YA

Your Agency

DIGITAL MARKETING PARTNER

STRATEGY & AUDIT SUMMARY

Digital Marketing Audit & Strategy

Where your online presence stands today, the ten issues holding it back, and a 90-day roadmap to fix them in the right order.

PREPARED FOR	WEBSITE	REPORT PERIOD
Kestrelpeak Roofing	kestrelpeakroofing.com	September 2026

SEPTEMBER AT A GLANCE

Overall score

58 /100

competitor average: 64

Issues found

47

12 high priority, 14 quick wins

Target score in 90 days

79 ▲ +21

if the roadmap is completed on schedule

Sample excerpt only. Full monthly reports include many more data points. Client, website and figures are fictional.

02 · SCORECARD

A solid base with clear gaps in local and authority

Audit completed September 2026 · benchmark = average of 3 local competitors

Overall score



Fair competitor average 64

12	21	14
high priority	medium	low

Score = average of the six area scores. 47 issues found in total.

Scores by area



Strengths

Paid search beats competitors (74 vs 62) and the site already has clear calls to action on every page.

Biggest gaps

Authority (41) and Local (49) are well below competitors, which keeps you out of the map pack for most roofing searches.

Biggest opportunity

Fixing the Google Business Profile and review volume is low effort and should lift calls within 30–45 days.

03 · TOP 10 ISSUES

The ten issues to fix first

Ranked by priority (impact on leads) and effort to fix

#	ISSUE	AREA	PRIORITY	EFFORT	EXPECTED IMPACT
1	Google Business Profile missing service areas and secondary categories	Local	High	Low	More map pack visibility
2	Quote form has 11 fields; 71% of visitors who start it abandon	Conversion	High	Low	More quote requests
3	Only 38 Google reviews vs 140 competitor average	Local	High	Low	Higher click-through and trust
4	Mobile LCP is 5.2 s on service pages (target under 2.5 s)	Technical	High	Medium	Better rankings and fewer bounces
5	Repair, replacement and storm damage share one page	Content	High	Medium	Rank for each core service
6	Thin link profile: 46 referring domains vs 120 average	Authority	High	High	Stronger organic rankings
7	Name, address and phone inconsistent on 23 directories	Local	Medium	Low	Cleaner local signals
8	Google Ads send all traffic to the home page	Paid	Medium	Low	Lower cost per lead
9	Duplicate title tags on 18 pages; 14 broken internal links	Technical	Medium	Low	Cleaner crawling and indexing
10	No content on financing or insurance claims	Content	Medium	Medium	Capture high-intent questions

Issues found by area

47 in total



Quick wins (high priority, low effort)

- **#1** Complete Google Business Profile categories and service areas
- **#2** Cut the quote form to 5 fields with an optional photo upload
- **#3** Start a post-job review request by text and email

~2 weeks
to complete all three

+15–20%
more calls expected

04 · 90-DAY ROADMAP

Your 90-day roadmap

October – December 2026

DAYS 1–30

Fix the foundations

- Complete Google Business Profile (#1)
- Shorten quote form (#2)
- Launch review requests (#3)
- Fix titles and broken links (#9)
- Point ads to service pages (#8)

Expected: +15–20% more calls

DAYS 31–60

Build the core

- Speed up mobile pages (#4)
- Split into 3 service pages (#5)
- Clean up 23 directory listings (#7)
- Publish financing and insurance guide (#10)
- Start local link outreach (#6)

Expected: top 5 for "roof repair" terms

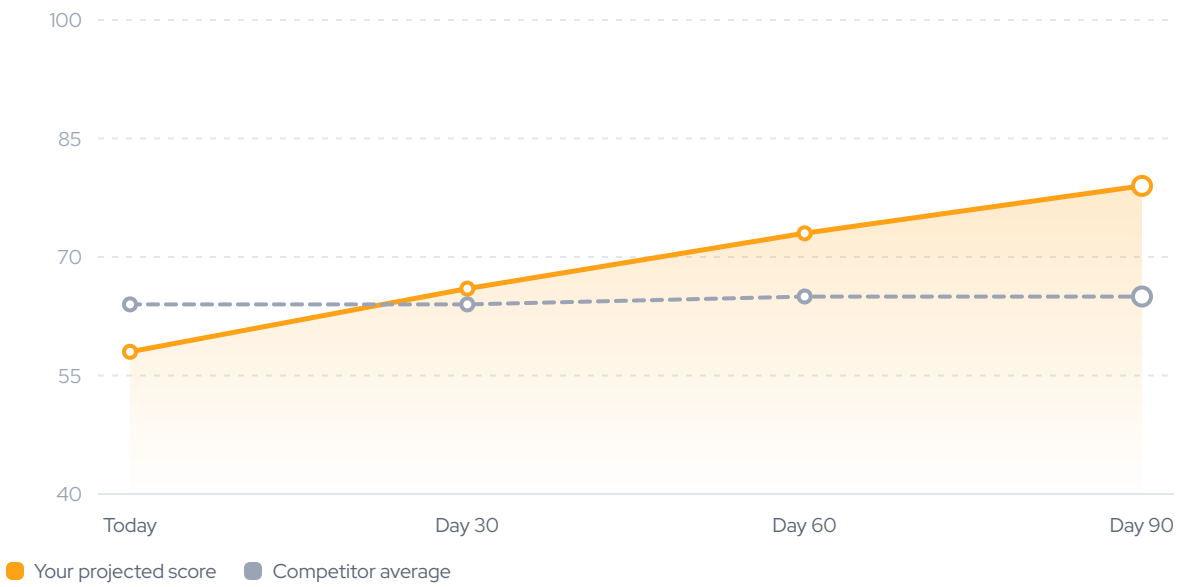
DAYS 61–90

Grow and compound

- Earn 15–20 new referring domains
- Add 6 city service-area pages
- Storm-season ad campaign
- A/B test the new quote form
- Re-audit and update the roadmap

Expected: overall score 79 / 100

Projected score



What we need from you

- Access to Google Business Profile and Ads
- List of recent customers for review requests
- Photos of 10 recent roofing jobs
- 30-minute monthly review call

We start with the Days 1–30 items as soon as access is granted. Progress is reported monthly against this roadmap.