

Complex Funnel Conversion Health Score

Total Score: 100 Points

Funnel Clarity & Journey Mapping (15 Points)

Goal: Is the full conversion journey clearly defined?

- ☐ Funnel stages documented (TOFU → MOFU → BOFU)
- ☐ Clear path from first visit to final conversion
- ☐ Micro-conversions defined (downloads, signups, demos)
- ☐ Customer journey mapped by intent stage
- ☐ Funnel drop-off points identified

Score

0–5 → Funnel unclear

6–10 → Partially mapped

11–15 → Fully structured journey

Traffic Intent Alignment (15 Points)

Goal: Does traffic land on the right funnel stage?

- ☐ TOFU traffic goes to educational content
- ☐ MOFU traffic lands on solution-focused pages
- ☐ BOFU traffic goes to conversion-ready pages

- ☐ Paid ads aligned with landing page intent
- ☐ Organic keywords mapped to funnel stages

Score

0–5 → Intent mismatch

6–10 → Partial alignment

11–15 → Fully aligned traffic flow

Multi-Stakeholder Decision Support (10 Points)

Goal: Does the funnel address different decision-makers?

- ☐ Content for technical buyers
- ☐ Content for financial decision-makers
- ☐ Case studies addressing executive concerns
- ☐ Objection-handling resources
- ☐ ROI justification content

Score

0–3 → Single-audience messaging

4–7 → Some stakeholder coverage

8–10 → Fully supported buying committee

Conversion Infrastructure (15 Points)

Goal: Are conversion paths optimized?

- ☐ Clear CTAs at every funnel stage
- ☐ Landing pages designed for specific offers

- ☐ Forms optimized for minimal friction
- ☐ Demo or consultation flows optimized
- ☐ Mobile-friendly conversion paths

Score

0–5 → High friction

6–10 → Moderate optimization

11–15 → Highly optimized paths

Trust & Proof Layers (10 Points)

Goal: Is credibility reinforced throughout the funnel?

- ☐ Testimonials visible across funnel stages
- ☐ Case studies demonstrating results
- ☐ Client logos or partnerships displayed
- ☐ Industry certifications or authority signals

Score

0–3 → Weak trust signals

4–7 → Moderate credibility

8–10 → Strong proof ecosystem

Nurture & Retargeting Systems (10 Points)

Goal: Are non-converting visitors nurtured?

- ☐ Retargeting campaigns active
- ☐ Email nurture sequences for leads

- ☐ Content remarketing strategies
- ☐ Multi-touch engagement paths

Score

0–3 → No nurturing

4–7 → Basic retargeting

8–10 → Full nurture system

Funnel Friction Reduction (10 Points)

Goal: Are unnecessary steps removed?

- ☐ Short, optimized forms
- ☐ Clear step-by-step progression
- ☐ Minimal navigation distractions
- ☐ Fast loading pages
- ☐ Transparent next steps

Score

0–3 → High friction funnel

4–7 → Moderate friction

8–10 → Smooth conversion journey

Data, Testing & Optimization (15 Points)

Goal: Is the funnel continuously optimized?

- ☐ Conversion tracking across all steps
- ☐ Funnel analytics dashboards
- ☐ Regular A/B testing

- ☐ Experimentation with messaging and offers
- ☐ Multi-touch attribution analysis

Score

0–5 → No optimization

6–10 → Occasional testing

11–15 → Continuous optimization culture

Final Score Interpretation

Score	Funnel Health
0–40	Broken Funnel
41–60	Conversion Leaks
61–80	Structured but Improving
81–100	High-Performance Funnel

Strategic Insight

- **Below 60:** Major friction and misalignment exist
- **60–80:** Funnel works but leaks opportunities
- **80+:** Strong system ready for traffic scaling

How 23HubLab Fixes Complex Funnels

At **23HubLab**, we don't treat conversion optimization as isolated experiments.

We design **end-to-end conversion systems** that align traffic, messaging, trust signals, and decision journeys across complex funnels.

Instead of focusing on individual pages, we optimize the **entire revenue path**.

Our approach transforms fragmented funnels into **predictable conversion engines**.