

Site Inspection

A conversion teardown of a contractor website

NORTHGATE ROOFING CO. · ROOFING · SAMPLE REPORT

63

OUT OF 100

C • Conditional

The site passed, but a handful of gaps are quietly costing this contractor jobs.

This is a sample. Northgate Roofing Co. is a fictional contractor built to show the format of a real Site Inspection, and every score, finding, and dollar figure here is illustrative. Your own report is scored the same way, on your real site, with your real evidence.

One score, six categories, and a ranked list of what to fix

The Site Inspection scores a contractor website on 100 points across six categories. It measures whether the site earns trust and turns visitors into calls and booked jobs, not whether the brand is already well known. Every finding is tied to something we could see on the page, and every fix is ranked by the revenue we estimate it returns, so you always know where to start.

Grades use American school grading, so an A does not begin until 90. Most contractor sites land in the B to D range, which is exactly where the fixable money sits.

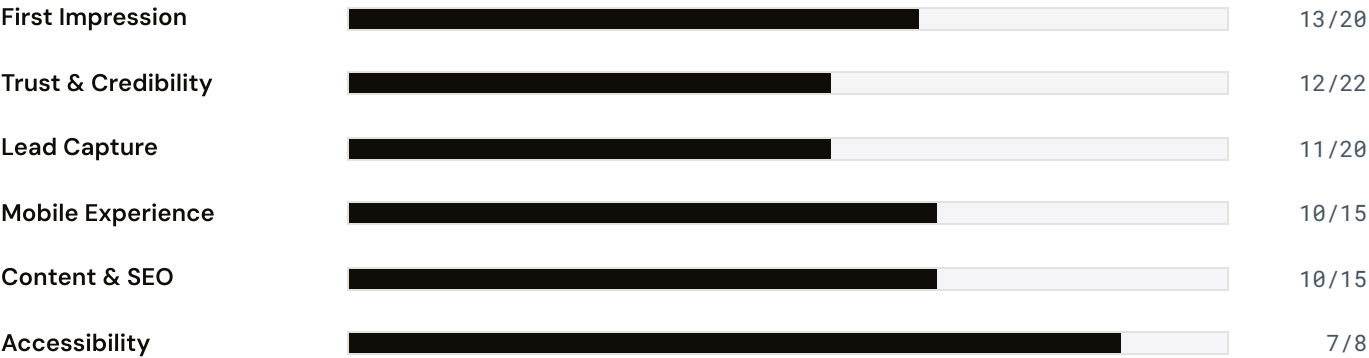
Northgate Roofing Co. scored 63 out of 100, a C

Northgate Roofing Co. has the hard part handled. The reputation is real, the photography is its own, and the service pages are organized the way a homeowner thinks. The site loses points on the quiet mechanics of conversion. A phone number that does not tap to call on mobile, reviews that never appear on the page where a homeowner decides, and a contact form long enough to make a ready buyer close the tab. None of these are branding problems. They are conversion gaps, and they are the difference between a visitor and a booked roof.

The three fixes with the highest return are the tap-to-call phone number, the reviews on the service pages, and the shorter contact form. Together we estimate they are worth roughly \$5,800 a month in recovered jobs, and none of them require a rebuild.

SCORE OVERVIEW

Where the points went



Category weights: First Impression 20, Trust and Credibility 22, Lead Capture 20, Mobile Experience 15, Content and SEO 15, Accessibility 8. They add to 100.

CATEGORY DETAIL

The findings, category by category

What we checked. Whether a homeowner can tell what you do, where you serve, and how to reach you within five seconds, plus above-the-fold hierarchy and visual trust.

SUB-ELEMENT	POINTS
Above-the-fold clarity	4 / 5
Value proposition strength	2 / 5
Phone number visibility	2 / 4
Visual professionalism and trust	5 / 6
First Impression	13 / 20

WORKS The headline names the trade and the city, so there is no guessing what the site is for.

WORKS The hero photography is your own crew and real jobs, not stock imagery.

GAP Your phone number is not in the header on desktop, so a ready-to-call homeowner has to scroll to find it.

GAP The value proposition reads "Quality you can trust", which is a line every competitor also uses. It does not say what makes Northgate the safer choice.

GAP On mobile there is no primary button above the fold, so the first screen gives a visitor nothing to act on.

Evidence. Homepage, desktop 1440px and mobile 375px, scrolled to full height. **Why it matters.**

Design judgments form in about 50 milliseconds, and 52% of people will not return to a site that reads as low quality.

What we checked. Reviews, license and insurance proof, certifications, and before-and-after work, and whether they appear where the decision actually happens.

SUB-ELEMENT	POINTS
Reviews visible at the decision point	2 / 6
License and insurance proof	3 / 5
Certifications and affiliations	4 / 5
Before-and-after portfolio	3 / 6
Trust & Credibility	12 / 22

WORKS You hold a genuine 4.8-star Google rating across a healthy number of reviews.

WORKS Manufacturer certifications are listed and current.

GAP Your reviews live on a separate testimonials page. The roofing service page, where a homeowner decides, shows none of them.

GAP Your license and insurance numbers appear only in the footer, so they are easy to miss.

GAP There is no before-and-after gallery on the service pages, which is the proof roofing buyers look for first.

Evidence. Homepage, roofing service page, and the standalone testimonials page. **Why it matters.**

96% of consumers read reviews before hiring a local business, and 25% say trusting a contractor is their single biggest challenge.

What we checked. Tappable phone numbers, forms that submit, online booking, and every path from landing on the site to actually reaching you.

SUB-ELEMENT	POINTS
Form presence and function	4 / 5
Form length and friction	2 / 5
Booking or instant-quote path	1 / 5
CTA clarity and prominence	4 / 5
Lead Capture	11 / 20

WORKS Your contact form works and the submission lands where it should.

