

THE 11-POINT WEB SALES ENGINE AUDIT

# Is your website sending leads to your competitor?

Homeowners are already judging your website before they ever call. If the right signals are missing, they choose someone else.

**11 checkpoints. One score.** Know where your site builds trust, and where it loses jobs.

## YOUR 11-POINT SCORECARD

- 1 First Impression ✓
- 2 Clarity & Message ✗
- 3 Mobile Experience —
- 4 Social Proof ✓
- 5 Calls to Action
- 6 Trust & Credibility
- 7 Conversion Path
- 8 Performance
- 9 SEO & Discoverability
- 10 Follow-Up & Automation
- 11 Overall Impact



**Private Website Strategy Review**



**Jonathan Roumain**

Founder, Indigoflowz • 250+ Website Builds


The guy contractors call when their work deserves a better website.

# Before You Score Your Website, Think Like a Homeowner

This is not a design checklist. It is a revenue audit. Every item represents a moment where a homeowner either moves closer to calling you or quietly chooses someone else. Score honestly. If something is technically present but hard to find, mark it partial. If it fails the 5-second test, mark it fail.




**The rule:**  
If a homeowner has to search for it, it does not count as clear.



**Pass**  
1 point

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Clear, visible, persuasive.



**Partial**  
0.5 points

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Present but buried, weak, or unclear.



**Fail**  
0 points

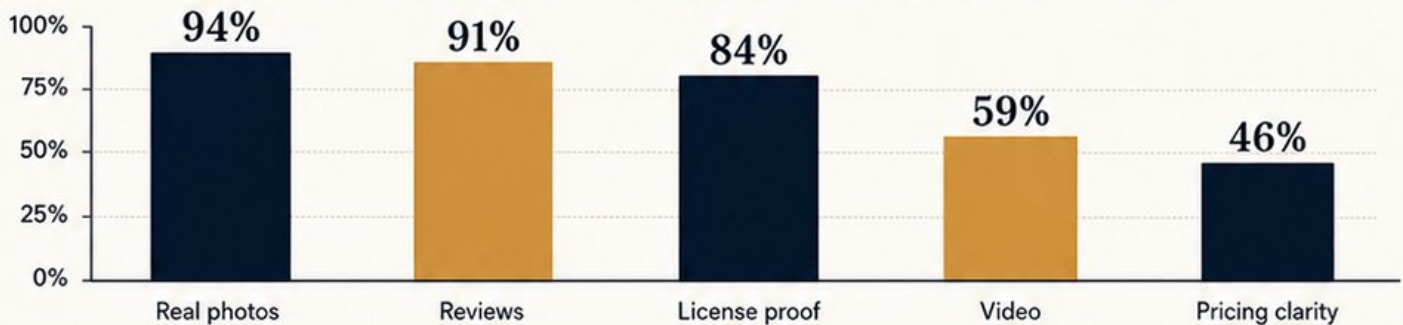
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Missing, confusing, or too slow to find.

## RUNNING SCORE TRACKER



## WHAT HOMEOWNERS JUDGE YOU ON BEFORE THEY EVER CALL





**91%**

Check reviews before calling



**65%**

Visit contractor sites on mobile



**46%**

Compare multiple contractors

Most contractor websites are not losing because the company is bad. They are losing because the site does not make the homeowner's decision easy enough.

# The first 5 seconds decide whether they stay or leave.

A homeowner does not read your website like you do. They scan it under pressure, compare you against other contractors, and look for the fastest reason to trust or leave.


### THE 5-SECOND HOMEPAGE TEST

<p>1</p>  <p>What do you do?</p>	<p>2</p>  <p>Where do you work?</p>	<p>3</p>  <p>Why should I choose you?</p>
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## 1 The headline test

*Can they understand what you do in 5 seconds?*

A homeowner has three tabs open. They land on your site and need to know, fast: what you do, where you do it, and why you are worth calling. If your headline only says 'Quality work you can trust,' they have learned nothing a competitor could not also say.

  
**PASS**

Your headline clearly states what you do, the city or region you serve, and one specific reason to choose you — all visible in the first scroll on desktop and mobile.

  
**PARTIAL**

Your headline states what you do but is missing either location or your key differentiator — a homeowner couldn't tell you apart from any other contractor in the area.

  
**FAIL**

Your headline is your company name, a tagline like 'built to last,' or says nothing a competitor couldn't say word for word.

