



SAMPLE WEBSITE LEAK AUDIT

Broward Roof Pros • Roofing Contractor • Fort Lauderdale, FL
 Prepared by SiteLeak | siteleakfix.com | siteleak@outlook.com

58/100
 Leak Score
 High Priority

Audit Summary

Broward Roof Pros has a serviceable website, but several conversion leaks may be costing calls and quote requests. The biggest issues are mobile contact friction, weak above-the-fold messaging, limited trust proof near the top of the page, and an unclear storm-season emergency path.

Main opportunity: Make it easier for a mobile visitor to understand the service, trust the company, and request help without scrolling or searching.

Top Priority

Improve mobile call + quote flow first.

Estimated Fix Type

\$297 Quick Leak Fix

Audit Type

Free SiteLeak Audit

Top 5 Website Leaks

Leak Found	Why it Matters	Priority
1. Phone number is not strong enough on mobile	Emergency roof visitors need one-tap calling immediately.	Critical
2. Headline is too generic	Visitors should instantly see service + location + reason to trust.	High
3. Quote form appears too late	Waiting too long to ask for the quote loses high-intent visitors.	High
4. Trust proof is buried	Reviews, licenses, badges, and proof should appear before doubt builds.	Medium
5. Storm-season path is unclear	Roofing visitors in South Florida need a fast emergency/storm repair route.	Medium

Fix Priority Plan

1. Add a sticky mobile call button and stronger quote CTA.
2. Rewrite the hero headline around roofing + service area.
3. Move the quote form higher and reduce unnecessary fields.
4. Add reviews, license/insured language, and proof near the top.
5. Add a storm repair / emergency roof leak CTA section.

SiteLeak Pricing Ladder

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3-5 website leaks identified with recommended fixes.

\$297 Quick Leak Fix

Up to 3-5 focused conversion fixes.

\$997 Local Landing Page

One service + city page built for quote requests.

\$2,500+ Full Website Rebuild

Full redesign for larger website problems.

Get Your Free Audit

Submit your website and SiteLeak will identify 3-5 issues that may be costing calls, quote requests, and leads. No obligation.

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Sample Audit Note

This is a sample audit created for demonstration. It shows the type of findings and recommendations a SiteLeak audit may include. Results vary and no lead or revenue outcome is guaranteed.