Website audit for Example Roofing contractor

Prepared by Your Agency on October 31, 2026

Room to improve by area

Scores from 0 to 100. A higher score means more to gain.



Headline finding

> **Mobile performance score is 32/100; the largest element takes 63.8 s to appear.**
>
> Slow pages lose visitors: most people leave a mobile page that takes more than 3 seconds to load.

What the audit found

High — Mobile performance score is 32/100; the largest element takes 63.8 s to appear.
Why it matters: Slow pages lose visitors: most people leave a mobile page that takes more than 3 seconds to load.

High — The design looks dated next to current sites in this trade.
Why it matters: Visitors judge a business by its site within seconds, and a dated design sends them to a competitor.

High — The site has no mobile layout; on a phone it renders as a shrunken desktop page.
Why it matters: Most local searches happen on a phone, and visitors who have to pinch and zoom go back to the results.

Medium — Several images look blurry or low resolution.
Why it matters: Blurry images make a business look careless, even when the work itself is good.

Medium — Key pages are long blocks of text with little structure.
Why it matters: Visitors scan a page rather than read it, and long blocks of text hide the details they came for.

High — The site is served without HTTPS, so browsers mark it as not secure.
Why it matters: Browsers show a not secure label next to the address, which makes visitors wary of calling or filling in a form.

How nearby competitors compare

Business	Rating	Reviews	Note
Competitor 1	4.9	1,110	
Competitor 2	4.7	878	
Competitor 3	4.7	688	

Recommended first fixes

1. Compress the images and cut unused scripts to speed up the mobile page.
2. Refresh the design with a clean, current layout and the business's own photos.
3. Rebuild the pages with a layout that adapts to phones.