

Digital Performance Audit

Client: Original Pro Plumbing
Website: originalplumber.com
Date: February 05, 2026

EXECUTIVE SUMMARY

Our audit of **originalplumber.com** identified **CRITICAL issues** affecting customer acquisition. Mobile PageSpeed score: **66/100**.

TRAFFIC LIGHT ASSESSMENT

AREA	STATUS	THE RISK TO YOUR BUSINESS
Mobile Performance	WARNING	PageSpeed: 66/100. LCP: 5.7 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 **originalplumber.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 plumbing techs only spend time on high-value opportunities.

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