SAMPLE REPORT: fictional business, illustrative results. Not a real company.

Scugog Example Roofing (fictional)

scugogroofing.example · Checked November 17, 2026 · Trades and home services · Automated checks + manual review of the public Google listing

We ran 19 checks on your website and Google listing. 11 passed and 8 need attention. The three below are the ones closest to costing you calls and quote requests.

8 need fixing	11 passed	2 not checkable

Your 3 biggest leaks

1. **Contact path.** There's no quick way to call or ask for a quote from your homepage on a phone, so ready-to-buy visitors slip away.
   What we found: Hard to contact from a phone: no tap-to-call phone link on the homepage.
2. **Mobile speed.** Your site is slow on phones, so some visitors give up before they see how to reach you.
   What we found: Main content shows in 6.8 s on a phone, layout shift 0.24 (goal: 2.5 s or less, 0.1 or less), based on a lab test (Google has no real-visitor data for this site).
3. **Website + phone on listing.** Your Google listing is missing a website link or phone number, so people who find you there can't easily reach you.
   What we found: Listing is missing: website link.

Scorecard

W1	Mobile speed	Fix
W2	Mobile-friendly	Pass
W3	Contact path	Fix
W4	HTTPS / security	Pass
W5	On-page basics	Pass
W6	Local business schema	Fix
W7	Name, address, phone match	Fix
W8	Analytics present	Pass
W9	Google can index it	Pass
W10	Accessibility (automated)	Fix
W11	Neglect signals	Pass

G1	Google listing found	Pass
G2	Primary category	Pass
G3	Hours	Pass
G4	Website + phone on listing	Fix
G5	Business description	Pass
G6	Photos	Fix
G7	Services / products	Not checkable
G8	Reviews	Fix
G9	Updates / posts	Not checkable
G10	Listing ownership	Pass

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Quick wins · you can do these in under an hour, no developer needed

W3 Contact path

Owner (most site builders) or web developer

Found: Hard to contact from a phone: no tap-to-call phone link on the homepage.

If you leave it: You're losing people who already decided to contact you. These are the most valuable visitors you get.

If you fix it: More calls and quote requests from the same traffic, with no extra ad spend.

Fix: Put your phone number at the top of the homepage as a tap-to-call link, and add one clear button such as 'Get a quote' or 'Book now' that goes straight to your contact form.

W7 Name, address, phone match

Owner

Found: Mixed signals: the phone number on the site doesn't match the Google listing.

If you leave it: Customers call an old number or go to the wrong place, and Google trusts your listing less.

If you fix it: Every customer reaches you on the first try, and your listing looks consistent and trustworthy to Google.

Fix: Pick one phone number and one address format and use it everywhere: website header and footer, contact page and Google listing.

G4 Website + phone on listing

Owner

Found: Listing is missing: website link.

If you leave it: Interested customers have no next step from your listing, so they tap the competitor below you.

If you fix it: One tap from your listing to your phone or website.

Fix: Add your website link and main phone number to the listing, and make sure they match your website.

G6 Photos

Owner

Found: Only a few photos. (Evan's judgement.)

If you leave it: A listing with few or no photos looks inactive, so people trust the competitor with photos instead.

If you fix it: People can see your place and work before they come, which builds trust and gets more calls and visits.

Fix: Add 10 or more real photos: finished jobs, your crew, your truck and your logo. Add new ones every month or two.

G8 Reviews

Owner

Found: 14 reviews, 4.6★ average. No owner replies on the latest reviews; newest review is from 2026-02-03.

If you leave it: Fewer or unanswered reviews make you look less trusted than nearby competitors, and Google says reviews can affect local ranking.

If you fix it: More customers choose you over competitors, and Google sees an active, well-reviewed business.

Fix: Reply to every review, good or bad, and ask happy customers for a review with a short link or QR code after each job.

Bigger fixes · usually a web developer or a rebuild

W1 Mobile speed

Web developer, or the owner on most site builders

Found: Main content shows in 6.8 s on a phone, layout shift 0.24 (goal: 2.5 s or less, 0.1 or less), based on a lab test (Google has no real-visitor data for this site).

If you leave it: Phone visitors who give up on a slow page never call, and you can't see them leave. They usually end up with a faster competitor.

If you fix it: More of the people who find you actually see your offer and phone number, and the site works better with Google's ranking signals.

