INTERFACE & EXPERIENCE AUDIT

UI / UX Review Report

A structured teardown of usability, visual design, accessibility and interaction quality — with prioritized, build-ready fixes for the team.

PAGE UNDER REVIEW
smokybestac.com

OVERALL SCORE



C–

NEEDS WORK

All the trust in the world — hidden behind a wall of text. The credentials are enviable, but the headline is just the company name, proof sits near the footer, and calling is the only way to act.

SUBJECT	DATE	DIMENSIONS
Smoky Best AC HVAC homepage	**Jun 2026** v1.0 deliverable	**12** analyzed

USING THIS REPORT

Three ways to get the most out of it.

Your review 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. Click through every finding, study the annotated screens, and revisit it any time as your team ships the fixes.

Open the interactive report ↗

INCLUDED

FORMAT 02

Print-ready PDF

The same review, paginated and ready to forward to a designer, marketer or developer — or print and mark up by hand in a working session.

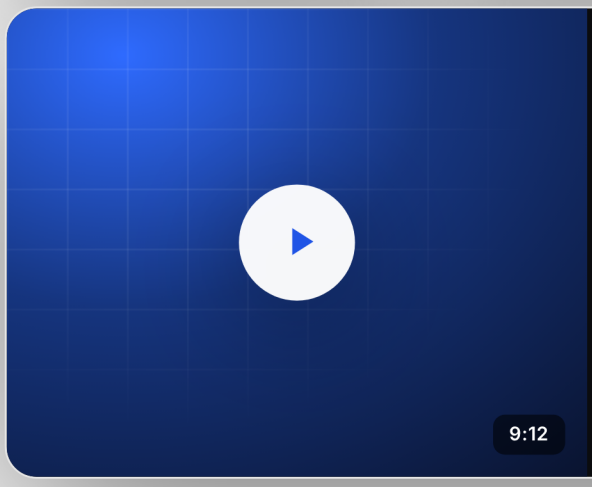
Download the PDF ↓

INCLUDED

FORMAT 03

Expert Loom walkthrough

Made for **non-technical founders and business owners** — a BoldZee specialist walks you through the review on screen, explaining what each issue means and what to fix first. No design background needed.



YOUR PERSONAL WALKTHROUGH

Watch us walk through your page — issue by issue

Not a designer? You don't need to be. Our expert opens your page on screen, points at exactly what's confusing or hard to use, and tells you the first three things to change.

▶ Play the walkthrough

HOW PRIORITIES ARE LABELLED

- **P0 · Critical** — hurts usability or accessibility now; fix first.
- **P1 · High** — meaningful experience lift; tackle this month.
- **P2 · Polish** — refinement once the fundamentals are solid.

HOW EACH DIMENSION IS SCORED (0–10)

- **0–4** — Critical gap
- **5–7** — Needs work
- **8–10** — Solid

EXECUTIVE SUMMARY

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

Smoky Best AC has the credibility most local HVAC sites would envy — a **Navy-veteran story**, an **EPA license, $2M insurance, NATE & OSHA certifications** and a wall of brand logos. But the interface **hides it**. The headline is just the company name, so a stressed homeowner can't tell what the business does; 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 *now* — **24/7 emergency service** and **veteran-owned trust** — are stranded near the footer. None of this is a rebuild. The wins are discipline, not redesign: a headline that states the promise, proof pulled to the top, and one clear next step for visitors who aren't ready to phone.



SIGNIFICANT OPPORTUNITY

Name
The headline is the company name — not what the business does or fixes

150+
Words of intro text, printed twice, before a single benefit appears

Call
The only way to convert — no form for after-hours or hesitant visitors

Top findings at a glance

RANKED BY EXPERIENCE IMPACT

01 **The headline is your name, not a promise.** The H1 reads “Smoky Best AC.” A stressed first-time visitor can't tell what you fix or why to choose you. Lead with 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 repeated with a “Read More.” No one reads it. Replace it with 3–4 scannable benefit points and move the story to About. — 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 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 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 UI and UX best practice for a configurable, considered-purchase product page. Bars are color-coded by band.

