

WEBSITE DIAGNOSTIC CHECKLIST

The Remodeling Website Diagnostic Checklist

A nine-point checklist that takes about ten minutes, using the same 100-point Fervor Grade we run on every contractor site.

BUILT FROM	SAMPLE	FRAMEWORK	ISSUED
Digital State of the Remodeling Industry 2026	146 Remodeling contractor sites	Fervor Grade 2.7, 100 points	May 2026

Where most Remodeling sites actually land

Remodeling gets decided long before the phone rings. A homeowner sits with your website for weeks, clicking through your photos and your reviews, working up to handing you thirty grand and their kitchen for a month. A thin or slow site quietly costs you the benefit of the doubt, and the lead with it.

We scored 146 remodeling sites on the Fervor Grade, the 100-point inspection. The median was 71, a C. And out of all 146, not one cracked 90, with the best score anywhere landing at 86. So the bar in your market is low, and the gap between your site and the best one in town is usually a weekend of fixes.

This checklist is that inspection, trimmed to the nine things remodeling buyers weigh most. Open your site on your phone, keep this beside you, and go line by line, pass or fail. Be honest with yourself. Every fail is a booked project left on the table.

By the last line you'll know where your site would land, and which fix pays for itself first.

71/100

MEDIAN REMODELING SCORE ACROSS 146 SITES
C, CONDITIONAL ON THE FERVOR GRADE

Run these on your own site

01 ACCESSIBILITY

PASS ☐ FAIL ☐

Your site passes a basic accessibility check

Open your homepage in bright daylight on your phone. Low-contrast gray text, tiny fonts, and unlabeled buttons lock out the homeowner trying to book a remodel consultation one-handed. Run the page through a free WCAG checker or Google Lighthouse and read the contrast and text-size flags.

PASS	FAIL
Body text is at least 16px, every text and background pair clears WCAG AA contrast, and buttons carry real labels.	Gray-on-white captions, sub-14px type, or icon buttons a screen reader cannot name.

IN THE FIELD We found a serious WCAG violation on 92.5% of the 146 Remodeling sites we inspected, and a critical one on 59.6%.

02 LEAD CAPTURE

PASS ☐ FAIL ☐

Your main form asks for five fields or fewer

Count the boxes a homeowner has to fill to reach you. A name, a phone number, and what they need is usually enough to start a remodel consultation. Every extra field, every second phone line, every how-did-you-hear-about-us, is one more reason to close the tab.

PASS	FAIL
Three to five fields, and nothing required that you do not truly need to call them back.	Eleven or more fields, or a required message box that stalls a ready-to-book homeowner.

IN THE FIELD 35.8% of Remodeling sites with a form make homeowners fill 11 or more fields to reach you.

Real third-party reviews show on the page

A homeowner wants proof from other homeowners, not a promise from you. A Google rating with a star count and a few recent, named reviews on the page itself beats a wall of anonymous quote marks every time.

PASS	FAIL
A visible Google or third-party rating with the review count and recent named reviews on the page.	No reviews at all, or unattributed testimonials with no platform standing behind them.

IN THE FIELD Only 48.6% of Remodeling sites surface named-customer reviews. The rest ask to be trusted on their word alone.

You show proof of the work, not just claims about it

Homeowners judge remodeling work with their eyes. Before and after project photos of real jobs, ideally a whole-home remodel from start to finish, does more than any adjective you could write. Stock photos of someone else's project do the opposite.

PASS	FAIL
A gallery of your own before and after project photos, tied to specific jobs or neighborhoods you have worked.	No project photos, or generic stock imagery that could belong to any company in your trade.

IN THE FIELD Only 44.5% of Remodeling sites we inspected showed a real before-and-after or project gallery.

Your number taps to call, and it is not the only way in

Most of your traffic is on a phone, so the number in your header should dial with one tap. And there should be a backup for the homeowner who will not call yet, whether that is a text line, a chat, or a short form. During the week they finally decide to renovate, that second option is the difference between a booked job and a bounce.

