

The Contractor Lead Leak Calculator.

Enter your monthly website traffic, your trade, and your current conversion rate. See how many leads and jobs your site leaks every month against the 4 percent CVR benchmark from the Fervor Contractor CRO Index.

[WORKSHEET](#)[PRINT OR FILL ON SCREEN](#)[BUILT BY FERVOR STUDIO](#)

HOW IT WORKS

Three numbers in. One monthly leak out.

The interactive version of this tool lives at fervorstudio.ca/resources/revenue-loss-calculator/. This worksheet is the printable equivalent, so you can fill it in on paper or on screen and walk away with the number your site is quietly costing you.

The three numbers you need

Monthly visitors. The people who land on your site each month. Pull this from Google Analytics or your host analytics. An active contractor site with a Google Business Profile usually sits between 200 and 2,000 sessions a month.

Your current conversion rate. The leads your site produced last month divided by your visitors, times 100. Most contractor sites we inspect sit between 1 and 2 percent. If you have no tracking at all, the honest answer is that you do not know your rate, and that is itself a finding.

Your average job value. Total revenue for the last 12 months divided by the jobs booked. If you have never worked this number out, the benchmarks table on the next page is a starting point you can refine.

BENCHMARKS

Trade defaults you can borrow

If you know your own average job value and close rate, use those. If not, pull the row that matches your trade and get the read within an order of magnitude. Values match the interactive calculator's defaults and trace back to the Fervor Master Keyword Map and the Contractor CRO Index.

TRADE	AVERAGE JOB VALUE	ESTIMATE CLOSE RATE
Roofing	\$14,000	22%
HVAC	\$10,750	30%
Plumbing	\$9,500	30%
Electrical	\$8,000	32%
Windows and Doors	\$15,000	18%
Siding	\$20,000	22%
Kitchen and Bath	\$35,000	20%
Foundation Repair	\$25,000	35%
Fencing	\$8,000	32%
Concrete	\$10,000	26%
Solar	\$32,500	12%
Custom Home Builder	\$350,000	12%

YOUR WORKSHEET

Fill in your own numbers

Write your five inputs into the blank column, then work down the six outputs. The math takes about three minutes.

Inputs

INPUT	YOUR NUMBER
Monthly website visitors From Google Analytics or your host analytics.	
Your trade Match to a row in the benchmarks table.	
Current conversion rate (%) Leads last month divided by visitors, times 100.	
Average job value (\$) Total revenue over 12 months divided by jobs booked.	

INPUT	YOUR NUMBER
Estimate close rate (%)	
Share of quoted estimates that close as jobs.	

Outputs

OUTPUT	HOW IT IS BUILT	YOUR RESULT
Current monthly leads	$\text{visitors} \times \text{current CVR} / 100$	
Optimized monthly leads	$\text{visitors} \times 4 / 100$	
Leads you are leaking each month	$\text{optimized leads} - \text{current leads}$	
Jobs you are leaking each month	$\text{leaked leads} \times \text{close rate} / 100$	
Monthly revenue leak	$\text{leaked jobs} \times \text{average job}$	
Annualized revenue leak	$\text{monthly leak} \times 12$	

WORKED EXAMPLE

Rocky View Roofing Co. . Roofing . Airdrie, AB

Monthly visitors	1,200
Current conversion rate	1.5%
Average job value	\$14,000
Estimate close rate	22%
Current monthly leads	18
Optimized monthly leads at 4% CVR	48
Leads leaking each month	30
Jobs leaking each month	6.6
Monthly revenue leak	\$92,400
Annualized revenue leak	\$1,108,800

Rocky View Roofing Co. is a fictional brand used to illustrate the model. The average job value and close rate come from the benchmarks table; the visitor count and current CVR are the median for a small-to-mid Alberta roofing site in the Fervor CRO Index.

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