

# Digital Performance Audit

## B&W Plumbing LLC

Website: bandwplumbing.com

Report Date: February 05, 2026

### EXECUTIVE SUMMARY

Your website shows moderate performance with a mobile score of 64/100. While functional, there are optimization opportunities that could improve customer acquisition. The 5.5 s load time is above the recommended threshold.

### CRITICAL FINDINGS

AREA	STATUS	IMPACT
Mobile Speed	■ WARNING	Score: 64/100, LCP: 5.5 s
Desktop Speed	■ GOOD	Score: 94/100
Lead Capture	■ OPPORTUNITY	AI-powered intake can capture 24/7 leads

### PROPOSED SOLUTIONS

- Mobile Optimization** - Compress images, minify CSS/JS, implement lazy loading
- AI Intake System** - Deploy 24/7 AI phone answering to capture leads while you work
- Performance Monitoring** - Weekly performance reports to track improvements

### NEXT STEPS

I'll follow up with your office to discuss these findings. A 14-day trial of our AI Intake system is available to immediately capture leads you may be missing.

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