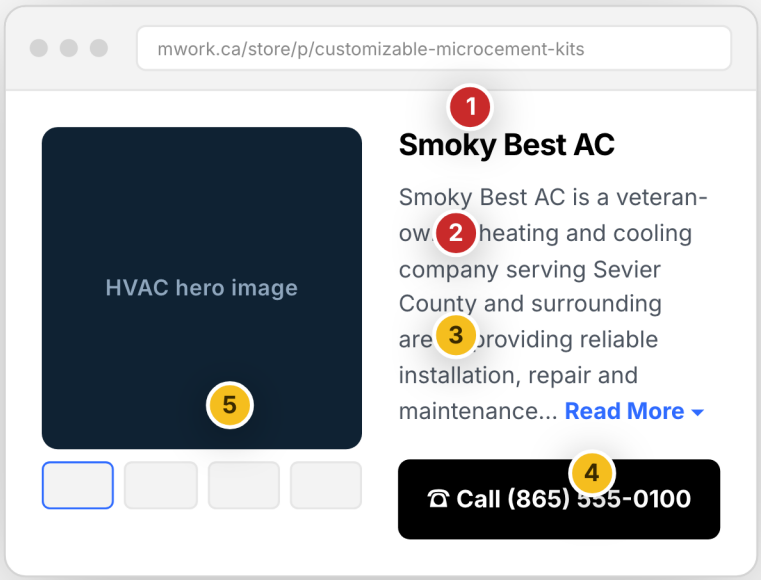
Visual hierarchy	4/10	Layout & spacing	5/10
Typography	5/10	Color & contrast	5/10
Navigation & IA	5/10	Consistency	6/10
Interaction & feedback	4/10	Accessibility	4/10
Content & microcopy	4/10	Forms & configurator	3/10
Responsive / mobile	6/10	Cognitive load & clarity	4/10

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

VISUAL ANNOTATION · 1 OF 2

The hero, marked up.

A faithful reconstruction of the top of smokybestac.com as it appears today. Numbered pins map to the interface problems described on the right.



1 **Headline is the company name**
It states no promise. A stressed visitor can't tell what you fix or why to choose you. Lead with the outcome.

2 **A 150-word wall where the value prop belongs**
A dense paragraph in place of a benefit message — nobody reads it. Replace with 3–4 scannable points.

3 **The story repeats**
The same paragraph appears again behind “Read More.” Move the story to the About page.

4 **Phone is the only action**
No callback or quote form — after-hours and not-ready visitors have no way to convert.

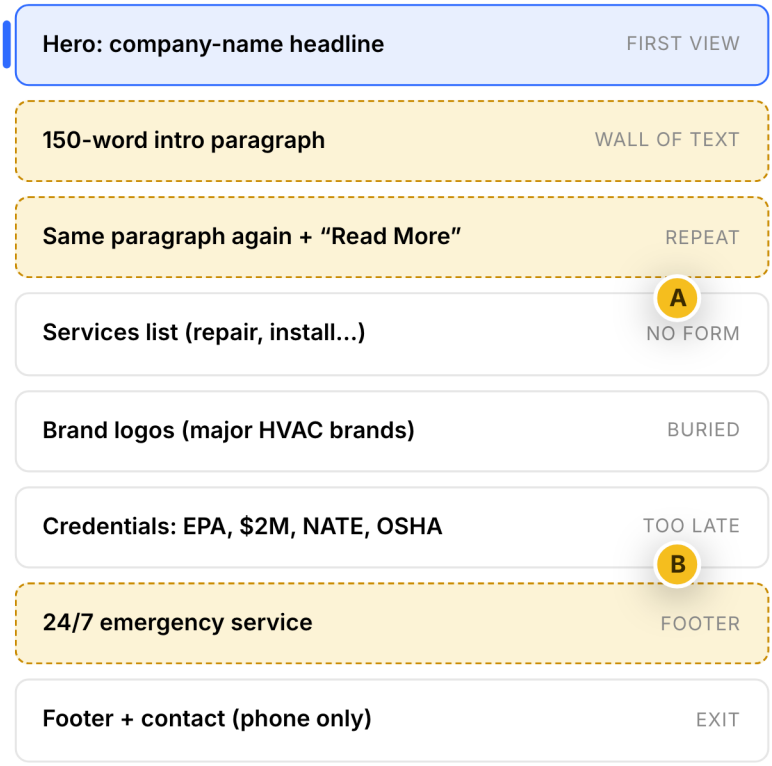
5 **No trust in view**
EPA license, $2M insurance, NATE/OSHA and brand logos aren't anywhere near the top.

! **Missing: the 24/7 emergency cue**
The biggest reason people call right now sits in the footer instead of a top banner.

VISUAL ANNOTATION · 2 OF 2

Your best proof, stranded at the bottom.

The homepage's structure today. The credentials and emergency service that make a homeowner call sit last — after a repeated wall of text — with no in-page navigation.



A **Proof is at the bottom**
The credentials and brand logos that build trust for an HVAC buyer sit far down, after a repeated paragraph.