## 2 Reviews visible before they have to look

*Trust should appear before doubt does.*

Your reviews are probably on Google. Your site probably has a Testimonials page. That is not enough. A homeowner arrives already half-decided and looking for confirmation. If they have to click around to find proof, trust starts leaking before the call ever happens.


### TRUST PROOF VISIBILITY

1  Homepage first scroll **STRONGEST**


2  Homepage lower section

3  Separate testimonial page

4  Google only **WEAKEST**

  
**PASS**

Minimum 5 real, named reviews with star ratings are visible on the homepage — within the first scroll. Source is Google or a named third-party platform. Not anonymous quotes.

  
**PARTIAL**

Reviews exist but require clicking to a separate page, or are anonymous pull quotes with no star rating, no full name, and no verifiable source.

  
**FAIL**

No reviews visible on the homepage. They exist only on external platforms and are not referenced anywhere on the site.

# Real project photos are not decoration. They are proof.




## 3 Real project photos — not stock, not blurry, not your crew

*The homeowner wants proof that you have already solved their problem.*

They are not admiring your photography. They are doing due diligence. They want to see a finished project that looks like what they want in their own home. One sharp, well-lit photo of a completed project can do more trust-building than twenty stock images or team photos.






## Drop in your strongest finished project photo.


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*Would this make a homeowner feel safer calling you?*



### PASS

Minimum 3 real, sharp, well-lit photos of completed projects on the homepage, taken after completion, not during.



### PARTIAL

1–2 real completed project photos are visible, or photos are buried below the first scroll.



### FAIL

Homepage uses stock photography, only equipment or crew photos, or has no completed project images.

*Your project photos are not there to make the site look nice. They are there to make the homeowner feel safe choosing you.*

# Your desktop site is not the site most homeowners judge.



Most contractors review their website from a laptop. Homeowners usually do not. They are on a phone, between tasks, comparing options, looking for the fastest reason to trust you or move on. If your site loads slowly, text is hard to read, or the phone number is not tappable, the problem is not design. It is friction.

## MOBILE FRICTION CHECKLIST



-  1. Readable without pinching
-  2. Tap-to-call works
-  3. Menu opens first tap
-  4. CTA visible above the fold
-  5. Loads fast on cellular

## 4 The phone test — pull up your site right now

*Can they use your site easily from the device in their hand?*

Open your website on your phone and type the URL fresh. Look at it like a homeowner does. You have 8 seconds. If your text is small, your phone number is not tappable, or your menu takes effort to open, the competitor with the easier site may get the call.



### PASS

Text is readable without pinching, phone number is tap-to-call, menu opens on first tap, and above-the-fold CTA loads within 3 seconds on cellular.



### PARTIAL

Site is usable on mobile but has one friction point: phone not tap-to-call, mild zoom required, menu takes effort, or 3–5 second load on cellular.



### FAIL

Two or more fail: text requires zooming, phone is not tap-to-call, nav fails on first tap, layout breaks, or load exceeds 6 seconds on cellular.

## 5 Load speed — the invisible leak

*They do not see a loading bar. They see a blank screen.*

Text your website URL to someone right now and ask them to open it on their phone. Watch how long it takes before they can describe what they see. That delay is what every homeowner experiences. The competitor whose site loads faster often gets judged first.

### LOAD TIME → BOUNCE RISK



### PASS

Google PageSpeed mobile score 70+. Full page loads visibly within 3 seconds on cellular.



### PARTIAL

PageSpeed mobile score 50–69. Page loads in 3–5 seconds. Losing a measurable share before they read anything.



### FAIL

PageSpeed mobile score below 50. Page takes 6+ seconds on cellular. Majority of mobile visitors may bounce before seeing your headline.

# Trust proof should be visible before the homeowner has to search.



## TRUST PROOF STACK



### 6 License, insurance and credentials — visible before they have to ask

*Credibility should not require a second click.*

A homeowner has narrowed it down to you and one other contractor. They are close to calling, but they still need to feel safe. If they cannot quickly confirm that you are credible, insured, and legitimate, the safer-looking contractor gets the call.



*If they have to ask whether you are legitimate, your website has already created doubt.*



#### PASS

License number and insurance confirmation are visible on the homepage above the fold or in the site footer on every page, without requiring a separate click.



