

# Digital Performance Audit

**Client:** Trimm Roofing  
**Website:** trimmroofing.com  
**Date:** February 05, 2026

## EXECUTIVE SUMMARY

Our audit of **trimmroofing.com** identified **CRITICAL issues** affecting customer acquisition. Mobile PageSpeed score: **52/100**.

## TRAFFIC LIGHT ASSESSMENT

AREA	STATUS	THE RISK TO YOUR BUSINESS
Mobile Performance	WARNING	PageSpeed: 52/100. LCP: 17.5 s, FCP: 8.6 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 **trimmroofing.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 roofing techs only spend time on high-value opportunities.

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