B **Emergency service is in the footer**
24/7 availability — a top reason a homeowner calls now — is one of the last things on the page.

i **Phone-only conversion**
There is no lead form anywhere, so after-hours and hesitant visitors have no way to act.

i **Repeated intro**
The same 150-word paragraph appears twice, adding length without new information.

Hierarchy, layout & type

DIMENSION 01

Visual hierarchy

4/10
CRITICAL GAP

WHAT WE OBSERVED

- The H1 is the **company name**; nothing states what the business does or a starting point.
- A 150-word intro sits at body weight where a headline hierarchy should be.
- Everything competes at similar weight — the eye finds no anchor.

RECOMMENDED

- Lead with a **promise headline → benefit subhead → primary action**.
- Give the hero and a trust strip clear visual dominance.
- Demote the story to a quieter section or the About page.

DIMENSION 02

Layout & spacing

5/10
NEEDS WORK

WHAT WE OBSERVED

- The layout is **text-heavy and dense at the top**, then loose lower down.
- The repeated intro paragraph adds length without rhythm.
- Sections lack a consistent spacing scale.

RECOMMENDED

- Break the intro into **scannable blocks** with breathing room.
- Adopt a consistent section-spacing scale.
- Balance content and whitespace across the page.

DIMENSION 03

Typography

5/10
NEEDS WORK

WHAT WE OBSERVED

- Body type is legible, but the **company-name headline reads flat**, not as a message.
- The 150-word paragraph is a dense block that's tiring to read.
- Emphasis (bold/size) isn't used to surface key facts.

RECOMMENDED

- Rewrite the headline as a benefit and set it at true **H1 scale**.
- Break long paragraphs into short, scannable lines.
- Use weight/size to highlight credentials and emergency service.

Color, navigation & consistency

DIMENSION 04

Color & contrast

5/10
NEEDS WORK

WHAT WE OBSERVED

- The palette is serviceable but **some text dips below WCAG AA**.
- Links and the phone CTA don't stand out as clearly interactive.
- No single accent signals the primary action.

RECOMMENDED

- Raise all text to **≥4.5:1**; audit with a checker.
- Give the primary action a distinct, high-contrast accent.
- Add visible focus styles for keyboard users.

DIMENSION 05

Navigation & information architecture

5/10
NEEDS WORK

WHAT WE OBSERVED

- Core paths exist, but the most valuable content (**emergency, credentials**) is ordered last.
- There's no top-of-page shortcut to book or call in context.
- Service pages aren't surfaced where a visitor decides.

RECOMMENDED

- Reorder the page so **proof and emergency service appear near the top**.
- Add a persistent header with call + book actions.
- Surface key services and service-area links early.

DIMENSION 06

Consistency

6/10
NEEDS WORK

WHAT WE OBSERVED

- The brand look is **consistent across the site**.
- But button and link styles vary, and the CTA isn't consistently prominent.
- The same intro copy appears in two treatments.

RECOMMENDED

- Standardise **buttons, links and CTA styling** into one set.
- Use one consistent primary-action treatment site-wide.
- Remove the duplicate intro.

Interaction, accessibility & copy

DIMENSION 07

Interaction & feedback

4/10
CRITICAL GAP

WHAT WE OBSERVED

- The only interaction is a **phone link** — no form, no feedback states.
- "Read More" expands text but offers no meaningful next step.
- Buttons/links lack clear hover/active/focus feedback.

RECOMMENDED

- Add a short **callback/quote form** with clear success/error states.
- Give every control visible interaction states.
- Provide confirmation feedback after any action.

DIMENSION 08

Accessibility

4/10
CRITICAL GAP

WHAT WE OBSERVED

- Low-contrast text and faint links **fail AA in places**.
- Images likely carry weak or missing alt text.
- Some tap targets and the phone link fall below comfortable size.

RECOMMENDED

- Meet **WCAG AA contrast** and add visible focus styles.
- Write descriptive alt text for meaningful images.
- Enforce 44×44px minimum hit areas.

DIMENSION 09

Content & microcopy

4/10
CRITICAL GAP

WHAT WE OBSERVED

- The headline **names the company** instead of stating the promise.
- Benefits are buried inside a 150-word paragraph, printed twice.
- Emergency service and credentials aren't stated where they persuade.

RECOMMENDED

- Rewrite the hero around the **customer outcome**.
- Turn the intro into 3–4 scannable benefit points.
- State "24/7 emergency" and key credentials up front.

