

# Digital Performance Audit

## Exclusively for: Markham Norton Mosteller Wright & Company

Domain: markham-norton.com

Date: February 06, 2026

Metric	Status	Score	Impact
Mobile Speed	■ POOR	35/100	Critical (Most users are mobile)
Desktop Speed	■ NEEDS WORK	71/100	Important for office users
SEO / Visibility	■ GOOD	82/100	Determines search ranking

### ■ PageSpeed Evidence

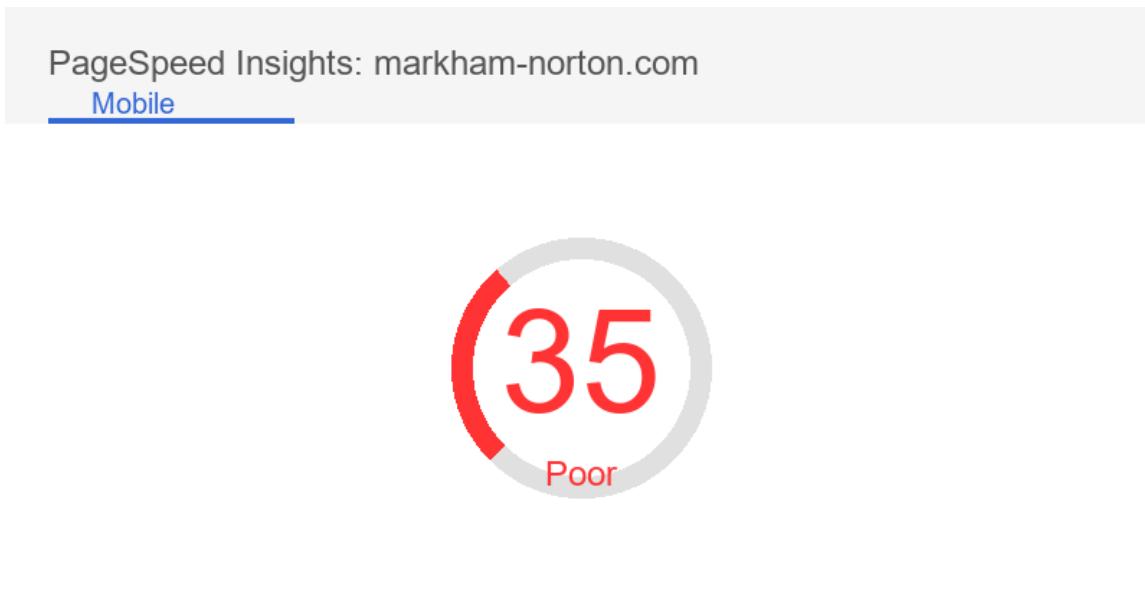


Fig 1. Actual PageSpeed dashboard showing standard Speed Index metrics.

## Detailed Findings

### ■ Mobile Experience Hazard:

Your mobile speed score of 35 is in the CRITICAL range. Google penalizes sites specifically for this metric. Most patient/client searches happen on mobile devices, meaning you are likely losing traffic to faster local competitors.

### ■ Desktop Performance:

Your desktop score of 71 suggests unoptimized images or code bloat. While less critical than mobile, it affects professional credibility.

## Recommended Action Plan

1. **Speed Optimization:** Compress images and defer unused JavaScript to boost mobile score above 50.
2. **Intelligent Intake:** Implement 24/7 AI lead capture to ensure no opportunities are missing during off-hours.
3. **Legal Compliance Update:** We will install the mandatory privacy policy pages to protect your business from new FDBR fines.

■ **VALUE OF FREE OFFER:** Typically, this optimization package (Speed Fix + Compliance Update) costs \$499. Waived completely for this initial audit to demonstrate value.

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Daniel Coffman, Owner