#### PARTIAL

Credentials exist but only on the About page, or require significant scrolling. Not visible during the first 10 seconds.



#### FAIL

No license number, insurance reference, or credentials anywhere on the site. A homeowner searching for proof before calling would find nothing.



*The safer choice often wins before the better contractor ever gets the chance to speak.*

# Generic websites create price shoppers. Specific websites create serious inquiries.

## 7 Specificity — do you speak to their exact job in their exact area?

*Vague service lists create doubt. Specific pages create confidence.*

Count the services listed on your site. If higher than five, read what you wrote. “Residential and commercial. New builds and renovations. Interior and exterior.” A homeowner with a specific project reads that and wonders if you actually specialize in what they need. They click the contractor whose site speaks directly to their project, their home, and their area.

**GENERIC VS SPECIFIC**

**✗**

**Generic:**

Residential & Commercial Renovations

VS

**✓**

**Specific:**

Bathroom Renovations for Homeowners in Monroe County

*The more specific site feels safer, even before the call.*

**✓** PASS

Your site names 2–4 specific project types you do best, names the area you serve, and uses homeowner language instead of trade terminology.

**~** PARTIAL

Services are named, but the list includes 6+ items with no clear priority, no location signal, or no indication of your strongest project type.

**✗** FAIL

Your service section contains 8+ broad categories, uses phrases like “we do it all,” or relies on trade terminology homeowners do not search.

*Pause here. Your score is already telling you something.*

Add your score from checkpoints 1–7. Every missing point represents a moment where a homeowner may have hesitated, left, or called someone else.

Average project value: \$ \_\_\_\_\_ × 2 invisible losses/month = \$ \_\_\_\_\_ / month

\$ \_\_\_\_\_ / month × 12 months = \$ \_\_\_\_\_ / year

REAL RESULT:

What happens when the site starts selling.

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4 × revenue in 30 days

GGC Treasures had loyal customers, a real offer, and steady traffic coming to the site. What it did not have was a website built to sell. Before the rebuild, the site scored 3 out of 7 on the same early trust and clarity signals. After the rebuild, revenue increased 4x in 30 days.

The business was not the problem. The infrastructure was.

The next four checkpoints show what a stronger Web Sales Engine fixes next.

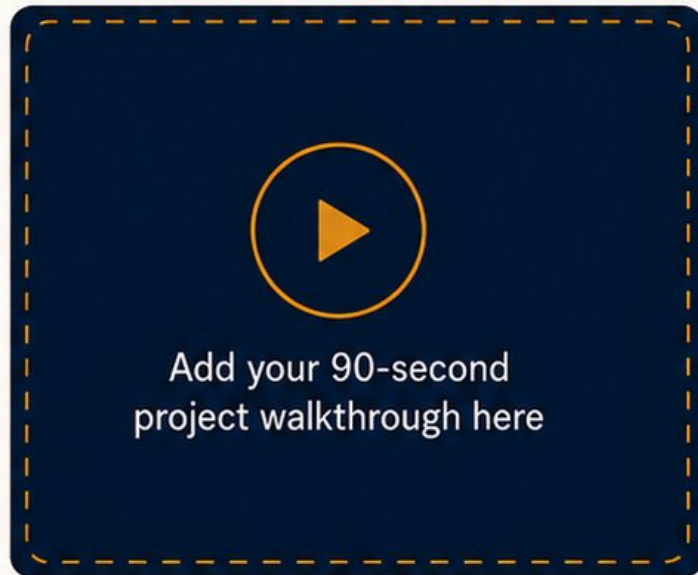
# A short video can build trust faster than three pages of copy.



## 8 Video — the trust multiplier most contractors ignore

*Before they read everything, let them feel who they are hiring.*

Most contractors have no video on their site. That means the homeowner is left with a logo, a few photos, and written claims. A simple 90-second walkthrough can make you feel more real, more established, and easier to trust before a single call happens.



*Would this make a homeowner feel like they already know you?*

### THE 90-SECOND TRUST VIDEO



**✓ PASS**

At least one real video is visible on the homepage: you on camera, a project walkthrough, or a filmed client testimonial. Hosted on YouTube or Vimeo. Loads without slowing the page.

**~ PARTIAL**

A video exists but is not on the homepage, requires navigation to find, or is only a slideshow of photos set to music.

**✗ FAIL**

No video anywhere on the site. A homeowner never sees or hears your voice before deciding whether to call.

