

BASIC AUDIT · WEBSITE

MARKETING AUDIT — COASTAL AIR SERVICES

Local HVAC / emergency repair · Lead-gen website · Prepared for portfolio demonstration

This is an illustrative work sample built to demonstrate FunnelForge's audit format and depth — not a real client engagement. "Coastal Air Services" is a fictional example business.

SUMMARY

5

ISSUES FOUND

2

HIGH SEVERITY

48h

TURNAROUND

RANKED FINDINGS

01 NO CLICK-TO-CALL BUTTON IN THE MOBILE HEADER

HIGH

WHERE	Site header, mobile
WHY IT MATTERS	Emergency HVAC searches are overwhelmingly mobile and high-intent — a visitor who has to scroll to find a phone number is a visitor who calls the next result instead.
FIX	Add a sticky "Call Now" button in the mobile header, tied to a click-to-call number, visible on every page.

02 CONTACT FORM ASKS FOR 9 FIELDS BEFORE SUBMIT

HIGH

WHERE	/contact
WHY IT MATTERS	A visitor who wants same-day service is not going to fill out a 9-field form — this is friction at exactly the moment intent is highest.
FIX	Cut the form to 3 fields (name, phone, issue) for the primary path; move detailed intake to the follow-up call.

03 GOOGLE BUSINESS PROFILE HAS NO BOOKING OR CONTACT ACTION

MEDIUM

WHERE	Google Business Profile
WHY IT MATTERS	Most local searches resolve directly on the Maps/Business panel — without a direct action button, that traffic never reaches the site at all.
FIX	Add the "Call" and "Request a quote" actions available in Business Profile, and keep hours current.

04 REVIEWS ARE BURIED BELOW THE FOLD

MEDIUM

WHERE	Homepage
WHY IT MATTERS	For an emergency-service purchase, trust signals need to be visible in the first screen — right now they require scrolling past three other sections.
FIX	Move a 3-review strip with star rating directly under the hero.

05 "24/7 EMERGENCY" MESSAGING EXISTS IN THE TITLE TAG BUT NOWHERE ON THE PAGE

MEDIUM

WHERE	Homepage meta title vs. on-page copy
WHY IT MATTERS	Visitors arriving from a "24/7 emergency HVAC" search see no matching message on the page itself — the mismatch reads as untrustworthy in a moment that's already stressful.
FIX	Repeat the 24/7 emergency promise in the hero headline and near the call-to-action.