SAMPLE REPORT — PREPARED FOR SMOKYBEST AC AND SHARED WITH THEIR PERMISSION. EVERY BOLDZEE AUDIT IS DELIVERED IN THIS FORMAT.

CONVERSION & UX AUDIT

Landing Page Audit Report

A ground-up teardown of your homepage — message clarity, lead capture, trust and mobile — with prioritized, plain-English fixes you can act on this week.

PAGE UNDER REVIEW
smokybestac.com

OVERALL SCORE



C+

NEEDS WORK

Solid foundation, few leads captured. The trust is all here — it just isn't turned into a clear message or an easy next step.

SUBJECT	DATE	DIMENSIONS ANALYZED
Smoky Best AC Veteran-owned HVAC · Sevier County, TN	**Jul 2026** v1.0 deliverable	**12** scored 0–10 each

USING THIS REPORT

Three ways to get the most out of it.

Your audit is delivered in three formats so you can read, share and act on it however you work best. Everything below is included with your purchase.

INCLUDED

FORMAT 01

Interactive HTML

The living version. Slide through the annotated screenshots of your page, click every link, and revisit it any time as you ship the fixes.

Open the interactive report ↗

INCLUDED

FORMAT 02

Print-ready PDF

The same report, paginated and ready to forward to a partner or technician — or print and mark up by hand on the job.

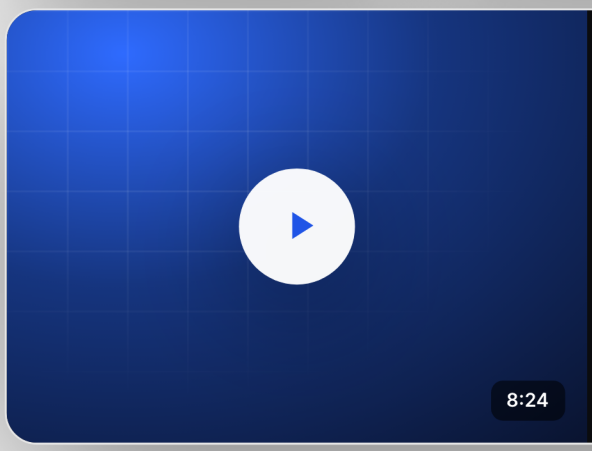
Download the PDF ↓

INCLUDED

FORMAT 03

Expert video walkthrough

A BoldZee specialist records a screen walkthrough of your homepage — explaining each finding, why it matters, and which change to make first.



YOUR PERSONAL WALKTHROUGH

Watch us explain this report — in plain English

Our expert opens smokybestac.com on screen, points at exactly where visitors hesitate instead of calling, and names the first three changes to make. No jargon.

▶ Play the walkthrough

HOW PRIORITIES ARE LABELLED

P0 — **Critical — fix first**
Costing you calls right now. Address before anything else.

P1 — **High — this month**
Meaningful lift in leads. Tackle once the P0 is done.

P2 — **Polish — next**
Refinement once the essentials are solid.

HOW EACH DIMENSION IS SCORED (0–10)

0–4 — **Critical gap**
Actively holding the page back from converting.

5–7 — **Needs work**
Functional, but leaving results on the table.

8–10 — **Solid**
Working well — protect and build on it.

EXECUTIVE SUMMARY

All the trust in the world — hidden behind a wall of text.

Smoky Best AC has what most local HVAC sites would kill for: a **Navy-veteran story**, an **EPA license, $2M liability insurance, NATE & OSHA certifications**, a wall of major-brand logos and ten towns served. The problem isn't credibility — it's that a homeowner with a dead AC at 95°F can't **find the point fast enough**. The headline is just the company name, the top of the page is a **150-word paragraph printed twice**, the only way to act is to call, and the two things that make people call an HVAC company *now* — **24/7 emergency service** and **veteran-owned trust** — are stranded near the footer. None of this is a rebuild. It's pulling the proof you already have up to the top and giving hesitant visitors one clear next step.



