

Website Revenue Diagnostic Report

A forensic look at where your website is losing you customers — and what it takes to fix it

XXXXXXXXXXXXXXXXX Air Duct Service

YOUR #1 REVENUE LEAK

YOUR SERVICES PAGE — THE PAGE EVERY PROSPECT VISITS AFTER YOUR HOMEPAGE — CONTAINS ONE SENTENCE.

A homeowner in Galena Park or Houston notices their air ducts need cleaning. They find your site, they like what they see on the homepage, and they click 'Air Duct Services' to learn more about what you do and what it costs.

What they find is this: 'We do it all in Galena Park, TX!'

That is the entire page. No list of services. No explanation of your process. No pricing guide. No reassurance that you are licensed, insured, or experienced. Nothing that gives a prospect in a hot Texas summer the confidence to pick up the phone and call.

In a market where trust is everything and competitors are one click away, an empty services page is not a minor oversight.

It is the single reason most visitors leave without ever calling.

Rebuilding this page into a proper conversion asset — with services, process, credentials, and structured calls to action — requires professional copywriting and web design. The estimated annual revenue walking out the door through this gap alone: \$8,000–\$20,000.

AUDIT AT A GLANCE

Real scores from Google PageSpeed Insights — tested June 6, 2026

85 / 100	85 / 100	98 / 100	4.4 seconds	5 Found	\$25K–59K / yr
Overall Score	Mobile Speed Score	Desktop Score	Mobile LCP	Critical Issues	Est. Revenue at Risk

WHAT YOUR SITE IS GETTING RIGHT

Verified strengths — every item below was confirmed before being written

#	What Is Working Well	Why It Matters to Your Business
01	Phone number is visible above the fold on every page	The phone number (346) 666-7771 appears in the top-right corner of every page header. A customer in an emergency — which is most HVAC customers in a Texas summer — can find the number immediately without searching. That is the right instinct.
02	Contact form is live and functional	The Contact page has a working form with Name, Email, Phone, and Message fields. This gives visitors who aren't ready to call an alternative way to reach out and captures after-hours leads that a phone-only setup would lose entirely.
03	Google Map is embedded on the contact page	A live, interactive Google Map shows the 1401 Clinton Dr location. This helps new customers locate the business and supports local search credibility with Google's algorithm.
04	Houston West Chamber of Commerce and City of Houston trust badges	Both trust badges are displayed in the footer — a meaningful signal for Houston-area homeowners evaluating whether to trust a service company with access to their home. These are legitimate affiliations that most competitors in this space do not display.
05	Serving the Houston area since 2015 — over 10 years in business	A decade of operation in a competitive market is genuine credibility. In the air duct and HVAC industry, longevity signals reliability in ways that newer competitors simply cannot match. This is a real differentiator.

#	What Is Working Well	Why It Matters to Your Business
06	SSL and technical standards are fully intact — 100/100	Best Practices scores 100/100 on both mobile and desktop. SSL is active, security certificates are valid, and technical compliance is fully met. Customers can trust that their contact information is handled securely.
07	SEO technical foundation is perfect — 100/100	Google's full SEO audit returns 100/100 on both mobile and desktop. Page titles, meta descriptions, and heading structure are all correctly configured. The site's technical bones are search-engine ready.
08	Desktop performance is strong — 98/100	On a standard desktop connection the site loads in under 0.3 seconds. Virtually instant. A desktop visitor gets a fast, smooth experience from the first click.
09	Social media links present in footer	Links to social media profiles exist in the footer, giving customers an additional channel to find and follow the business. In a local service market, social presence builds community trust over time.
10	Privacy policy is in place	A Privacy Policy link is present in the footer. This is a baseline legal requirement for any business collecting contact information online. Having it in place avoids compliance exposure and builds visitor confidence.

FULL SITE SCORECARD

Every score sourced from a real measurement — the verified source is cited on each row