Fix: Compress and resize photos (the usual culprit), remove sliders and unused plugins or apps, and turn on caching. On WordPress, an image-optimisation and caching plugin often fixes most of it.

W6 Local business schema

Web developer, or the owner with an SEO plugin

Found: No local business details in the page code for Google to read.

If you leave it: Google and AI assistants have to guess your hours, address and phone, and they sometimes guess wrong.

If you fix it: Search engines and AI tools can confirm your details and connect your site to your Google listing.

Fix: Add LocalBusiness structured data (schema) with your name, address or service area, phone and hours. Many SEO plugins add it from a simple form.

W10 Accessibility (automated)

Web developer

Found: Automated accessibility score 72/100. Top issues: Images are missing alt text; Text has low contrast; Links have no readable name. (Automated checks only, not a compliance review.)

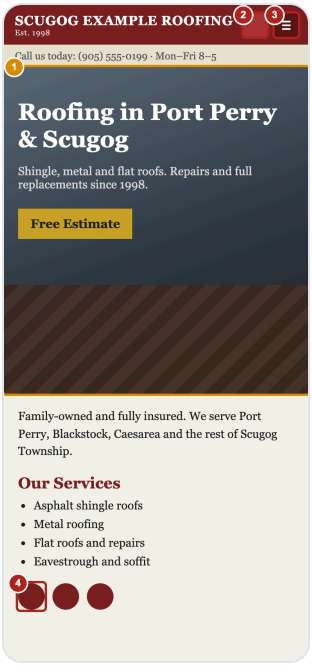
If you leave it: Some visitors can't use the site at all, others find it frustrating, and larger businesses face AODA rules.

If you fix it: A site that works for every customer, including older visitors and screen-reader users.

Fix: Fix the top issues listed in the details: add alt text to images, raise text contrast, and label form fields and buttons. This is an automated check, not a compliance review.

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What a phone visitor sees first



1 Slowest part of the page to load

2 3 4 Button or link with no label for screen readers

No tap-to-call link on this first screen. 5 buttons, links or fields on the page have no label for screen readers. iPhone-size screen (390 × 844).

AI search readiness (preview, not scored)

More customers now ask ChatGPT, Google's AI Overviews or Perplexity for a recommendation. If AI tools don't mention you, those customers never see you. Can AI tools read and trust your site?

✓ **AI assistants can read the site.** AI assistants such as ChatGPT, Perplexity and Gemini are allowed to read the site.

! **Answers customers' questions.** No questions-and-answers section found. AI tools quote sites that answer customers' questions in plain words.

! **Facts AI tools can verify.** No business facts in the page code for AI tools to read.

Next steps

Website rebuild

Quoted after your call

A fast, phone-first site built to turn visitors into calls.

Why it's important: Your fix list has 8 items, including 3 that usually need a web developer.

- Phone-first design with tap-to-call on every page
- Speed, accessibility and Google basics built in

Review Growth Kit

$199

A simple system that brings in reviews every week.

Why it's important: 14 reviews, 4.6★ average. No owner replies on the latest reviews; newest review is from 2026-02-03.

- Your direct review link and a counter/receipt QR card
- Text and email request templates
- Reply templates for good and bad reviews

Photo + Video Refresh

Photos $400 · + video & drone $800

Professional photos, video and drone shots of your business, ready for Google, your site and social.

Why it's important: Your listing has only a few photos. Professional photos are one of the quickest ways to stand out on Google.

- 1-hour shoot: about 20 edited photos of your place, team and work
- 2-hour option adds video for your listing and social
- Drone shots by a Transport Canada-licensed pilot

Save with the Visibility Starter: $899 (instead of $1,046 separately). 1-hour photo shoot + Review Growth Kit + 3 months of Google Profile Care. Prices in CAD, plus HST.

Let's talk about your next step. Book a free 15-minute call: **meetings.hubspot.com/eaube**

Your Health Check fee is credited in full toward any $400+ service or bundle, or 2 months of Google Profile Care, booked within 60 days.

Public information only: no logins, no form submissions. No guarantee of rankings, calls or revenue. Evan Aube, Lindsay, ON.

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The numbers behind each check

W1 **Mobile speed** Fix

performance score: 31 · data source: lab · lab: lcp_s 6.8, cls 0.24, tbt_ms 910

Why it matters: Most people looking for a local business are on a phone, often on mobile data.

