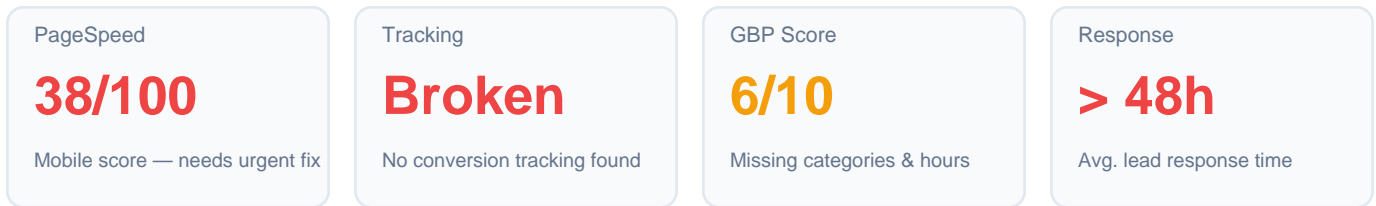


EXECUTIVE SUMMARY

Lead Conversion Score: 47/100

STATUS: CRITICAL — Active Lead Loss Detected

This website is actively losing potential customers due to critical issues in conversion funnel design, tracking infrastructure, and lead response systems. Based on our analysis of 8 key dimensions, we estimate a potential revenue loss of \$2,400-\$4,800/month from fixable digital presence issues alone.



SCORE BREAKDOWN BY CATEGORY



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TOP 10 CRITICAL FINDINGS (Showing 3 of 10)

#1 No Conversion Tracking Installed

MISSING

IMPACT: You have zero visibility into which traffic sources generate leads or sales. Every marketing dollar is a guess.

FIX: Install Google Analytics 4 with conversion events. Set up Google Tag Manager for form submissions and click tracking.

EFFORT: 2-3 hours

EST. REVENUE IMPACT:

\$800-\$2,000/mo in wasted ad spend

#2 Mobile PageSpeed Score: 38/100

CRITICAL

IMPACT: 53% of mobile users abandon sites that take >3 seconds to load. Your site loads in 6.2s on mobile.

FIX: Compress images (WebP format), enable lazy loading, minify CSS/JS, implement browser caching.

EFFORT: 4-6 hours

EST. REVENUE IMPACT:

\$400-\$1,200/mo in lost mobile conversions

#3 No Click-to-Call on Mobile

MISSING

IMPACT: Phone number exists but is not tappable on mobile. For local businesses, phone calls convert 10-15x better than forms.

FIX: Add tel: link to phone number. Add sticky CTA bar on mobile with click-to-call button.

EFFORT: 30 minutes

EST. REVENUE IMPACT:

\$300-\$800/mo in missed phone leads

Findings #4 through #10

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Your website has a score. You just don't know it yet.

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8 Categories Analyzed

10 Critical Findings

Competitor Benchmark

30-Day Action Plan

This is a sample report. Your actual audit will contain real data specific to your business.
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