*When homeowners can hear your voice and see your process, you stop being just another tab in their browser.*

# No pricing context creates the *price-shopper problem.*

Your site probably says 'contact us for a free quote.' That is not wrong. It is incomplete. Homeowners often look for pricing before contacting anyone because they want to know if the conversation is worth starting. If your site gives no pricing context, they have nothing to anchor value against, so price becomes the first question.



If you do not frame price, the homeowner frames it for you.

## 9 Pricing clarity — are you giving buyers a starting point?

You do not need exact prices.  
You do need context.

### PRICING CLARITY LADDER



#### ✓ PASS

Clear pricing context appears on the site: a starting range, typical project investment, or explanation of what affects price. A homeowner can self-qualify before calling.

#### ~ PARTIAL

Some pricing language exists but no numbers, no ranges, or no helpful explanation. The homeowner still has no clear expectation.

#### ✗ FAIL

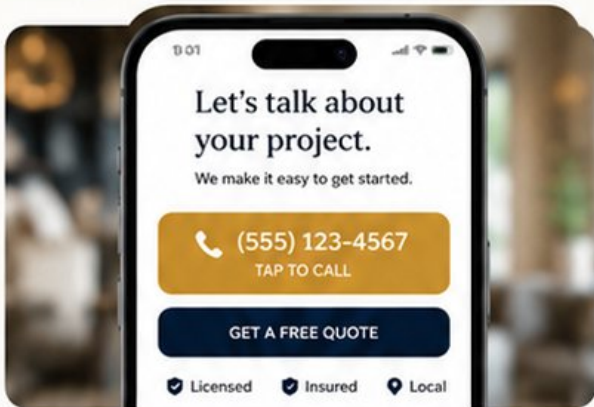
No pricing information anywhere. The only CTA is 'contact us for a free quote,' filtering out many serious buyers before they reach you.

**\$ Pricing clarity does not make you cheaper. It makes you safer to contact.**

# If reaching you feels like work, *the easier contractor wins.*

## 10 Contact friction — can they reach you in under 10 seconds?

A serious buyer should not have to fight your website to contact you.



Your contact form may be asking for name, email, phone, project type, size, timeline, and how they heard about you. That can feel organized to you, but it feels like work to a homeowner on their phone. If they are ready to reach out and your site slows them down, the easier contractor may get the call.

### CONTACT FRICTION METER

<div style="text-align: center; margin-bottom: 10px;"> <span style="font-size: 2em; color: green;">✓</span> </div> <p><b>LOW FRICTION</b> Makes it easy to reach you.</p> <ul style="list-style-type: none"> <li><span style="font-size: 1.5em; color: orange;">☎</span> Tap-to-call visible</li> <li><span style="font-size: 1.5em; color: orange;">👉</span> One clear CTA</li> <li><span style="font-size: 1.5em; color: orange;">☰</span> Form has 3 fields or fewer</li> <li><span style="font-size: 1.5em; color: orange;">↑</span> Contact option above the fold</li> <li><span style="font-size: 1.5em; color: orange;">📱</span> Works on mobile</li> </ul>	<p>VS.</p>	<div style="text-align: center; margin-bottom: 10px;"> <span style="font-size: 2em; color: red;">✗</span> </div> <p><b>HIGH FRICTION</b> Makes it hard to reach you.</p> <ul style="list-style-type: none"> <li><span style="font-size: 1.5em; color: orange;">☎</span> Phone not tappable</li> <li><span style="font-size: 1.5em; color: orange;">☰</span> Form has 7+ fields</li> <li><span style="font-size: 1.5em; color: orange;">🔄</span> Multiple competing CTAs</li> <li><span style="font-size: 1.5em; color: orange;">👁️</span> Contact hidden in nav/footer only</li> <li><span style="font-size: 1.5em; color: orange;">📱</span> Broken mobile layout</li> </ul>
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✓

**PASS**

Phone number is visible above the fold on mobile as a tap-to-call link. Contact form has 3 fields or fewer. One clear primary CTA is visible on the page.

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**PARTIAL**

Phone exists but is not tap-to-call, form has 4–6 fields, or there are multiple competing CTAs with no clear primary action.

✗

**FAIL**

Phone requires scrolling and is not tap-to-call. Form has 7+ fields. No single clear CTA.



