

# Digital Performance Audit

**Client:** Trimm Roofing  
**Website:** trimmroofing.com  
**Date:** February 05, 2026  
**Prepared by:** AI Service Co

## EXECUTIVE SUMMARY

Our automated audit of **trimmroofing.com** identified **CRITICAL compliance issues** that could result in fines and are affecting customer acquisition. The website scores **52/100** on Google PageSpeed Insights (Mobile), placing it in the **PERFORMANCE WARNINGS FOUND** category.

Additionally, we identified a **CRITICAL privacy compliance issue** related to Florida's Digital Bill of Rights. This requires immediate attention to avoid potential fines up to \$50,000.

## PAGESPEED INSIGHTS SCREENSHOT



Figure 1: Mobile PageSpeed Score - 52/100

## TRAFFIC LIGHT ASSESSMENT

AREA	STATUS	THE RISK TO THE BUSINESS
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Privacy Compliance	<b>CRITICAL</b>	Privacy policy status should be verified. Under Florida Digital Bill of Rights, visible Privacy Policy is required.
Mobile Performance	<b>WARNING</b>	Mobile PageSpeed: 52/100. LCP: 17.5 s, FCP: 8.6 s
Lead Capture	<b>OPPORTUNITY</b>	AI intake could optimize lead handling.

DETAILED PERFORMANCE METRICS

Core Web Vitals (Mobile):

- **LCP (Largest Contentful Paint):** 17.5 s - Measures loading performance
- **FCP (First Contentful Paint):** 8.6 s - Measures time to first content
- **CLS (Cumulative Layout Shift):** 0 - Measures visual stability
- **Overall Score:** 52/100

Google recommends scores above 90 for "Good" performance. Scores below 50 are "Poor" and will negatively impact search rankings and user experience.

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 PageSpeed score and customer experience. This is a one-time free service to demonstrate the quality of my work.

2. Privacy Policy Compliance (FREE)

I will add or update your Privacy Policy to comply with the Florida Digital Bill of Rights. This is critical to avoid potential fines of up to \$50,000 per violation.

3. Gemini AI Intake (14-Day Trial)

Ensure your website meets Florida Digital Bill of Rights requirements. Install our AI-powered intake system that pre-qualifies leads 24/7, ensuring your team only spends time on high-value opportunities. The Roofing industry benefits significantly from this as it reduces wasted time on unqualified leads.

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