Forms, responsive & cognitive load

DIMENSION 10

Forms & configurator

3/10
CRITICAL GAP

WHAT WE OBSERVED

- There is **no lead-capture form anywhere** — the only path is to call.
- After-hours and not-ready visitors have no way to convert.
- No quote or booking flow exists on the page.

RECOMMENDED

- Add a short **"Request a callback / free quote" form** near the top.
- Keep it to essential fields with correct input types.
- Offer both call and form so every visitor can act.

DIMENSION 11

Responsive / mobile

6/10
NEEDS WORK

WHAT WE OBSERVED

- It reflows to mobile, but the **150-word wall is even heavier** on a phone.
- The phone-only CTA works on mobile but excludes after-hours visitors.
- Proof and emergency info require a long scroll on small screens.

RECOMMENDED

- Add a **sticky mobile bar** with call + callback form.
- Break the intro into short mobile-friendly blocks.
- Surface emergency + credentials above the fold on mobile.

DIMENSION 12

Cognitive load & clarity

4/10
CRITICAL GAP

WHAT WE OBSERVED

- A stressed visitor must **read a long paragraph** to learn what you do.
- With no headline promise or benefits, understanding takes effort.
- The single call-to-action gives hesitant visitors no lighter option.

RECOMMENDED

- State the promise and **one primary action** immediately.
- Replace the wall of text with scannable points.
- Offer a low-commitment path (callback/quote) alongside calling.

PRIORITIZED FIXES

The roadmap, sequenced by impact.

Start at the top. P0 items hurt usability or accessibility right now and are mostly clarity- and structure-level changes. 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 headline as a promise** State the outcome and who it's for — "Veteran-owned heating, cooling & refrigeration for Sevier County" — not the company name.	P0	●●●●	●○○○
02	**Replace the 150-word wall with benefits** 3–4 scannable benefit points where the value prop belongs; move the story to About and remove the duplicate paragraph.	P0	●●●●	●○○○
03	**Raise credentials to the top** EPA license, $2M insurance, NATE, OSHA and brand logos in a trust strip directly under the hero.	P1	●●●○	●●○○
04	**Surface 24/7 emergency service** A top banner and a cue beside every CTA — the biggest reason a homeowner calls right now.	P1	●●●○	●○○○
05	**Add a callback / free-quote form** Capture after-hours and not-ready visitors instead of relying on a phone call alone.	P1	●●●○	●●○○
06	**Fix accessibility** AA contrast, visible focus, descriptive alt text and 44px minimum tap targets.	P1	●●●○	●●○○
07	**Establish hierarchy & spacing** A clear H1, benefit blocks and a consistent type & spacing scale so the page is easy to scan.	P1	●●●○	●●○○
08	**Add a persistent header CTA** Call + book always reachable at the top so the key action is one tap away on any scroll.	P2	●●○○	●●○○
09	**Design interaction states** Hover/active/focus on links and CTAs, plus success/error states for the new form.	P2	●●○○	●○○○
10	**Standardise buttons & CTA styling** One consistent primary-action treatment across the site for a confident, unified feel.	P2	●●○○	●●○○

2

P0 fixes — a promise headline and scannable benefits — are copy changes you could ship this week

P0–P1

The first 7 items address every critical & high-priority gap in this review

46 → 74+

Realistic scorecard ceiling once the P0–P1 set is implemented

METHODOLOGY & NEXT STEPS

How this review was built.

A structured, repeatable evaluation across twelve UI & UX dimensions — grounded in heuristic analysis of the live homepage, not assumptions.

01

Walk the page

The live page's structure, copy, configurator and asset inventory were captured and catalogued top to bottom.

02

Score

Each of 12 dimensions rated 0–10 against Nielsen heuristics, WCAG and modern UI best practice.

03

Annotate

Usability issues pinned directly onto a reconstruction of the configurator and the page's structure.

04

Prioritize

Findings sequenced by experience impact vs. implementation effort into a P0–P2 action roadmap.

You've seen what's getting in users' way. Here's the fastest way to fix it.

Every issue in this review is fixable — and most are clarity- or structure-level, 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 redesign quote

We ship the P0–P1 fixes as a clean, accessible page — a headline that states the promise, proof pulled to the top and one clear next step for visitors who aren't ready to phone.

Get my redesign quote →

DO IT YOURSELF, THEN VERIFY

Book a re-review

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

Book a re-review →

GROW THE WHOLE EXPERIENCE

Add a productized service

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

See what fits →

RECOMMENDED NEXT

Productized services to grow your business

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

UI/UX Redesign · Landing Page Audit · Design System Setup

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 review? **support@boldzee.com**