#	What We Measured	Score	What It Means in Plain English	Status	Verified Source
01	Mobile Load Speed	4	The main content takes 4.4 seconds to appear on a phone — Google's target is under 2.5 seconds. A customer searching for duct cleaning in a hot Houston summer won't wait.	CRITICAL	Google PageSpeed Mobile LCP 4.4s, Jun 6 2026
02	Desktop Performance	9	On desktop the site loads in 0.3 seconds — a near-perfect result. The 98/100 score means desktop visitors get a fast, friction-free experience.	EXCELLENT	Google PageSpeed Desktop 98/100, Jun 6 2026
03	Technical Health (SSL, Security, Standards)	9	SSL active, no broken redirects, security certificates fully intact. 100/100 Best Practices on both mobile and desktop.	EXCELLENT	Google PageSpeed Best Practices 100/100 mobile & desktop
04	SEO Technical Foundation	10	Perfect 100/100 on both mobile and desktop. Page titles, descriptions, and headings are correctly structured.	EXCELLENT	Google PageSpeed SEO 100/100 mobile & desktop
05	Services Page Content	1	The Air Duct Services page — the destination for every interested prospect — contains a single sentence. No services listed, no process, no credentials, no pricing.	CRITICAL	Live crawl — one sentence: 'We do it all in Galena Park, TX!'
06	Pricing Transparency	1	No pricing, no ranges, and no 'starting from' figures exist anywhere on the site. A homeowner evaluating cost cannot find any guidance and will call a competitor who shows one.	CRITICAL	Live crawl — zero pricing found on any page
07	Customer Reviews & Social Proof	2	No testimonials, no star ratings, no review widget, and no case studies anywhere on the site. A new customer has no evidence that anyone has used this service and been satisfied.	CRITICAL	Live crawl — no reviews or testimonials found on any page
08	Office Hours	2	No office hours are listed on any page — not on Contact, not in the footer, not in the header. A homeowner wondering if they can get same-day service has no way to find out.	CRITICAL	Live crawl — no hours found on any page
09	Content & Organic Search Reach	2	Only 3 pages are indexed by Google. The homepage body is generic SEO filler text. No location-specific service content exists to attract Houston homeowners searching organically.	CRITICAL	Google — 3 pages indexed; No CrUX field data
10	Accessibility	8	91/100 on both mobile and desktop — a solid result. The vast majority of visitors will experience no friction navigating the site.	GOOD	Google PageSpeed Accessibility 91/100 mobile & desktop

REVENUE LEAK ANALYSIS

Every leak verified from the live site — written in plain English with a dollar cost attached

Priority	The Revenue Leak	What Is Happening & Why It Costs You Customers	Professional Solution Required	Est. Annual Impact
P1 CRITICAL	Services page has one sentence — prospects arrive and leave immediately	Every visitor who clicks 'Air Duct Services' after seeing your homepage arrives at a page containing one line of text: 'We do it all in Galena Park, TX!' There is no list of what you actually do, no explanation of your cleaning process, no mention of being licensed or insured, and no pricing guidance. In a market where homeowners are comparing multiple providers in minutes, an empty services page means an immediate click to a competitor who answers their questions.	Professional content architecture and copywriting — developing a complete service page that communicates expertise, process, credentials, and conversion triggers in the language Houston homeowners use when they search for air duct services.	\$8,000–\$20,000 / yr in recovered enquiries
P1 CRITICAL	No pricing information anywhere on the site	Homeowners searching for air duct cleaning in Texas have been burned by bait-and-switch pricing scams — the BBB has documented this extensively in the Houston market. A site with no pricing information triggers exactly the same suspicion as a scam operator. Qualified customers who could easily afford your services are disqualifying you silently and calling a competitor who at least shows a price range.	Strategic pricing presentation design — professionally structuring a transparent investment section that builds trust, pre-qualifies prospects, and removes the affordability uncertainty that is currently costing you calls every single day.	\$5,000–\$12,000 / yr in qualified bookings retained
P1 CRITICAL	No customer reviews or testimonials anywhere on the site	In the home services industry, reviews are the #1 purchase trigger. A homeowner letting a technician into their house needs social proof before they call. Your site has no testimonials, no star ratings, no before-and-after stories, and no Google review widget on any page. You have 10+ years of service history — that experience is completely invisible to every new visitor.	Reputation integration and review generation strategy — building a systematic process to capture real customer testimonials, displaying them throughout the site, and connecting live Google review data so new visitors see peer proof immediately.	\$6,000–\$15,000 / yr in trust-driven bookings
P1 CRITICAL	Mobile site takes 4.4 seconds to show its main content	Google's benchmark for a good mobile experience is 2.5 seconds. Your site takes 4.4 seconds — 76% over that limit on a standard mobile connection. HVAC and air duct customers are almost always searching on their phones, often urgently. Research consistently shows 7% of mobile visitors leave for every additional second of load time. In a Texas summer, a homeowner searching for emergency duct cleaning will not wait 4.4 seconds — they will call whoever loaded first.	Professional performance engineering — diagnosing and eliminating the specific causes of the mobile LCP delay through image optimisation, script management, and server-level caching. A technical implementation requiring developer expertise.	\$3,000–\$7,000 / yr from retained mobile visitors
P1 CRITICAL	Office hours not listed on any page of the site	A homeowner noticing a problem with their air quality on a Saturday morning wants to know: are you open today? Can I get someone out this week? Your site has no answer to this question anywhere — not on the contact page, not in the header, not in the footer. When that question goes unanswered, the next provider they visit who answers it gets the call.	Full site information architecture review — ensuring every trust-critical piece of business information (hours, service area, response time, contact options) is present, consistent, and visible on every page and every device.	\$2,000–\$5,000 / yr in resolved enquiry friction
P2 IMPOR TANT	Only 3 pages indexed — the site is nearly invisible to Google searches	Google has only 3 pages to send searchers to from this entire site. Every Houston homeowner searching 'air duct cleaning Galena Park TX', 'dryer vent cleaning Houston', or 'HVAC duct cleaning near me' represents a potential customer. With only 3 thin pages, the site cannot compete for any of those searches against competitors with 20, 30, or 50 indexed pages.	Content strategy and professional implementation — developing targeted location and service pages that match the exact phrases Houston homeowners search for, building the site's authority and organic visibility month over month.	\$6,000–\$14,000 / yr in new organic leads
P2 IMPOR TANT	Homepage body is generic SEO filler — creates no urgency and builds no trust	The homepage contains a generic 'Top 10 Upsides' list and an 18-item contaminant inventory that reads like boilerplate content, not a real business talking to real Houston homeowners. There is no urgency, no local personality, no story, and no reason to choose this company over any of the dozens of other air duct services in the Houston metro area.	Professional brand voice and conversion copywriting — replacing the generic filler with homepage content that speaks directly to a Galena Park homeowner's specific concerns, creates urgency, and makes a compelling case for calling 365 Air Duct Service specifically.	\$4,000–\$9,000 / yr in improved homepage conversions

