

SAMPLE REPORT

# Website *audit.*

Prepared for: Maple Ridge Exteriors  
A flat-rate review of the current website

# The short *version*.

This is a review of the current website: how it looks and works, how fast it loads, how easily customers can reach you, and how well it shows up on Google. Findings are grouped by area, then sorted into what to fix soon, what is worth doing, and optional extras. Nothing here needs a technical background to understand. One thing up front: this is a solid, well-built site. Most of what follows is fixes and polish, not disasters. That is a good position to be in.

FIRST IMPRESSION	ON A PHONE	SPEED	FOUND ON GOOGLE	REACHING YOU	TRUST SIGNALS
Strong	Needs work	47/100	Strong	Needs work	Strong

## What's working

The homepage is clear and confident. A visitor knows within seconds that you handle roofing, siding, and gutters, and the free-inspection offer is front and center. Your manufacturer certifications are exactly the kind of trust signal that wins exterior jobs, your phone number taps to call, and you have a separate page for each town you serve, which is the right way to show up in local search.

## The biggest opportunities

- 1 A few links point to the wrong place. The footer phone number links to an unfinished page instead of dialing, and the homepage "Gutters" button sends people to the siding page. Quick fixes that are costing clicks right now.
- 2 The site is slow on a phone. It scores 47 out of 100 on Google's mobile test, and the page takes about 17 seconds to fully settle. That alone loses visitors before they reach you.
- 3 Small inconsistencies make strong work look unfinished. The "Projects Completed" number shows "0 +", the menu changes from page to page, and the stated hours contradict themselves in one spot.

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This is an example using a stand-in business to show the format and tone. A real audit is specific to your site, with your findings and screenshots.

## Area by *area*.

First impressions · Strong

### Clear, confident, and honest

The headline speaks directly to a homeowner's main worry, knowing what they need before spending money, and the supporting line reinforces a no-pressure, honest approach. Services, area, and phone number are all visible immediately, with a short inspection form near the top. The one thing pulling against it is the "Projects Completed 0 +" counter, covered under trust.

On a phone · Needs work

### Adjusts to the screen, but slow to get there

The site adjusts to phone screens, which is the baseline you want, since most visitors are on a phone. The problem is that it is slow to become usable on a phone (see Speed), and the oversized menu and a few tap targets would benefit from tightening.

Speed · Poor, and the priority

### About 17 seconds to fully load on a phone

On Google's mobile test the site scores 47 out of 100. The largest part of the page takes about 17 seconds to appear, and roughly 0.9 MB of unused JavaScript loads on the homepage, most of it from the page builder. People leave slow sites, and Google ranks them lower, so this one costs you twice.

47/100 MOBILE SCORE	17.0s LARGEST PAINT	4.4s FIRST PAINT	0 LAYOUT SHIFT
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Being found on Google · Strong

### Good local structure, two things to tighten

A real strength. Your titles lead with your service and area, and you have dedicated pages for each town you serve, exactly how a local contractor should be set up. Two things to tighten: the summary line Google shows under your link is generic and reused across pages, and your business details are not given to Google in the structured format it prefers.

## Area by area, *continued.*

How customers reach you · Mostly good

### Good paths, with a couple of broken links

The phone taps to call in the header and body, the inspection form is short, and the contact page adds a message form, hours, and a map. The problems: the footer phone number links to an unfinished page on every page instead of dialing, and the homepage "Gutters" button goes to the siding page. The forms should be tested to confirm they actually deliver.

Content and trust · Strong, with two snags

### Great credentials, two things that undercut them

Among the strongest parts of the site. The manufacturer certifications are genuine, hard-to-earn credentials, and "licensed, bonded, and insured" and "family owned" are all here. The financing and insurance-claim sections answer real homeowner worries. Two snags: the "Projects Completed 0 +" counter reads as broken, and the contact page says you are available "24 hours a day, 7 days a week" directly above hours that read Monday to Friday, 9 to 5. Pick one and make them agree.

Platform and upkeep · Fine, with a cost

### Capable setup, ongoing maintenance

The site runs on WordPress with a page builder. That is a capable, common setup and does not lock you in, which is fine. The trade-off is upkeep: regular security updates, an annual builder license, and occasional speed maintenance. Worth knowing what you pay for hosting, the license, and maintenance so it can be compared honestly.

Look and consistency · Needs tightening

### Clean design, inconsistent details

The design itself is clean and professional and matches the quality of the work. What undercuts it is consistency: the navigation menu differs between the homepage and the contact page, and the gallery is linked under two different addresses depending on the page. Visitors will not name these, but they add up to a site that feels less finished than it should.

What's worth keeping · Quite a lot

### A site to refine, not replace

The certifications, the real photos of the work and the team, the strong headline, the per-town pages, and the financing and insurance content are all assets worth carrying forward.

## RECOMMENDATIONS

# Sorted by *what to do first.*

### FIX SOON · SMALL CHANGES, REAL IMPACT

- Repoint the footer phone number so it dials or goes to your contact page, not the unfinished page.
- Fix the homepage "Gutters" button so it goes to your gutters page instead of siding.
- Replace or remove the "Projects Completed 0 +" counter so it shows a real number.
- Resolve the "24/7" versus "Monday to Friday, 9 to 5" contradiction on the contact page.
- Make the navigation menu the same on every page.

### WORTH DOING

- Reduce the heaviest images and unused builder code to bring the 17-second load down.
- Rewrite the Google summary lines to be specific to each page and name your area.
- Settle on one web address for the gallery.
- Add a few named customer reviews to the site itself, if there are none.
- Confirm visitor tracking is not counting twice (two tracking tags load).

### OPTIONAL POLISH

- Add missing image descriptions for screen readers and review the rest.
- Tidy the unusual service-areas web address.
- Rename and compress the oversized image files.

## THE BOTTOM LINE

# Fixes, not a *rebuild.*

This is a well-built site with strong local search structure and excellent trust signals, and it does not need a rebuild. The right move is a round of fixes: correct the misdirected links, fix the counter, make the menu and hours consistent, and run a speed pass to bring that 17-second load down.

**Recommendation:** *start with the fixes.* A rebuild is not what this site needs. The \$300 still applies as credit toward one within 60 days if you choose, but the more useful next step here is a short fixes engagement, scoped separately.