



SAMPLE REPORT

Website Performance Audit

A look at how fast this site loads, how it works on a phone, and how easily a visitor can actually become a lead — because traffic that bounces never books.

PREPARED FOR

Copperline Plumbing & Drain

copperlineplumbing.com · Phoenix, AZ · Plumbing

MOBILE SPEED

29 / 100

OVERALL GRADE

D+ · Needs Work

PREPARED BY

The Valley Marketing Group

EXECUTIVE SUMMARY

The short version

Copperline's website looks fine on a desktop — but most of your visitors are on a phone, and on mobile the site is slow, jumpy, and hard to act on. Visitors land, wait, and leave before they ever see how to reach you. You're paying for that traffic twice: once in Google Ads clicks, and again in SEO rankings that a slow site quietly drags down.

~53%

of mobile visitors leave before your page finishes loading (it takes **7.8 seconds**). Every ad click and every Google search visitor that bounces is a lead you paid for and lost — before they ever saw your offer.

F

SPEED & CORE
VITALS

D

MOBILE EXPERIENCE

D+

CONVERSION PATH

C

SEO & TRUST

THE FOUR LEAKS WE FOUND

● 1. The site loads in 7.8s on mobile (scores 29/100)

Google says over half of mobile visitors leave a page that takes more than 3 seconds. A single 4.2 MB hero image is most of the problem.

● 2. The phone number isn't tap-to-call on mobile

A visitor ready to call has to memorize the number and dial it manually — friction at the exact moment they want to reach you.

● 3. No contact form above the fold

Visitors have to scroll past three sections before they can request service. Most never get there.

● 4. Missing schema + weak titles = invisible to local search

No LocalBusiness markup, thin title tags, and the Google Business Profile isn't linked — so you're handing local and AI-search visibility to competitors.



SECTION 1

Speed & Core Web Vitals

Google measures real-world load experience with three "Core Web Vitals." Copperline fails all three on mobile — and Google uses these as a ranking factor, so slow speed costs you twice.

Mobile PageSpeed score 29 / 100 — Poor



Desktop PageSpeed score 61 / 100 — Average



CORE WEB VITAL	YOUR SCORE	GOOGLE TARGET	VERDICT
LCP — Largest Contentful Paint (load)	7.8 s	under 2.5 s	Fail
CLS — Cumulative Layout Shift (stability)	0.34	under 0.10	Fail
INP — Interaction to Next Paint (response)	480 ms	under 200 ms	Fail

TOP ISSUES SLOWING THE PAGE

● **Hero image is 4.2 MB and unoptimized**

One oversized image accounts for most of the load time. Compressing + modern format (WebP) alone cuts seconds.

● **Render-blocking scripts + no caching**

The page waits on third-party scripts before showing anything, and repeat visitors re-download everything.

The math

At today's load time, an estimated **half of all mobile visitors** — paid and organic — leave before the page renders. Speed is almost always the single highest-ROI fix on a site like this.



SECTION 2

Mobile Experience

Most of your visitors are on a phone. The mobile experience has friction at exactly the points where someone decides whether to contact you.

CHECK	STATUS	WHY IT MATTERS
Tap-to-call phone number	Missing	One-tap calling is the #1 mobile conversion path
Sticky call/contact button	Missing	Keeps the action in reach as they scroll
Tap targets / button size	Small	Buttons too close together cause mis-taps
Readable font size	OK	—
Layout stable while loading	Jumps	CLS 0.34 — content shifts, people tap wrong

Quick win

Making the phone number tap-to-call and adding a sticky "Call / Request Service" button are small changes that lift mobile conversions immediately — no redesign required.

Conversion Path

A visitor who wants to hire you should be able to do it in one tap. Right now the path from "interested" to "in touch" is longer than it needs to be.

3 sections

Scroll before any contact option

No

Form above the fold

Buried

Reviews / trust signals

- **No single, obvious call-to-action**

The homepage offers several competing links instead of one clear "Request Service" path. Focus converts better.

- **Reviews and licensing aren't shown up top**

For a home-service buyer, trust drives the call. Star ratings, "licensed & insured," and years in business belong above the fold.

- **After-hours visitors have no way to convert**

No live chat or AI agent — so anyone visiting at night either calls (and hits voicemail) or leaves.

The opportunity

A fast page that puts a form + tap-to-call above the fold, with trust signals and a 24/7 AI chat/receptionist, typically converts far more of the *same* traffic into booked jobs.



SECTION 4

SEO & Trust Foundations

The basics that decide whether Google — and now AI search — can understand and trust your site. A few are solid; the highest-impact ones are missing.

FOUNDATION	STATUS	IMPACT
HTTPS / SSL secure	OK	—
Title tags & meta descriptions	Thin	Generic, missing city + service keywords
One clear H1 per page	Weak	Homepage H1 is a slogan, not service+city
LocalBusiness schema markup	Missing	Hurts local + AI-search visibility
Google Business Profile linked	Missing	Weakens the map-pack connection
Indexable + sitemap	OK	—

Why this matters now

AI answer engines (Google's AI Overviews, ChatGPT, Perplexity) lean on clear titles and schema to decide who to recommend. Sites without them get skipped. Adding LocalBusiness schema + city-specific titles is a fast, high-leverage fix.

THE OPPORTUNITY

What fixing this is worth

No extra traffic required. This is about keeping the visitors you already pay for — from ads and from Google — long enough to become a call.

LEVER	TODAY	AFTER FIXES	IMPACT
Mobile load time	7.8 s, ~53% bounce	Under 2.5 s	Recover ~half of mobile visits
Tap-to-call + above-fold form	Buried	One tap	More calls + leads
Trust signals + clear CTA	Hidden	Up top	Higher conversion
Schema + city titles + GBP	Missing	In place	More local + AI visibility

Same traffic, more booked jobs **Compounds**

RECOMMENDED FIXES, IN ORDER

- 1 Cut mobile load under 2.5s** **Highest ROI**
Optimize images (WebP), lazy-load, defer scripts, add caching.
recovers bounced visits
- 2 Tap-to-call + above-fold form + sticky CTA** **Quick win**
Make contacting you a one-tap action on every screen.
more leads, same traffic
- 3 Add trust signals + a 24/7 AI chat/receptionist** **Converts**
Reviews and "licensed & insured" up top; capture after-hours visitors.
night & weekend traffic
- 4 LocalBusiness schema + city titles + link GBP** **Compounds**
Make the site legible to Google and AI search.
local visibility

WANT THIS FOR YOUR BUSINESS?

This is a sample. Yours would be real.

This report uses a fictional business to show how deep we go. When we run **your** free website audit, every number is pulled from your live site and Google's own tools — and you keep the report whether or not we ever work together.

Get your free Website Performance Audit

We'll show you exactly where your site is losing visitors before they become leads — no charge, no obligation, no pushy pitch.

thevalleymarketinggroup.com/free-audit

 (623) 343-3141

Real data

From your live site + Google tools

Plain English

No jargon, no 40-slide deck

Free to keep

Yours either way

Sample report prepared by The Valley Marketing Group, an AI-powered marketing agency serving the Phoenix metro. "Copperline Plumbing & Drain" is a fictional business created for illustration; all figures are representative examples of issues we commonly find, not data from a real site.