PASS	FAIL
A tap-to-call number in the header plus at least one more way in, a form, a text line, or chat.	A phone number typed as plain text, or the phone standing as the only way to reach you.

IN THE FIELD Only 28.8% of Remodeling sites offer a chat or text fallback, so the homeowner who will not call yet has nowhere to go.

Each page has one clear H1 and a real title tag

Your page needs one main headline that names the service and the place, and a browser-tab title under 60 characters that does the same. Several H1s on one page and a title that just reads Home confuse both the homeowner skimming and the search engine ranking you.

PASS	FAIL
One H1 per page that states the service and the city, and a title tag under 60 characters.	Several H1s on the same page, or a title tag that reads Home or your bare company name.

IN THE FIELD 84.3% of Remodeling sites ship more than one H1 on at least one page.

07 FIRST IMPRESSION

PASS ☐ FAIL ☐

Your main button offers something, not just Submit

Read your primary button out loud. Book a Free Design Consultation or Get Your Free Estimate tells a homeowner exactly what happens next and what it costs them, which is nothing. Submit and Contact Us ask for effort and promise nothing back.

PASS	FAIL
A benefit-driven button that names a free, specific next step.	A generic Submit or Contact Us, or no clear primary button above the fold at all.

IN THE FIELD Not one of the 146 Remodeling sites we inspected framed a free inspection or estimate as its primary offer.

08 LEAD CAPTURE

PASS ☐ FAIL ☐

Big-ticket jobs get a form that earns the ask

A whole-home remodel is a considered decision, so a single wall of a dozen fields scares people off. A short first step that asks only what you need, then reveals the rest, collects more without feeling like a form. Ask for all of it up front and the ready buyer just closes the tab.

PASS	FAIL
A short first step, or a multi-step form that opens with two or three fields.	One long single-screen form for a five-figure job, or no progressive step at all.

IN THE FIELD Only 6.4% of Remodeling sites use any kind of multi-step or progressive form.

Your years, license, and address are easy to find

A homeowner about to let a crew into their home wants to know you are real and you will be there next year. Your founding year, your license number, and a physical address or service area, all visible without digging, quietly answer the question they will not ask out loud.

PASS Year established, a license or insurance detail, and a real address or service area, all easy to find.	FAIL No founding year, no license, and only a contact form standing in for a real business.
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IN THE FIELD Only 32 of the 146 Remodeling sites we inspected put a founding year where a homeowner can see it, and among those that do, the median is 39 years in business.

WHAT YOUR SCORE MEANS

Read your grade like we do

SCORE	GRADE	TIER	WHAT IT MEANS FOR BOOKED CALLS
90 to 100	A	Honors	The site earns trust on its own. Homeowners book without a nudge.
80 to 89	B	Passing	Solid work. It converts, but it is leaving booked jobs on the table.
70 to 79	C	Conditional	It passed, barely. Real gaps are costing you calls every week.
60 to 69	D	Probation	The site is on notice. Competitors are eating your lunch.
0 to 59	F	Condemned	Structurally unsound. It cannot do its job until someone rebuilds it.

Fervor uses standard American school grading, so the A tier starts at 90, not 80. Add up your passes and fails above, weight the ones that cost you the most calls, and you will land close to your real number.

YOUR NEXT MOVE

Want your site's real Fervor Grade?

This checklist gets you close. The full Site Inspection gets you the exact number, the nine-category breakdown, and a plain-English list of what to fix first, in the order that wins back the most jobs. We inspect your homepage, your top service page, and your quote flow the same way we inspected the 146 Remodeling sites behind these numbers. The first few each week are free.

Book your free Site Inspection

fervorstudio.ca/site-inspection

Every statistic in this checklist comes from the Digital State of the Remodeling Industry 2026, our inspection of 146 Remodeling contractor websites. Read the full report at fervorstudio.ca/contractor/cro-index/state-of-the-industry/remodeling/.