NEEDS WORK — SURFACE THE TRUST

2
Priority 0 fixes — both are copy & layout changes, not a rebuild

150+
Words of intro text before the page states a single benefit

Footer
Where "24/7 emergencies" and veteran-owned trust currently live

Top findings at a glance

RANKED BY LEAD IMPACT

01 **The headline is your name, not a promise.** The H1 reads "Smoky Best AC." A first-time, stressed-out visitor can't tell what you fix or why to choose you. The hero should say the outcome — "Veteran-owned heating, cooling & refrigeration for Sevier County." — P0 · CRITICAL

02 **A 150-word paragraph — printed twice — sits where the value prop should be.** The intro is a dense block of text repeated with a "Read More." No one reads it. Replace it with 3–4 scannable benefit points and move the story to the About page. — P0 · CRITICAL

03 **24/7 emergency service is hidden in the footer.** Emergency availability is one of the biggest reasons a homeowner calls right now. It belongs in a top banner and beside every CTA — not buried at the very bottom. — P1 · HIGH

04 **Your credentials are your best asset — and they're near the bottom.** EPA license, $2M insurance, NATE, OSHA, business license and brand logos are gold for an HVAC buyer, yet they appear far down the scroll. Raise a trust strip directly under the hero. — P1 · HIGH

05 **Calling is the only way to convert.** Every CTA is a phone link. That loses after-hours visitors and anyone not ready to talk. Add a short "Request a callback" form so you capture the lead either way. — P1 · HIGH

SCORECARD

Twelve dimensions, scored.

Each dimension is rated 0–10 against conversion best practice for a local, urgent-need home-services business. Bars are colour-coded by band — the greens are real strengths worth protecting.

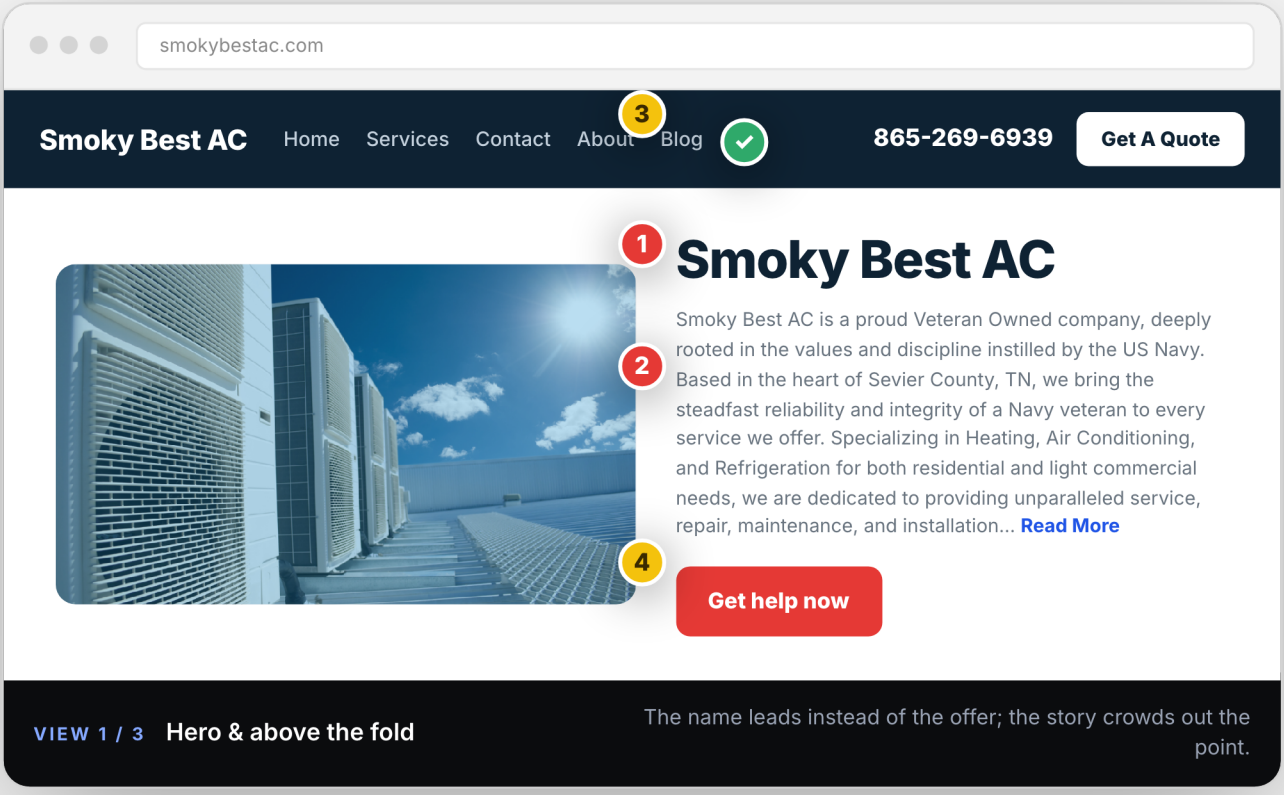
- Value proposition & message clarity — 4/10
- Readability & visual hierarchy — 5/10
- Lead capture & conversion path — 5/10
- CTA & click-to-call access — 7/10
- Trust, credentials & credibility — 9/10
- Local SEO & discoverability — 6/10
- Reviews & social proof — 6/10
- Emergency & urgency handling — 5/10
- Offer, pricing & financing clarity — 5/10
- Mobile experience — 6/10
- Content & copy effectiveness — 6/10
- Page speed & performance — 7/10