W2 **Mobile-friendly** Pass

viewport meta: width=device-width, initial-scale=1

Why it matters: Most local searches happen on phones.

W3 **Contact path** Fix

tel links: none · call link on first screen: no · cta texts: Contact · forms on homepage: 0 · contact page: https://scugogroofing.example/contact-us/ · forms on contact page: 1

Why it matters: This is the leak that costs business most directly: the visitor already wants to call or ask for a quote.

W4 **HTTPS / security** Pass

http redirects to https: yes · certificate valid: yes

Why it matters: Without a working security certificate, browsers show a 'Not secure' warning next to your address.

W5 **On-page basics** Pass

title: Roofing in Port Perry & Scugog | Scugog Example Roofing · meta description: Shingle, metal and flat roofs in Port Perry and Scugog since 1998. · h1: Roofing in Port Perry & Scugog

Why it matters: Your page title and main heading are what Google shows in search results and what visitors read first.

W6 **Local business schema** Fix

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Why it matters: This is a small block of hidden code with your business name, address, phone and hours.

W7 **Name, address, phone match** Fix

site phones: 9055550142 · listing phone: 9055550199 · listing address: 123 Example Rd, Port Perry

Why it matters: Google cross-checks your name, address and phone across your website, your listing and other sites.

W8 **Analytics present** Pass

tools: Google Analytics 4

Why it matters: Without visitor tracking you can't tell whether the website brings in business, which pages people read, or where they give up.

W9 **Google can index it** Pass

robots blocks site: no · homepage noindex: no · sitemap found: yes

Why it matters: A single wrong setting can tell Google to ignore the whole site.

W10 **Accessibility (automated)** Fix

score: 72 · top issues: Images are missing alt text; Text has low contrast; Links have no readable name · unlabeled controls seen: 5

Why it matters: Missing labels, low-contrast text and unlabeled buttons make the site hard to use with a screen reader, for older visitors, and for anyone on a phone in bright sunlight.

W11 **Neglect signals** Pass

copyright year: 2026 · links checked: 18 · broken links: none

Why it matters: Broken links and an out-of-date copyright year make the business look closed or careless.

G1 **Google listing found** Pass

listing url: (sample)

Why it matters: Your Google listing is what shows on Google Maps and in the map results at the top of local searches, often before any website.

G2 **Primary category** Pass

primary category: Roofing contractor

Why it matters: Your primary category is one of the strongest signals Google uses to decide which searches you show up for.

G3 **Hours** Pass

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Why it matters: People check hours before they call, drive over or order.

G4	**Website + phone on listing** Fix phone on listing: (905) 555-0199 *Why it matters: For many customers your Google listing is their first and only stop.*
G5	**Business description** Pass – *Why it matters: The description is your own words on the listing: what you do, who you serve and where.*
G6	**Photos** Fix photos: sparse *Why it matters: Photos are one of the first things people look at on a listing.*
G7	**Services / products** Not checkable – *Why it matters: Listing your services tells customers exactly what you offer and helps Google show you for those specific searches, not just your general category.*
G8	**Reviews** Fix review count: 14 · rating: 4.6 · newest review date: 2026-02-03 · owner replies in latest 10: 0 *Why it matters: Reviews are the main way customers compare local businesses, and Google says more reviews and better ratings can help local ranking.*
G9	**Updates / posts** Not checkable – *Why it matters: Regular updates show the business is open and active.*
G10	**Listing ownership** Pass claim prompt shown: no *Why it matters: Only a verified owner can reply to reviews, post updates and fix wrong details.*

Impact is described in plain terms only. We don't estimate lost calls or revenue as a percentage, because no reliable source supports a single number. Google's own guidance: “Businesses with complete and accurate info are more likely to show up in local search results” and “More reviews and positive ratings can help your business's local ranking” (support.google.com/business/answer/7091).

What we didn't check

- Rankings or Google Maps position (results change with each searcher's location)
- Competitor comparisons and backlinks
- Whether AI assistants actually recommend you (see the AI Search Check add-on)
- Google Business Profile insights, Search Console or traffic data (these need your logins)
- Pages beyond the homepage and contact page
- Legal or AODA compliance (accessibility results are automated checks only)
- Fixing anything (quoted separately if you want help)
- Marked “Not checkable” above: Services / products, Updates / posts