital Opportunities Review

03

You receive a written report

3 priority recommendations + quick wins you can action immediately — free, no strings attached

Request Your Free Assessment

✉ team@yelk.io

🌐 yelk.io

yelk