

PRIVATE VISIBILITY AUDIT - JUN 3, 2026

Demo Roofing Houston: the clearest places to recover calls, visibility and trust.

A short, evidence-led decision brief built for owners. No technical noise - just what appears to be costing attention, leads or buyer confidence.

- 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.
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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. Recommended action: Create a sticky call/quote CTA, test it on mobile, and track every tap. 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. Recommended action: Launch a review request workflow and update GBP proof points. Visible review comparison	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. Recommended action: Improve profile completeness, review flow, and conversion CTA together. Competitor review footprint
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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

Next step: fix the highest-leverage leak first.

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