

# Digital Performance Audit

## Five Points Roofing

Website: 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

- 1. **Mobile Optimization** - Compress images, minify CSS/JS, implement lazy loading
- 2. **AI Intake System** - Deploy 24/7 AI phone answering to capture leads while you work
- 3. **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.

---

**Daniel Coffman**

Owner, AI Service Co

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