



OAB WEB AGENCY • REPORT PREVIEW

Website Lead Leak Audit

Delivered in 24 hours. No sales pitch. Plain-English findings + a checklist you can hand to any developer.

[Example output \(redacted\)](#)[Prioritized fixes](#)[Quick wins included](#)

SCORECARD

Performance score

BEFORE

59

AFTER

96**LCP**

BEFORE

36.2 s

AFTER

2.4 s**FCP**

BEFORE

2.1 s

AFTER

1.2 s**CLS**

BEFORE

0.123

AFTER

0.000**TBT**

BEFORE

180 ms

AFTER

0 ms**Speed Index**

BEFORE

7.9 s

AFTER

4.0 s

Numbers shown are from a redacted example. "After" values represent a typical target after implementing the recommended fixes, not guaranteed results.



MODELED IMPACT (EXAMPLE)

Calls**+18-40%****Bounce rate****-15-35%****Leads****+12-32%**

Modeled estimates based on UX/performance improvements (not measured client results).

TOP 5 LEAD LEAKS

1

Speed is breaking intent (especially on mobile)

- Issue: Key pages take too long to become usable.
- Impact: High-intent visitors bounce before seeing services or the phone number.
- Fix: Reduce heavy scripts/images and remove render-blocking assets (target LCP < 2.5s).

2

Primary next step isn't obvious above the fold

- Issue: Call / request service / booking isn't consistently dominant on mobile.
- Impact: Visitors hesitate and leave.
- Fix: One primary CTA + persistent tap-to-call on every key page.

3

Mobile navigation friction hides revenue pages



- Issue: Services and service areas are hard to reach quickly.
- Impact: Users can't confirm fit fast enough.
- Fix: Simplify nav, strengthen services hub, clarify coverage and service details.

4

Local visibility gaps

- Issue: Pages don't map cleanly to local search intent.
- Impact: Missed free leads and higher reliance on ads.
- Fix: Improve service/location page structure, titles/H1s, and internal linking.

5

Trust signals aren't positioned where decisions happen

- Issue: Proof (licenses, availability, reviews) isn't near CTAs.
- Impact: Hesitation lowers conversions.
- Fix: Move trust signals next to CTAs and in the booking/call sections.

PRIORITY ROADMAP

P0 (This week)

- Fix biggest speed bottlenecks (target LCP < 2.5s)
- Make tap-to-call + primary CTA persistent
- Clarify hero: what you do + where + next step

P1 (Week 1-2)



- Upgrade core service pages and FAQs
- Tighten local SEO structure (titles/H1s/internal links)
- Add conversion improvements on key pages

P2 (Week 2-4)

- Strengthen trust layer near CTAs
- Reduce form friction + add tracking
- Iterate based on what users click/call

This preview is redacted and provided as an example. Results vary and are not guaranteed.



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