0–4 · Critical gap 5–7 · Needs work 8–10 · Solid

VISUAL ANNOTATION

Your homepage, marked up.

Slide through the key sections of smokybestac.com with the findings pinned right where they happen. **Use the arrows to browse all views** — the printed PDF shows all three views stacked.



1. **Headline = company name**
   Replace with the outcome: "Veteran-owned heating & cooling for Sevier County."
2. **150-word wall of text**
   Swap for 3–4 scannable benefits; move the full story to About.
3. **No emergency banner**
   Put "24/7 emergency service" up top — it's a top reason people call now.
4. **Phone-only conversion**
   Add a short "Request a callback" form beside the call button.
5. **Trust buried deep**
   Raise a licenses + insurance strip directly under the hero.
6. **Reviews lack stars**
   Add ★★★★★ and link to Google/Facebook reviews to verify.

DETAILED ANALYSIS · 01–03

Message & conversion

DIMENSION 01

Value proposition & message clarity

4 /10

CRITICAL GAP

WHAT'S HAPPENING

- The H1 is simply **"Smoky Best AC"** — the brand name, not what you do or why to choose you.
- Nothing above the fold names the **outcome** (comfort, fast repair) or the **differentiator** (veteran-owned, honest estimates).
- A stressed visitor with a broken system has to **read a paragraph** to learn you even do repairs.

RECOMMENDED

- Lead with a benefit headline: **"Veteran-owned heating, cooling & refrigeration — done right, Sevier County."**
- Add a one-line subhead: **"Honest estimates · certified techs · 24/7 emergencies."**
- Make the hero readable in **3 seconds** by someone who's never heard of you.

DIMENSION 02

Readability & visual hierarchy

5 /10

NEEDS WORK

WHAT'S HAPPENING

- The intro is a **~150-word paragraph shown twice** (once collapsed behind "Read More") right at the top.
- Dense text with no headings, bullets or icons means visitors **skim and bounce**.
- There's no clear visual path from "problem" → "we fix it" → "call / book."

RECOMMENDED

- Break the story into **3–4 benefit cards** with icons; move the long version to the About page.
- Establish one clear hierarchy: **headline → 3 proof points → CTA**.
- Use whitespace and section headers so each block is scannable in seconds.

DIMENSION 03

Lead capture & conversion path

5 /10

NEEDS WORK

WHAT'S HAPPENING

- The "Book a Service" section is **descriptive text only** ("Call Us / Schedule / Enjoy") — there's no actual booking widget.
- Every path funnels to a **phone call**; there's no form to capture after-hours or hesitant visitors.
- The newsletter offers **"20% off your first order"** — odd wording for a service business and easy to miss.

RECOMMENDED

- Add a short **"Request a callback" form** (name, phone, issue) in the hero and a sticky mobile bar.
- Turn "Book a Service" into a real **2-step scheduler** or embedded form.
- Reframe the offer as **"$X off your first service call"** tied to the form submit.

Contact & trust

DIMENSION 04

CTA & click-to-call access

7 /10

NEEDS WORK

WHAT'S HAPPENING

- The phone number is **visible and click-to-call works** — exactly right for HVAC.
- "Get A Quote" actually opens the **phone dialer**, not a quote form — a mismatch of expectation.
- On a long mobile scroll the number **disappears**; there's no persistent call button.

RECOMMENDED

- Add a **sticky call bar on mobile** so the number is one tap away at any scroll depth.
- Make "Get A Quote" open a **real quote form**; keep a separate, obvious "Call now" button.
- Pair each CTA with a reassurance line: **"Free estimate · no obligation."**

DIMENSION 05

Trust, credentials & credibility

9 /10

SOLID

WHAT'S HAPPENING

- Genuinely outstanding: **Veteran-owned, EPA 608, $2M insurance, NATE, OSHA, Sevier County business license** and a wall of trusted brands.
- This is a **major competitive advantage** most local HVAC sites can't match.
- The one flaw: it's positioned **far down the page**, so many visitors never see it.

