



PREPARED FOR
Demo Roofing Houston
Houston, TX · Roofing

PRIVATE VISIBILITY AUDIT - JUN 3, 2026

Demo Roofing Houston Visibility Audit

A private audit of **calls**, **visibility**, **trust** signals and **buyer confidence**. Built for owners, with no technical noise.

1 revenue leak

3 proof points

2 first moves



Overall Visibility Score
Losing opportunities

Google visibility
57

How easy it is for a buyer to find and trust the business online.

Calls and forms
47

How clearly the site turns visits into calls, quote requests or form leads.

Trust signals
51

Reviews, profile strength and public confidence cues buyers notice first.

Google Business
Losing opportunities

58

Reviews
Serious conversion risk

44

Website Conversion
Losing opportunities

48

Local Seo
Losing opportunities

55

Competitors
Losing opportunities

47

Speed Mobile
Losing opportunities

52

PRIORITY LEAKS

Where the business may be losing calls, trust or leads

01 **HIGH**

Ready-to-call visitors may not see the fastest path to contact you.

Roofing prospects often search from a phone during urgent moments. If the call path is not obvious, they may call a competitor first.

Evidence The homepage does not show a primary call button above the fold on mobile.

Akambry fix Add a clear mobile-first call CTA and track calls from the audit landing path.

[Mobile homepage CTA evidence](#)

FINDINGS

Proof-backed findings and recommended fixes

Website Conversion

HIGH

Mobile CTA is not strong enough for urgent roofing intent.

Problem: The main page does not make the call action obvious before the visitor scrolls.

Why it matters: For home services, a delayed CTA can turn high-intent traffic into missed calls.

[Mobile homepage CTA evidence](#)

Reviews

HIGH

Review strength looks weaker than nearby competitors.

Problem: Public review evidence suggests competitors may look more trustworthy first.

Why it matters: Reviews are often the first trust filter before a homeowner calls.

[Visible review comparison](#)

[Competitor review footprint](#)

Competitor Position

MEDIUM

A competitor presents a stronger local trust signal.

Problem: A visible competitor shows stronger review footprint and clearer emergency CTA.

Why it matters: Prospects comparing local roofers may choose the business that looks easier and safer to call.

[Competitor review footprint](#)

COMMERCIAL IMPACT MAP

How the findings connect to lost buyer confidence

Primary Commercial Leak

Ready-to-call visitors may not see the fastest path to contact you.

Roofing prospects often search from a phone during urgent moments. If the call path is not obvious, they may call a competitor first.

Conversion Friction

Website Conversion

For home services, a delayed CTA can turn high-intent traffic into missed calls.

Trust Signal Risk

Reviews

Reviews are often the first trust filter before a homeowner calls.

Competitive Pressure

Example Houston Roofer

Stronger review footprint and clear emergency roofing CTA.

Evidence Coverage

3 public proof signals

Sources reviewed in this brief include website, google business, competitor.

ACTION PLAN

What to fix first

1 Fix the mobile call path.
 Make it easier for urgent visitors to call before comparing competitors.
Effort: low

2 Launch review capture and GBP cleanup.
 Improve trust signals where local prospects compare providers first.
Effort: medium

EXECUTION BRIEF

How to turn the evidence into business movement

01 / Website Conversion

Mobile CTA is not strong enough for urgent roofing intent.

Commercial reason: For home services, a delayed CTA can turn high-intent traffic into missed calls.

Recommended move: Create a sticky call/quote CTA, test it on mobile, and track every tap.

02 / Reviews

Review strength looks weaker than nearby competitors.

Commercial reason: Reviews are often the first trust filter before a homeowner calls.

Recommended move: Launch a review request workflow and update GBP proof points.

03 / Competitor Position

A competitor presents a stronger local trust signal.

Commercial reason: Prospects comparing local roofers may choose the business that looks easier and safer to call.

Recommended move: Improve profile completeness, review flow, and conversion CTA together.

LOCAL COMPARISON

What nearby competition is signaling to buyers

COMPETITOR	RATING	REVIEWS	WHAT THEY SIGNAL
Example Houston Roofer	4.8	312	Stronger review footprint and clear emergency roofing CTA.

EVIDENCE TRAIL

Public signals used to support the audit

Website

Mobile homepage CTA evidence

The homepage does not show a primary call button above the fold on mobile.

<https://example-roofing.test>

Google Business

Visible review comparison

Visible review count is weaker than nearby roofers found in Maps.

<https://maps.google.com/?q=roofing+houston>

Competitor

Competitor review footprint

A nearby competitor presents a stronger review footprint in public listings.

<https://maps.google.com/?q=roofing+houston>

DECISION CHECKLIST

What the owner should confirm before work starts

Approve first fix

Fix the mobile call path. Make it easier for urgent visitors to call before comparing competitors.

Protect the fastest lead path

Roofing prospects often search from a phone during urgent moments. If the call path is not obvious, they may call a competitor first.

Use the local comparison

Example Houston Roofer is signaling: Stronger review footprint and clear emergency roofing CTA.

Verify the public proof

Mobile homepage CTA evidence: The homepage does not show a primary call button above the fold on mobile.

MEASUREMENT PLAN

What should improve after the first fixes

AREA	CURRENT SIGNAL	WHAT TO WATCH	FIRST OWNER MOVE
Calls and forms	47	Track call taps, quote button clicks, form starts and completed form leads after the mobile CTA fix.	Fix the mobile call path.
Google and trust	51	Track review requests, new reviews, GBP completeness and public proof points that reduce buyer hesitation.	Launch review capture and GBP cleanup.
Local comparison	47	Compare review footprint, emergency CTA clarity and public profile completeness against visible local competitors.	Use the competitor signal as the benchmark for the first improvement cycle.

OWNER INPUTS

Questions that should be answered before implementation

Call ownership

Who answers urgent calls, and what should happen when the owner or office misses one?

Quote path

Which page or phone path should receive the first implementation around Fix the mobile call path.?

Review workflow

Who will ask satisfied customers for reviews, and when should that request happen?

Service area focus

Which local areas matter most for Demo Roofing Houston before broader visibility work starts?

Next step: fix the highest-leverage leak first.

This report is intentionally short. Akamby can turn the priority item into a clear execution plan before more visitors, clicks and calls are lost.