

# Digital Risk & Performance Audit

**Client:** Lakeland Air Conditioning

**Website:** [thelakelandac.com](http://thelakelandac.com)

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Prepared by:

## **AI Service Co**

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## EXECUTIVE SUMMARY

Our automated audit of **thelakelandac.com** has identified several technical issues affecting online visibility and customer acquisition. The website scores **63/100** on Google PageSpeed Insights (Mobile), placing it in the **PERFORMANCE WARNINGS FOUND** category.

## TRAFFIC LIGHT ASSESSMENT

AREA	STATUS	THE RISK TO THE BUSINESS
Mobile Performance	■ WARNING	Mobile PageSpeed: 63/100 - Google may penalize rankings
Page Load Speed	■ WARNING	LCP: 6.8 s, FCP: 3.3 s
Visual Stability	■ GOOD	CLS: 0.086

Privacy Compliance	■ WARNING	Privacy policy status should be verified
Lead Capture	■ OPPORTUNITY	AI intake could optimize lead handling

## 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 Google ranking and customer experience.

### 2. 14-Day AI Intake Trial

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

### 3. Compliance Review

Ensure your website meets Florida Digital Bill of Rights requirements.

## NEXT STEPS

To take advantage of the free performance fix or learn more about our AI intake system, simply reply to this email or call me directly at **352-936-8152**. I will personally handle your account and ensure results.

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