If they are ready to reach out, *your website should remove steps, not add them.*

# If your site sat beside your competitor's, why would they choose you?

## 11 The obvious choice test

This one is different.  
Score it only after you write your answer.

A homeowner has your site and your top competitor's site open side by side. Both are licensed. Both have photos. Both have reviews. Both say they do quality work.

So what makes you the obvious choice?

If your website cannot answer that in one sentence, the homeowner probably cannot either.

Your site

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What makes *yours* the obvious choice?

Competitor's site


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MY WEBSITE MAKES ME THE OBVIOUS CHOICE BECAUSE:

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### FINAL MIRROR

Before you score this checkpoint, write the one reason a homeowner should choose you over a comparable competitor.


If the answer is specific, visible, and hard to copy, score it as a pass. If it is vague, buried, or sounds like every other contractor, your website is not making the choice clear enough.


SCORE YOUR ANSWER		
<div style="display: flex; align-items: center; justify-content: center;">  <div> <p style="margin: 0;"><b>PASS — 1 POINT</b></p> <p style="margin: 0; font-size: 0.8em;">Your site gives one clear, specific reason to choose you over a comparable competitor.</p> </div> </div>		1 POINT
<div style="display: flex; align-items: center; justify-content: center;">  <div> <p style="margin: 0;"><b>PARTIAL — 0.5 POINTS</b></p> <p style="margin: 0; font-size: 0.8em;">Your site has some differentiators, but they are vague, buried, or not clearly tied to the homeowner's decision.</p> </div> </div>		0.5 POINTS
<div style="display: flex; align-items: center; justify-content: center;">  <div> <p style="margin: 0;"><b>FAIL — 0 POINTS</b></p> <p style="margin: 0; font-size: 0.8em;">Your site gives no clear reason to choose you beyond quality, experience, friendly service, or "free quotes."</p> </div> </div>		0 POINTS


 If you cannot answer in one sentence, *your website cannot either.*

# Your score reveals where your website is helping, and where it is costing you.



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**0-5 — Critical Leak**  
Your site is likely losing qualified homeowners before they ever reach you.
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**5.5-8 — Revenue Leak**  
Your site may be helping some people contact you, but it is still letting serious opportunities slip away.
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**8.5-11 — Strong Foundation**  
Your site has the core pieces in place. Now the question is whether it is converting at the level your work deserves.

Most contractors who complete this audit score between 4 and 6. That is not a reflection of their work. It is a reflection of a website that was never built to sell.



### What the gaps may be costing you.

Every failed or partial checkpoint represents a moment where a homeowner may have hesitated, left, or chosen someone else. Use your own numbers below.

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Average project value: \$\_\_\_ × 2 missed opportunities/month = \$\_\_\_ / month  
× 12 months = \$\_\_\_ / year.



### Find out what your website is costing you, and what it would take to fix it.

Apply for a Private Website Strategy Review. We'll audit your site live against the 11 checkpoints and show you where homeowners may be hesitating, leaving, or choosing someone else. You'll leave with a clear diagnosis and a direction, whether you move forward with us or not.

**Private reviews are limited so each audit can be reviewed properly.**

**Apply for your Private Website Strategy Review →**

▶ Not ready yet? Watch the free Web Sales Engine video → [indigoflowz.com/web-sales-engine](https://indigoflowz.com/web-sales-engine)

P.S. Gina's site had traffic, loyal customers, and a real offer, but it was not built to sell. After rebuilding the structure, revenue quadrupled in 30 days. The business was not the problem. The infrastructure was. If your score exposed the same pattern, the next step is to see what your website could become.



INDIGOFLOWZ

WEB SALES ENGINES FOR CONTRACTORS

# Your website should not just exist. *It should help homeowners choose you.*

If this audit showed you gaps, your next step is simple: get a clear diagnosis of what your current site is costing you and what a stronger Web Sales Engine could change.



READY TO SEE WHAT YOUR WEBSITE COULD BECOME?

**You've done the audit.  
You know the gaps.  
The next step is obvious.**

APPLY FOR YOUR PRIVATE  
WEBSITE STRATEGY REVIEW →



**250+**  
WEBSITE BUILDS



**8+**  
YEARS IN BUSINESS



**Premium**  
WEB SALES ENGINES



**BUILT FOR  
SERIOUS PROJECT  
INQUIRIES**



**JONATHAN ROUMAIN**  
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