

Digital Performance Audit

Client: Original Pro Plumbing

Website: originalplumber.com

Date: February 05, 2026

Prepared by: AI Service Co

EXECUTIVE SUMMARY

Our automated audit of **originalplumber.com** identified **CRITICAL compliance issues** that could result in fines and are affecting customer acquisition. The website scores **66/100** 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



The Original Pro Plumbing

You have choices. You can get plumbing services from any of the numerous plumbing companies serving Polk County. But when it comes to finding the highest quality plumbing services available to commercial and residential markets, The Original Pro Plumbing is your only choice! Pro Plumbing has been providing a

Figure 1: Mobile PageSpeed Score - 66/100

TRAFFIC LIGHT ASSESSMENT

AREA	STATUS	THE RISK TO THE BUSINESS
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Privacy Compliance	CRITICAL	Privacy policy status should be verified. Under Florida Digital Bill of Rights, visible Privacy Policy is required.
Mobile Performance	WARNING	Mobile PageSpeed: 66/100. LCP: 5.7 s, FCP: 3.3 s
Lead Capture	OPPORTUNITY	AI intake could optimize lead handling.

DETAILED PERFORMANCE METRICS

Core Web Vitals (Mobile):

- **LCP (Largest Contentful Paint):** 5.7 s - Measures loading performance
- **FCP (First Contentful Paint):** 3.3 s - Measures time to first content
- **CLS (Cumulative Layout Shift):** 0.105 - Measures visual stability
- **Overall Score:** 66/100

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 Plumbing industry benefits significantly from this as it reduces wasted time on unqualified leads.