

SAMPLE REPORT

WEBSITE CHECK-UP · OVERLOOK

Tallow Creek *Roofing*

An honest look at what the website is doing for the business,
and a plain-English list of what to fix first.

BUSINESS

Residential roofing
Statesville, NC area

REVIEWED

Home, Services, Gallery,
Testimonials, Contact

PREPARED BY

DeAnn Burris
Back Valley Creative

Tallow Creek Roofing is a made-up business, and its "current" website was built to look like a typical site from around 2012. The findings and numbers in this sample are examples, so you can see what a real Check-up covers and how it reads.

THE SHORT VERSION

Good business, *tired website*

Tallow Creek has real strengths: 20 years in business, a local family crew, financing, and storm and insurance work that many roofers don't offer. The website hides almost all of it.

Most people looking for a roofer are on a phone, often right after a storm. On a phone, this site shows a shrunk desktop page where the text is too small to read and the phone number can't be tapped. Someone in a hurry will go back to Google and call the next roofer.

The good news is that most of the fixes are clear and some are quick. The list on page 6 is in order of what will bring in the most calls for the least effort.

Phones and computers

FIX FIRST

Speed

FIX FIRST

Getting in touch

FIX FIRST

Pages and messaging

NEXT

SEO basics

NEXT

Trust and proof

NEXT

Content and facts

WORKING

● Costing you calls ● Holding you back

● In good shape

1

Make it work on phones

Rebuild the layout so it fits any screen, with text people can read without pinching.

2

Make calling one tap

A tappable phone number and a short estimate form at the top of every page.

3

Lead with storm and insurance help

It's what sets you apart and what people search for after hail and wind.

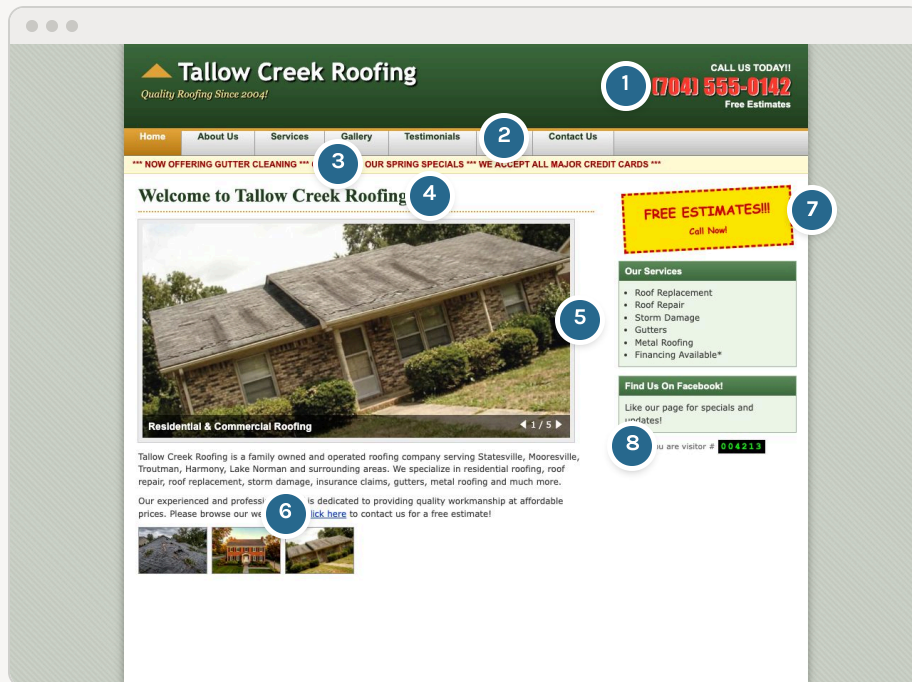
What's already working

- The phone number is at the top of every page
- Service area towns are named on the homepage
- "Since 2004" is a strong trust point to build on
- Financing is mentioned (it just needs explaining)
- The services list matches what people search for
- The project photos are real, not stock

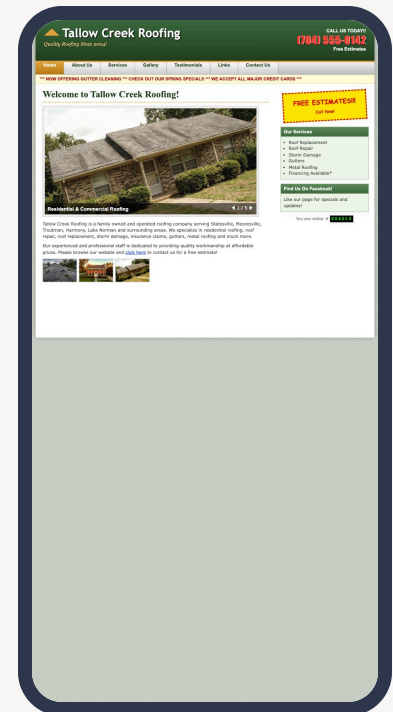
WHAT A CUSTOMER SEES

The homepage, *marked up*

I go through the site the way a customer would. Each number below matches a note underneath.



On a computer, 1280 pixels wide.



The same page on a phone. Everything shrinks to fit, so the text is too small to read and the buttons are too small to tap.

- 1 **The phone number is a picture of text**
Bright red and easy to see, but on a phone it can't be tapped to call.
- 2 **A "Links" page**
Pages like this date a site quickly and send visitors away to other websites.
- 3 **A scrolling banner with old news**
"Spring specials" in October makes people wonder if the business is still open.
- 4 **"Welcome to Tallow Creek Roofing!"**
The most important headline on the site says nothing about what you do or where.
- 5 **A five-photo slideshow**
Most people never click past the first slide, and the photos slow the page down.
- 6 **"Click here"**
The only call to action is a small link at the end of a paragraph.
- 7 **"FREE ESTIMATES!!!"**
A good offer, but it isn't a button, so there's nothing to tap.
- 8 **Visitor counter**
A quick sign that a site hasn't been touched in years. Easy to remove.

