SYNTHETIC SAMPLE REPORT

Website Scorecard

Acme Plumbing (synthetic) · Example County, CA · October 26, 2026

68 / 100

C — AVERAGE

A credible plumbing site with a working booking path, but the estimate form and response expectations leak ready-to-buy jobs.

SCORE BREAKDOWN

Understand	14.4 / 20	Contact	18.7 / 22
Respond and Book	11.0 / 16	Trust	9.0 / 15
Mobile & Technical	8.0 / 15	Findability	5.0 / 8
Measurement	2.0 / 4		

Website Scorecard — Acme Plumbing (synthetic)

https://acme-plumbing.example/ · Plumbing · Example County, CA · **October 26, 2026**

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A credible plumbing site with a working booking path, but the estimate form and response expectations leak ready-to-buy jobs.

The three biggest revenue leaks

1. Mobile estimate form is difficult to complete

Stage: Lead

What is happening: Six fields, one missing label, and weak autocomplete on phone and ZIP.

Evidence: Six fields; submit is visible, so the form works but is harder than needed.

Why it matters: Extra fields and unclear inputs lower completion on a phone.

Fix: Cut it to name, phone, ZIP, and problem; add autocomplete and labels.

Confidence: VERIFIED

2. New inquiries have no observable immediate acknowledgement

Stage: Response

What is happening: The form says only "We will be in touch soon." No time, channel, or hours are promised.

Evidence: The form area has generic contact language; the header hours are not connected to a response.

Why it matters: A homeowner who submits at 6pm cannot tell whether anyone saw it.

Fix: Add one line beside the button: "We call or text within 15 minutes during office hours."

Confidence: STRONG SIGNAL

3. Unclosed estimates may not receive follow-up

Stage: Follow-up

What is happening: The site can show an estimate request exists. It cannot show what happens next.

Evidence: No public page exposes the estimate pipeline, follow-up cadence, or close rate. It is not scored.

Why it matters: Open estimates are often the largest recoverable revenue pool.

Fix: Pull the open-estimate list, segment by age and value, and assign a follow-up cadence.

Confidence: OWNER DATA REQUIRED

Customer Journey

Stage	Status	What we observed
Understanding	Scored	Service and city are clear; price and outcome language are weak.
Lead	Scored	Phone, form, and scheduler work; form friction is the main leak.
Response	Scored + owner data	Hours and emergency path visible; no response-time promise. Actual speed needs owner data.
Booking	Scored + owner data	Scheduler works; capacity and confirmation need owner data.
Estimate	Scored + owner data	Request path exists; open estimates and close rate need owner data.
Follow-up	Owner data required	Not observable from the public site.
Review	Scored + owner data	38 reviews and a profile link are visible; request process needs owner data.

Score breakdown

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What is already working

- Phone and click-to-call are consistent on mobile, including a sticky action.
- A working scheduler shows live availability and is two taps from the home page.
- License, insurance, and a manufacturer certification are visible.

Top fixes

#	Fix	Checks	Points	Effort
1	Simplify the mobile estimate form and add input autocomplete	RL-CON-05, RL-CON-06	+3	S
2	Publish a callback promise with a time, channel, and hours	RL-RSP-01	+2	S
3	Add a starting-at price range for the top three jobs	RL-UND-05	+2	M
4	Use one company name and one verifiable differentiator	RL-TRU-06	+1	S
5	Add form and call conversion events	RL-MSR-02	+2	S

The first two fixes are a one-afternoon pass. They recover about 5 points and remove the two highest-friction moments in the lead path.

Revenue Opportunities to Investigate

Speed-to-lead (Response) — Response time drives booking rate, and the public site cannot prove it.

- What is the median lead-to-response time?

Estimate follow-up (Follow-up) — Open estimates are the fastest recovery pool.

- How many estimates are open, and what is their value?

Reactivation (Reactivation) — Past customers can produce jobs without new ad spend.

- How many customers are inactive for 12+ months?

What to do next

1. This week: simplify the estimate form and add the callback promise.
2. Next two weeks: publish a starting-at price range and fix the mismatched company name.
3. Before more ad spend: add conversion events and pull the open-estimate list.

Synthetic example for documentation. Not a real business. Prepared with Website Scorecard v2. · Full audit available in the public example · Rubric v2.0.0 · Collector v2.0.0 · Scorer v2.0.0 · Run 2026-10-26T1000