

# Digital Risk & Performance Audit

**Client:** Original Pro Plumbing

**Website:** originalplumber.com

**Date:** February 05, 2026

Prepared by:

**AI Service Co**

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## EXECUTIVE SUMMARY

Our automated audit of **originalplumber.com** has identified several technical issues affecting online visibility and customer acquisition. The website scores **66/100** 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: 66/100 - Google may penalize rankings
Page Load Speed	■ WARNING	LCP: 5.7 s, FCP: 3.3 s
Visual Stability	■ WARNING	CLS: 0.105

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 plumbing 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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