WHAT I FOUND

Area by area

Phones and computers

FIX FIRST

1/3 size

how big body text shows up on a phone

WHAT I FOUND

The site is a fixed 960 pixels wide. Phones shrink the whole page to fit, so body text shows up at roughly a third of its normal size.

WHY IT MATTERS

People don't pinch and zoom to find a roofer. They tap back to Google and try the next one. Google also ranks sites that work well on phones higher.

THE FIX

A layout that adjusts to any screen. This one can't be patched; it's the main reason a rebuild makes sense here.

Speed

FIX FIRST

6.8 sec

to load the homepage on a phone (aim for under 3)

WHAT I FOUND

- The homepage is 4.2 MB, mostly five slideshow photos uploaded at full camera size
- The slideshow script loads before anything else shows
- No caching is set up

WHY IT MATTERS

Every extra second of loading loses visitors, especially on a phone signal outside town.

THE FIX

Resize and compress photos (a quick fix on its own), replace the slideshow with one strong photo, and turn on caching.

Getting in touch

FIX FIRST

0

tappable phone numbers or forms on the homepage

WHAT I FOUND

- The phone number is styled text that can't be tapped
- The only way to reach you online is the Contact Us page, which shows an email address but no form
- "Free estimates" appears three times, never as a button

WHY IT MATTERS

Many people won't call, especially in the evening. A short form catches those leads instead of losing them.

THE FIX

A tap-to-call number in the header, a "Get a free estimate" button on every page, and a 4-field form that sends to your email.

Pages and messaging

[NEXT](#)

WHAT I FOUND

- The headline is "Welcome to..." instead of what you do and where
- All six services share one Services page, a few lines each
- Storm damage and insurance claims, your strongest selling points, appear once, mid-paragraph
- "Financing Available*" has an asterisk with no explanation

WHY IT MATTERS

Visitors decide in a few seconds whether they're in the right place. A clear headline and one page per service answer that, and give Google more to show for each kind of search.

THE FIX

A headline like "Roof replacement and storm repair in Statesville and Lake Norman." Separate pages for replacement, repair, and storm damage. One plain sentence on financing terms.

SEO basics

[NEXT](#)

WHAT I FOUND

- Every page title follows the pattern "Tallow Creek Roofing - Home"
- No page descriptions, so Google writes its own
- Photos have no descriptions (alt text)
- The site isn't connected to Google Search Console

WHY IT MATTERS

Titles and descriptions are what people see in search results. Right now they don't mention roofing, storms, or any town.

THE FIX

Write a title and description for each page, add photo descriptions, and set up Search Console so you can see what people search to find you. All quick fixes.

Trust and proof

[NEXT](#)

4.8 ★

on Google with 60+ reviews, none shown on the site

WHAT I FOUND

- The Testimonials page has three undated quotes with first names only
- No license, insurance, or warranty details anywhere
- Gallery photos have no captions or locations
- The scrolling banner and visitor counter make the site look unattended

WHY IT MATTERS

A roof is a big purchase from someone who'll be on top of your house. People look for proof before they call.

THE FIX

Show recent Google reviews, add license and warranty details near the estimate button, and caption project photos ("Full replacement, Troutman").

YOUR FIX LIST

What to do, *in order*

Ordered by what will make the biggest difference for the least effort. You or your current web person can work through it, or I can quote it.

	FIX	EFFORT	WHO CAN DO IT
FIX FIRST · COSTING YOU CALLS			
1	Make the phone number tap-to-call on every page Quickest way to get more calls from phones	Quick	Your web person
2	Add a short estimate form and a "Get a free estimate" button Catches people who won't call	Moderate	Your web person
3	Resize and compress all photos Cuts load time without changing the design	Quick	You or your web person
4	Rebuild the layout to work on phones The biggest problem, and it can't be patched	Bigger project	New website
NEXT · HOLDING YOU BACK			
5	Rewrite the homepage headline to say what you do and where	Quick	You
6	Remove the scrolling banner, visitor counter, and Links page	Quick	Your web person
7	Write page titles and descriptions; add photo alt text	Quick	You or your web person
8	Connect Google Search Console	Quick	Your web person
9	Show recent Google reviews, license, and warranty details	Moderate	Your web person
10	Give storm damage and insurance claims their own page	Moderate	You + your web person
WHEN YOU CAN			
11	Separate pages for replacement, repair, gutters, and metal	Moderate	You + your web person
12	Caption gallery photos with the job type and town	Quick	You
13	Explain financing terms in one plain sentence	Quick	You

WHAT HAPPENS NEXT

Your next step is *up to you*

My honest take: the quick fixes on the list are worth doing right away. The phone layout is the real problem, and it's the main reason a new site makes sense for Tallow Creek.

Fix it yourself

The list is written so you or your current web person can work through it. No strings attached.

Have me fix it

I can quote any of the items on the list as a flat price before any work starts.

Start fresh

If a rebuild is the right call, a Small Website or Custom Website covers everything on this list.

\$350

Credited toward your new website

If you hire me to build your new site within 60 days of your Check-up, the full Check-up fee comes off the project price.

On our walkthrough call

1. We go through this report together, top to bottom
2. I show you each problem live on your site, on a phone and a computer
3. You ask anything, and we agree on what to tackle first

Back Valley
— CREATIVE —

DeAnn Burris

Back Valley Creative

hello@backvalleycreative.com · backvalleycreative.com