RECOMMENDED

- Add a compact **trust strip directly under the hero**: "Veteran-owned · Licensed & insured · NATE-certified."
- Turn licenses/insurance into small **badges** near a CTA, with the full detail section below.
- Lead with **"Veteran-owned"** as a headline badge — it's your strongest differentiator.

DIMENSION 06

Reviews & social proof

6 /10

NEEDS WORK

WHAT'S HAPPENING

- Six **well-written testimonials** with real first names and local towns (Newport, Gatlinburg, Kodak...).
- But there are **no star ratings** shown and **no link to Google or Facebook** to verify them.
- Unverified quotes read as "written by the company," which weakens their power.

RECOMMENDED

- Add ★★★★★ **ratings** and an overall "4.9 from N reviews" badge.
- Link the section to your live **Google Business Profile** reviews.
- Add a headline stat — **"500+ Sevier County homes served"** — near the top.

Discovery, urgency & offer

DIMENSION 07

Local SEO & discoverability

6 /10

NEEDS WORK

WHAT'S HAPPENING

- Good local groundwork: a **"Locations We Serve" map** with 10 towns and an active blog.
- But the page **title is just "Home - SmokyBestAC"** and the **meta description is only the phone number** — both waste ranking & click-through.
- The H1 ("Smoky Best AC") contains **no service or location keywords** like "HVAC repair Sevierville."

RECOMMENDED

- Rewrite the **title tag**: "HVAC Repair & AC Installation in Sevier County, TN | Smoky Best AC."
- Write a real **meta description** with services, area and a call to action.
- Work **"Sevier County / Sevierville / Pigeon Forge HVAC"** into the H1 and section headers.

DIMENSION 08

Emergency & urgency handling

5 /10

NEEDS WORK

WHAT'S HAPPENING

- You offer **24/7 emergency service** — but it only appears in the **footer**, in small text.
- There's no sense of urgency or "same-day" messaging where a panicked visitor lands.
- Business hours (Mon–Sat 8–6, Sun 10–4) are also footer-only, so availability is unclear up top.

RECOMMENDED

- Add a **top utility banner**: "24/7 Emergency HVAC — Call (865) 269-6939."
- Use urgency copy near CTAs: **"Same-day service available."**
- Show **hours + emergency availability** beside the hero call button.

DIMENSION 09

Offer, pricing & financing clarity

5 /10

NEEDS WORK

WHAT'S HAPPENING

- You mention **"free, no-obligation diagnoses"** and honest estimates — a strong offer, but it's buried in body copy.
- There's **no pricing guidance, service-call fee, or financing** info anywhere.
- Homeowners comparing HVAC companies often bounce when they can't gauge cost or risk.

RECOMMENDED

- Promote the **"Free diagnosis / free estimate"** as a headline badge, not a sentence.
- Add a simple **"What to expect / typical range"** or financing line to remove sticker anxiety.
- State **"no upselling — we repair before we replace"** prominently; it's a real differentiator.

Experience & performance

DIMENSION 10

Mobile experience

6 /10

NEEDS WORK

WHAT'S HAPPENING

- The site is responsive and the **tap-to-call number** works well on phones — where most HVAC searches happen.
- The **video hero and long intro text** push the real content far down on small screens.
- No **sticky call/quote bar**, so the primary action scrolls out of reach.

RECOMMENDED

- Add a **fixed bottom bar** on mobile: “Call” + “Get a quote.”
- Replace the heavy hero video with a **lightweight image + headline** on mobile.
- Collapse long text into **accordions** so the page feels short and actionable.

DIMENSION 11

Content & copy effectiveness

6 /10

NEEDS WORK

WHAT'S HAPPENING

- The values copy is **genuine and warm** — integrity, honesty, community, veteran discipline all come through.
- But it's written in **long, formal paragraphs** that talk about the company rather than the customer.
- Benefits (“free diagnosis,” “repair over replace”) are **hidden inside prose** instead of headlined.

RECOMMENDED

- Rewrite in **customer-first, scannable** language: “You get honest estimates and no upselling.”
- Pull the best promises into **short benefit headlines** with one supporting line each.
- Keep the veteran story — just make it a **tight, punchy badge**, not a wall of text.

