

Is Your Contractor Website Leaking Leads?

Six questions about your site. One honest score at the end. You'll see exactly where ready-to-book customers are slipping through – and what it's costing you a month.

FREE TOOL

ALL TRADES

PRINT OR FILL ON SCREEN

BUILT BY FERVOR STUDIO

HOW TO SCORE IT

6 checks, one honest number

Score each check from 0 to 17. Give the full 17 when it is clearly true, a zero when it is not, and something in between when it is close. Add the six scores together. The closer your total runs to 100, the less your site leaks, and you want to start on your lowest score, because that is the leak costing you the most.

YOUR SCORECARD

Score each check out of 17

Q1 Your website loads in under three seconds on a phone on mobile data.

Q2 Your phone number sits in the header and a homeowner can tap it to call from any page.

Q3 A homeowner can book or request a job without having to make a phone call first.

Q4 Your Google reviews are visible on the pages where a homeowner decides, not hidden on one page.

Q5 Your contact form asks for only what you need, so it is short enough to finish in under a minute.

Q6 Your site renders cleanly on a phone, with no pinching, overflow, or buttons that are hard to hit.

Your total out of 100

WHAT YOUR SCORE MEANS

Read your band

90 to 100 · A · Honors	The business earns trust on its own. Keep the discipline that got you here.
80 to 89 · B · Passing	Solid work, but you are leaving points, and money, on the table.
70 to 79 · C · Conditional	You passed, barely. A few gaps are quietly costing you jobs.
60 to 69 · D · Probation	The fundamentals need attention before growth is safe.
0 to 59 · F · Condemned	Start with the lowest-scoring area first. That is where the return is.

Bands use American school grading. An A does not start until 90, so most sites and most books land in the B to D range, which is exactly where the fixable money is.

FREE FOR QUALIFYING CONTRACTORS

Want the same read on your own website?

The Site Inspection scores your contractor site on 100 points and shows you, with evidence, where ready-to-book homeowners slip through before they ever call. You get a Fervor Grade, a ranked fix list, and a dollar estimate on every finding.

[Book your Site Inspection](#)

fervorstudio.ca/site-inspection