

Digital Performance Audit

Client: Lakeland Air Conditioning
Website: thelakelandac.com
Date: February 05, 2026

EXECUTIVE SUMMARY

Our audit of **thelakelandac.com** identified **CRITICAL issues** affecting customer acquisition. Mobile PageSpeed score: **63/100**.

TRAFFIC LIGHT ASSESSMENT

| AREA | STATUS | THE RISK TO YOUR BUSINESS |
|--------------------|-------------|---|
| Mobile Performance | WARNING | PageSpeed: 63/100. LCP: 6.8 s, FCP: 3.3 s |
| Privacy Compliance | CRITICAL | Florida Digital Bill of Rights requires visible Privacy Policy. Non-compliance risks fines. |
| Lead Capture | OPPORTUNITY | AI-powered intake could pre-qualify leads 24/7. |

CRITICAL: PRIVACY COMPLIANCE

Your website may be violating the Florida Digital Bill of Rights.

Under FDBR (effective July 2024), businesses must have a clearly visible Privacy Policy. Our scan did not detect a compliant policy on **thelakelandac.com**.

Risk: Fines up to \$50,000 per violation.
Solution: We can fix this for you this week at no cost.

OUR OFFER

1. FREE Privacy Compliance Fix
I will personally ensure your website has a compliant Privacy Policy this week.

2. 14-Day AI Intake Trial

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

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