DIMENSION 12

Page speed & performance

7 /10

NEEDS WORK

WHAT'S HAPPENING

- Images are served through **ShortPixel in WebP** — a good, deliberate optimisation.
- The **autoplay hero video** and many logo/credential images add real weight, especially on mobile data.
- Built on **WordPress + Elementor**, which can add render-blocking CSS/JS if not tuned.

RECOMMENDED

- Lazy-load below-the-fold images and **defer or replace the hero video** on mobile.
- Audit Elementor for **unused CSS/JS** and enable caching + a CDN.
- Target **LCP under 2.5s on mobile** — critical for local search rankings.

PRIORITIZED FIXES

The roadmap, sequenced by impact.

Start at the top. The two P0 items are copy & layout changes you could ship this week — no rebuild. Impact and effort are rated 1–4 dots.

P0 Critical · do now | **P1** High · this month | **P2** Polish · next

#	FIX	PRIORITY	IMPACT	EFFORT
01	**Rewrite the hero headline & subhead** Lead with the outcome — "Veteran-owned heating, cooling & refrigeration for Sevier County" + a one-line proof subhead.	P0	●●●●	●○○○
02	**Replace the 150-word intro with benefit cards** Swap the repeated paragraph for 3–4 scannable points; move the full story to About.	P0	●●●●	●●○○
03	**Add a 24/7 emergency top banner** Surface emergency + same-day availability where a panicked visitor first lands.	P1	●●●●	●○○○
04	**Raise a trust strip under the hero** "Veteran-owned · Licensed & insured · NATE-certified" badges high on the page.	P1	●●●●	●●○○
05	**Add a "Request a callback" form** Capture after-hours and hesitant visitors who won't call — in the hero and a sticky bar.	P1	●●●●	●●○○
06	**Add star ratings + Google reviews link** Make the six testimonials verifiable with ★★★★★ and a live review count.	P1	●●●○	●○○○
07	**Fix the SEO title & meta description** Keyword-rich, location-specific title and a real description with a call to action.	P1	●●●○	●○○○
08	**Add a sticky mobile call/quote bar** Keep the primary action one tap away at every scroll depth on phones.	P2	●●●○	●●○○
09	**Promote the free-estimate / no-upsell offer** Turn "free diagnosis" and "repair before replace" into headline badges near CTAs.	P2	●●○○	●○○○
10	**Optimise hero video & speed on mobile** Defer/replace the autoplay video, lazy-load images, trim Elementor CSS/JS.	P2	●●○○	●●●○

2
P0 fixes — headline + intro — shippable this week with no rebuild

P0–P1
The first 7 items address every message, trust & lead-capture gap in this report

61 → 82+
Realistic scorecard ceiling once the P0–P1 set is implemented

METHODOLOGY & NEXT STEPS

How this audit was built.

A structured, repeatable review across twelve conversion dimensions — grounded in your live homepage, not assumptions.

01

Capture

Your live homepage — structure, copy, sections, CTAs, trust assets and images — was pulled and catalogued.

02

Score

Each of 12 dimensions rated 0–10 against best practice for a local, urgent-need home-services business.

03

Annotate

Findings pinned directly onto reconstructions of your hero, credentials and reviews sections.

04

Prioritize

Findings sequenced by lead impact vs. effort into a P0–P2 action roadmap you can work top-down.

You've earned the trust. Now let's turn it into booked calls.

Almost every fix here is a copy or placement change, not a rebuild. Pick the path that fits how you want to work — we'll take it from there.

DONE FOR YOU · FASTEST

Get my fix quote

We implement the P0–P1 fixes — headline, benefit cards, trust strip, callback form. Email us and we'll reply with a quote.

Email us for a quote →

DO IT YOURSELF, THEN VERIFY

Book a re-audit

Prefer to handle it in-house? Work the roadmap, then send the page back. We'll re-score all 12 dimensions to confirm the lift.

Book a re-audit →

GROW THE WHOLE FUNNEL

Add a productized service

Ready to go further? Pair this audit with a done-for-you build or a deeper diagnostic — fixed scope, fixed price.

See what fits →

RECOMMENDED FOR SMOKYBESTAC.COM

Productized services to grow your business

Hand-picked next steps that build on this audit's findings.

Landing Page Design | SEO Audit | Mobile Experience Audit

Visit the Service Store ↗

Not sure where to start? **Watch your video walkthrough** — we point at the first three changes to make.

Questions about this report? **support@boldzee.com**