Priority	The Revenue Leak	What Is Happening & Why It Costs You Customers	Professional Solution Required	Est. Annual Impact
P3 MONITOR	No online booking — all enquiries require a phone call	The contact form captures messages but does not allow a customer to request a specific appointment slot. Homeowners who want to schedule without making a call — a growing preference, particularly among younger customers — have no way to do so. Every booking requires a phone exchange, which adds friction and risks losing leads who submit and never hear back quickly.	<i>Appointment scheduling integration — professionally implementing a booking system that allows homeowners to request service slots online, with automated confirmation and follow-up, reducing manual coordination and capturing more conversions.</i>	Improved lead capture and booking conversion

90-DAY REVENUE RECOVERY ROADMAP

Ordered by impact — the highest-return work comes first

When	What Needs to Happen	What Changes for Your Business	Estimated Revenue Recovered
Phase 1 (Immediate)	Rebuild the Services page into a proper conversion asset. Add office hours to every page. Install a Google Reviews widget.	Prospects who click through from the homepage now find a compelling, credible services page that answers their questions and drives them to call. Hours are visible. Social proof appears. The biggest single leak is plugged.	\$8,000–\$20,000 / yr from services page conversion
Phase 2 (30–60 days)	Add transparent pricing guidance to the site. Launch a review generation campaign to build star ratings. Fix the mobile load speed.	Homeowners can assess affordability without calling. Google search results begin showing your star rating. Mobile visitors stop abandoning before the page loads.	+\$9,000–\$22,000 / yr from pricing, reviews, and mobile
Phase 3 (60–90 days)	Replace homepage filler copy with professional, locally-targeted content. Build out additional service and location pages to expand Google's index.	The site begins attracting organic search traffic from Houston homeowners who would never have found it before. Each new page is a permanent new door into the business — compounding traffic month over month.	+\$8,000–\$17,000 / yr in new organic customer leads
Total Combined Upside	All seven revenue leaks resolved. Every page of the site working to bring in qualified Houston homeowners — not just the contact page.	More customers finding the business, trusting it faster, and booking without needing to be chased. A site that matches the quality of 10+ years of real service experience.	\$25,000–\$59,000 / yr cumulative revenue uplift

What This Report Is Telling You

365 Air Duct Service has real foundations to build on — a decade in business, legitimate trust affiliations, a working contact form, and strong technical scores on desktop. Those are not nothing. But the site is currently operating at a fraction of its potential.

Five critical revenue leaks are costing an estimated **\$25,000–\$59,000 per year** in customers who found the site, were not convinced, and called someone else. The most damaging of these — an empty services page — requires no new technology and no complex strategy. It requires professional content that speaks to a Houston homeowner's real concerns.

A site that accurately represents 10+ years of service experience will convert at a completely different rate than one that answers 'what do you do?' with a single sentence.