WORKS A quote request is reachable from the main navigation.

GAP The contact form asks for nine fields, including "how did you hear about us" and "best time to call". Long forms shed the exact ready-to-book visitors you want.

GAP There is no online booking or instant-estimate path, so every lead has to wait for a callback.

GAP The primary button reads "Submit" rather than an action a homeowner wants, like "Get my free roof estimate".

Evidence. Contact page and quote form, tested on mobile and desktop. **Why it matters.** Cutting a form from nine fields to four commonly lifts completion by a third or more, and each completed form is a booked-job opportunity you are not getting today.

What we checked. Responsive layout, tap-to-call, load speed on a phone, tappable targets, and whether the primary action is reachable in the first screen.

SUB-ELEMENT	POINTS
Mobile responsive layout	3 / 3
Mobile CTA accessibility	2 / 3
Click-to-call	0 / 4
Mobile navigation	2 / 2
Mobile load speed	3 / 3
Mobile Experience	10 / 15

WORKS The layout is responsive with no horizontal scrolling.

WORKS The mobile navigation collapses cleanly into a usable menu.

GAP Your phone number is shown as plain text on mobile, so tapping it does nothing. For roofing, the phone call is the highest-value conversion you have.

GAP Largest Contentful Paint measures about 4.1 seconds on a 4G connection, well over the 2.5-second threshold, mostly from an uncompressed hero image.

GAP Several navigation tap targets sit under 44 pixels, so they are easy to miss with a thumb.

Evidence. Mobile 375px, throttled to a fast-4G profile. **Why it matters.** 62% of traffic is mobile, and 53% of mobile visitors abandon a site that takes longer than three seconds to load.

What we checked. Service pages, location pages, schema markup, internal linking, and whether the content answers what a homeowner searches for.

SUB-ELEMENT	POINTS
Service page coverage	4 / 4
Location page coverage	1 / 3
Structured data and schema	1 / 3
Local SEO signals	2 / 3
Content quality and E-E-A-T	2 / 2
Content & SEO	10 / 15

WORKS You have distinct pages for each roofing type rather than one catch-all services page.

WORKS Your city is named naturally throughout the content.

GAP You serve several surrounding metros but have no location pages for them, so those searches go to competitors.

GAP The site is missing LocalBusiness structured data, which is how search engines confirm your service area and rating.

GAP Two service pages run under 200 words, which reads as thin to both a homeowner and a search engine.

Evidence. All service pages plus a source-level check of the page markup. **Why it matters.** Over 60% of homeowners research online before contacting a pro. If your pages do not answer the question, another contractor's pages will.

What we checked. Text size, colour contrast, alt text, keyboard navigation, and heading structure.

SUB-ELEMENT	POINTS
Text size and readability	4 / 4
Colour contrast (WCAG AA)	1 / 2
Alt text coverage	1 / 1
Heading structure	1 / 1
Accessibility	7 / 8

WORKS Body text is set at 16 pixels with comfortable line height.

WORKS The heading structure is clean and in order, which helps every visitor and every crawler.

GAP Three hero buttons place white text on a light photo overlay and fail WCAG AA contrast, so they are hard to read in bright conditions.

GAP Two gallery images have no alt text, which hides them from search and from anyone using a screen reader.

Evidence. Contrast measured from rendered screenshots, not CSS values alone. **Why it matters.**

Accessibility gaps quietly cost you the visitors who are hardest to win back, and they signal a site that was not built with care.

Start at the top and stop whenever you like

Every fix below is ranked by the revenue we estimate it returns, not by how hard it is or where it sits on the page. The first item is the highest-return change on the site. You can work down the list, or hand it to whoever builds your site, and know the order is already right.

	FIX, HIGHEST RETURN FIRST	EST. MONTHLY VALUE
1	Make the header phone number a tap-to-call link on mobile Mobile Experience	\$2,400/mo
2	Surface the 4.8-star reviews on every service page Trust & Credibility	\$1,900/mo
3	Cut the contact form from nine fields to four Lead Capture	\$1,500/mo
4	Bring Largest Contentful Paint under 2.5 seconds Mobile Experience	\$1,200/mo
5	Add LocalBusiness schema and four location pages Content & SEO	\$900/mo
6	Fix the three hero buttons that fail contrast Accessibility	\$600/mo
Total illustrative monthly upside		\$8,500/mo

The revenue model, in plain terms

The estimates are illustrative, and they come from a simple model rather than a guess. We start from a site's monthly visits, apply the share that reach a contact point, and estimate how much each fix lifts the rate that turn into a booked job. That lift is multiplied by an average roofing job value and a typical close rate to reach a monthly dollar figure. For this sample we assumed about 3,200 monthly visits, a starting booking rate near 2%, an average job value of \$17,631, and a 30% close rate, all drawn from the same 2026 roofing benchmarks behind our free tools. Your real report uses your own traffic and job value in place of these.

How the site was scored

Every page was captured at both mobile 375px and desktop 1440px, scrolled to the bottom to trigger anything that loads late. Contrast was read from the rendered screenshots rather than from CSS alone, because overlays and photos change what a person actually sees. Nothing was assumed. If a phone number, form, or review was not visible, it was checked on the other viewport before it was counted as missing. The 100-point framework is the same one Fervor applies across the 380 contractor websites in the Contractor CRO Index, so your score sits on a real national benchmark rather than an opinion.

FREE FOR QUALIFYING CONTRACTORS

Get this same report on your real website

The Site Inspection takes about 30 seconds of your time to request. Within five business days you get your Fervor Grade, this same category-by-category breakdown, and a ranked fix list with a dollar estimate on every finding, scored on your real site. The first several each week are free.

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