

# Digital Performance Audit

## Five Points Roofing

Website: [fivepointsroofingfl.com](http://fivepointsroofingfl.com)

Report Date: February 05, 2026

## EXECUTIVE SUMMARY

Your website performs well with a mobile score of 84/100. Minor optimizations could further enhance the user experience and improve conversion rates.

## CRITICAL FINDINGS

AREA	STATUS	IMPACT
Mobile Speed	■ GOOD	Score: 84/100, LCP: 3.4 s
Desktop Speed	■ GOOD	Score: 99/100
Lead Capture	■ OPPORTUNITY	AI-powered intake can capture 24/7 leads

## PROPOSED SOLUTIONS

- Mobile Optimization** - Compress images, minify CSS/JS, implement lazy loading
- AI Intake System** - Deploy 24/7 AI phone answering to capture leads while you work
- Performance Monitoring** - Weekly performance reports to track improvements

## NEXT STEPS

I'll follow up with your office to discuss these findings. A 14-day trial of our AI Intake system is available to immediately capture leads you may be missing.

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**Daniel Coffman**

Owner, AI Service Co

352-936-8152 | [www.aiserviceco.com](http://www.aiserviceco.com)