

Website strategy audit

Harbor Home Services

A transparent demonstration of how we turn public-page evidence into prioritized conversion, messaging, and user-flow decisions.

DEMONSTRATION ASSESSMENT

62 **High-leverage friction found**

The scenario suggests credible service delivery, but the first screen, proof placement, and estimate path dilute buying intent.

5

PRIORITY DECISIONS

Evidence tied to action

3

COPY UPGRADES

Ready to adapt

1 day

EXECUTION PATH

Sequenced and measurable

INTEGRITY NOTE

Harbor Home Services is fictional. All business facts and page observations are demonstration inputs, not verified claims, testimonials, or measured performance results.

AUDIT BASIS

What is known - and what is inferred.

A useful audit separates direct observations, client-provided facts, and hypotheses that require testing.

DEMONSTRATION INPUTS

DIRECT OBSERVATION Hero uses a generic quality statement and a broad Contact us action.	DIRECT
PROVIDED FACT Scenario brief states 18 years in business, 4.9 stars, and free estimates.	PROVIDED
DIRECT OBSERVATION Proof and response expectations appear below the first mobile screen.	DIRECT
HYPOTHESIS Earlier proof and a specific estimate action should reduce hesitation.	TEST

ASSESSMENT METHOD

1 Clarity Can a first-time visitor identify the service, location, and next step?	2 Trust Is relevant proof visible near the decision point?
3 Friction How much effort is required to request help on mobile?	4 Intent Does the page answer what happens after the click?

DECISION QUEUE

Fix the buying path first.

Each recommendation is connected to a visible friction point, then ranked by likely impact and effort.

01

Make the primary action specific

IMPACT: HIGH | EFFORT: LOW

EVIDENCE The first-screen action says "Contact us," which does not explain the outcome.

ACTION Use one dominant action: "Get my free estimate." Repeat it after proof and service details.

02

Put proof beside the promise

IMPACT: HIGH | EFFORT: LOW

EVIDENCE The rating, experience, and license signals are separated from the hero claim.

ACTION Place rating, service area, years in business, and insured status beneath the headline.

03

Set response expectations

IMPACT: HIGH | EFFORT: MED

EVIDENCE The page asks for contact details without explaining the next step or response window.

ACTION State that estimates are free, name the response window, and explain the inspection sequence.

04

Reduce mobile form friction

IMPACT: MED | EFFORT: MED

EVIDENCE The scenario form asks for detailed project information before enough trust is established.

ACTION Begin with name, phone, ZIP, and service. Ask project details after the first commitment.

05

Repair confirmation feedback

IMPACT: MED | EFFORT: LOW

EVIDENCE The post-submit state confirms receipt but does not say when or how the company will respond.

ACTION Confirm receipt, promise a response window, and surface the emergency phone option.

POSITIONING

Say the useful thing sooner.

The proposed direction makes the service, proof, and next action understandable before the first scroll.

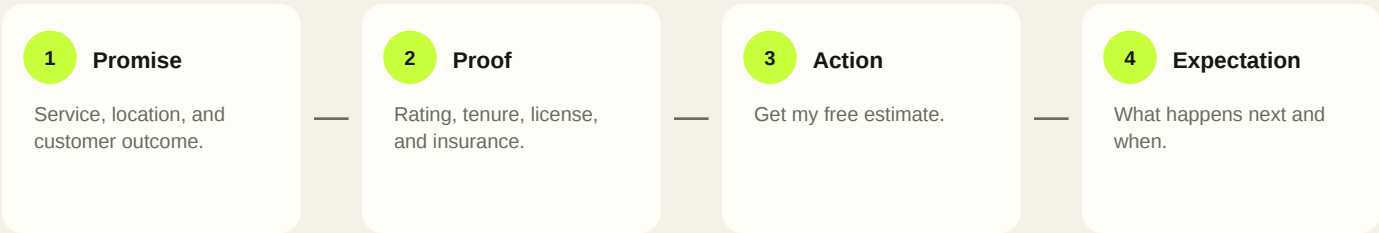
CURRENT MESSAGE

Quality home services you can trust.

SUGGESTED DIRECTION

Fast, dependable home repairs - backed by 18 years serving Harbor County.

RECOMMENDED FIRST-SCREEN SEQUENCE



CONVERSION LOGIC

Generic claim	Specific local promise	Improves self-selection
Detached proof	Proof beside CTA	Reduces verification work
Broad contact action	Free-estimate action	Clarifies click outcome
Unknown follow-up	Named response window	Reduces post-submit anxiety

CATEGORY COMPARISON

Benchmark the decision experience.

This model benchmark demonstrates the comparison method. It is not presented as live competitor research.

CRITERION	CURRENT SCENARIO	EXPECTED BASELINE	DIRECTION
Service clarity	Generic	Specific service + area	Name both
Proof proximity	Below fold	Near first CTA	Move up
CTA specificity	Contact us	Outcome-based	Free estimate
Response expectation	Not stated	Clear time window	Add it
Mobile contact	Passive	Persistent option	Sticky call

STRATEGIC DIRECTION

Compete on certainty, not adjectives.

Generic quality language is easy to match. Local proof, a defined estimate process, and a visible response window create a more defensible buying experience.

RESEARCH STANDARD FOR A LIVE ENGAGEMENT

For a real client, the benchmark would record named competitors, exact URLs, capture dates, screenshots, public review signals, and page-specific observations. Claims would be traceable to those sources.

ACTION PLAN

Ship changes, then measure.

Recommendations are hypotheses until behavior or business outcomes support them.

FIRST-DAY SEQUENCE

01

FIRST 30 MINUTES

Replace the hero message, proof line, and estimate action.

02

NEXT 45 MINUTES

Move trust signals beside the first decision point.

03

NEXT 60 MINUTES

Shorten the mobile form and add a persistent call option.

04

FINAL 30 MINUTES

Repair confirmation feedback and test every contact path.

TESTABLE HYPOTHESES

H1 - Clearer intent

CHANGE

Replace Contact us with Get my free estimate.

WATCH CTA clicks and qualified submissions

H2 - Earlier trust

CHANGE

Move verified proof directly under the promise.

WATCH CTA clicks and form starts

DELIVERY STANDARD

One public website, one business goal, a cited evidence trail, prioritized decisions, copy direction, and an implementation sequence. No passwords required. No performance guarantee.