

SAMPLE · MADE-UP BUSINESS

What your website is doing, and what it *isn't*

Oakline Remodeling

[oaklineremodeling.example](#)

LOCAL SERVICE · HOME REMODELER

6

findings, ranked by what they cost you

3

competitors compared with you

1

afternoon to fix the first four

BEFORE WE START

A note on this report

Thanks for sending your website. I went through oaklinere modeling.example page by page on a phone and a desktop, searched for your services the way a homeowner would, compared you with the three remodelers that show up first, and tested every link and button.

This isn't a sales document. Everything below was checked by hand, and it's in the order that matters. If you only read one page, read the last one: what I would do, in order.

Naikoo Suhaib

FIRST, WHAT'S WORKING

- ✓ **Your About page builds real trust.** Your story, a family photo and 20+ years in remodeling. It feels like a person, not a company.
- ✓ **Your project photos are superb.** They're your own work, sharp and well lit. Most remodelers use stock photos.
- ✓ **Your reviews are strong.** 4.9 stars from 29 Google reviews, with homeowners mentioning clean, careful work.
- ✓ **Your services are clear.** Bathroom remodels, kitchen counters and backsplashes, laundry and mud rooms, and tub to shower conversions.

You have everything a good website needs: the work, the reviews and the story. Right now the website doesn't put them in front of people.

YOUR COMPETITORS

How you compare

The three businesses that show up first when someone searches "bathroom remodel Riverside". In your report they're named.

	YOU	REMODELER A	REMODELER B	REMODELER C
Google rating	4.9 (29)	4.8 (210)	4.9 (160)	4.7 (95)
Position on Google Maps	#6	#1	#2	#3
Pages for services	None	8	6	5
Reviews on the homepage	No	Yes	Yes	Yes
Project photos next to each service	No	Yes	Yes	No

WHAT THEY DO BETTER

- Each of them has a page for every service, so they show up for searches like "bathroom remodel Riverside". You don't.
- Their homepages show reviews and star ratings in the first few seconds.
- They show finished projects on each service page, next to what the job involved.

WHERE YOU'RE ALREADY AHEAD

- Your project photos are better than all three.
- Your About page is the most personal of the four.
- Your rating is as high as the best of them.

THE FINDINGS

What's holding the site back

1

CONTENT

Your services have no pages of their own

Bathroom remodels, kitchen counters, laundry rooms and tub to shower conversions are a four-line list on the homepage. None of them has its own page, so there are no details, no process and nothing for Google to rank.

WHY IT MATTERS Homeowners want to see the service they need and how you do it. One page per service is how you show up when they search for it.

PRIORITY: HIGH

EFFORT: A FEW DAYS

2

DESIGN

Great photos, presented the wrong way

The homepage opens with four superb project photos but no headline and no text, then three buttons. The portfolio pages are photos only, with no words and no link to the service each job shows.

WHY IT MATTERS Photos sell remodels when they sit next to the service and the story of the job. A Bathroom Remodels page with your bathroom projects converts far better.

PRIORITY: MEDIUM

EFFORT: A FEW DAYS

3

MOBILE

On a phone, the site feels unfinished

The logo is too small to read, the gaps between sections are uneven, and it takes four screens of scrolling to reach your services or phone number.

WHY IT MATTERS Most homeowners look at a contractor on their phone first. The first screen should say who you are, what you do and how to call.

PRIORITY: HIGH

EFFORT: A FEW DAYS

4

TRUST

Your 29 Google reviews are hidden

You have 4.9 stars from 29 Google reviews, but none of them show on the homepage, and the Reviews page has 35 words.

WHY IT MATTERS Reviews are the strongest proof you have. A few on the homepage and on each service page, next to the work, build trust before anyone calls.

PRIORITY: HIGH

EFFORT: AN AFTERNOON

5

ERRORS

Empty and leftover pages are live

A "Welcome to our site" page from the template, an empty Blog page and two links that lead to missing pages are all live for Google to find. The homepage has no contact form.

WHY IT MATTERS Each one is small, but they make a careful business look unfinished, and the missing form loses people who don't want to call.

PRIORITY: MEDIUM

EFFORT: AN AFTERNOON

6

TRACKING

You can't see what's working

The site still runs the old Google Analytics code, which stopped collecting data in 2023. Search Console isn't set up, and nothing shows where people click or where they give up.

WHY IT MATTERS Set up Google Analytics 4, Search Console and Microsoft Clarity (free, and it shows where people click and scroll) before changing anything, so you can see what each fix does.

PRIORITY: MEDIUM

EFFORT: AN AFTERNOON

THE PLAN

What I would do, in order

FIRST

An afternoon's work

1. Show your Google rating and a few reviews on the homepage
2. Add a short quote form to the homepage
3. Remove the leftover and empty pages and fix the two broken links
4. Set up Google Analytics 4, Search Console and Microsoft Clarity

SECOND

The work that changes your search results

5. Give each service its own page: bathroom remodels first, then kitchens, laundry and mud rooms, and tub to shower conversions
6. Put your portfolio projects on the matching service page, with a few lines about each job
7. Add a headline, services and phone number to the first screen, and fix the phone layout

THIRD

The bigger project

8. A refreshed design built around your photos, with your About story and reviews at the centre

WHAT HAPPENS NOW

The report is yours. Work through the list yourself, or ask me to do it for you, and start closing the gap on your competitors.

Either way, there's no follow-up sales call. If you have a question about anything here, just reply to the email.

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This is a sample. Oakline Remodeling is made up, and every finding is a real pattern from contractor websites I have checked.