

Digital Risk & Performance Audit

Client: Original Pro Plumbing

Website: originalplumber.com

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Prepared by:

AI Service Co

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EXECUTIVE SUMMARY

Our automated audit of **originalplumber.com** has identified several technical issues affecting online visibility and customer acquisition. The website scores **66/100** on Google PageSpeed Insights (Mobile), placing it in the **PERFORMANCE WARNINGS FOUND** category.

TRAFFIC LIGHT ASSESSMENT

AREA	STATUS	THE RISK TO THE BUSINESS
Mobile Performance	■ WARNING	Mobile PageSpeed: 66/100 - Google may penalize rankings
Page Load Speed	■ WARNING	LCP: 5.7 s, FCP: 3.3 s
Visual Stability	■ WARNING	CLS: 0.105

Privacy Compliance	■ WARNING	Privacy policy status should be verified
Lead Capture	■ OPPORTUNITY	AI intake could optimize lead handling

PROPOSED SOLUTIONS

1. Performance Optimization (FREE)

As a local Lakeland business owner, I will fix your mobile performance issues at no cost. This will improve your Google ranking and customer experience.

2. 14-Day AI Intake Trial

Install our intelligent intake system that pre-qualifies leads before they reach your team. Your plumbing team will only spend time on high-value opportunities.

3. Compliance Review

Ensure your website meets Florida Digital Bill of Rights requirements.

NEXT STEPS

To take advantage of the free performance fix or learn more about our AI intake system, simply reply to this email or call me directly at **352-936-8152**. I will personally handle your account and ensure results.

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