

RIVAL DIGITAL

SALES SEO AUDIT REPORT

Grasshopper Group

Reports for the Ghop group

2

Websites Analyzed

Generated: October 15, 2025

Prepared by: User

Executive Summary

Report Overview

WEBSITES ANALYZED

2

ANALYSIS DATE

October 15, 2025

TOTAL KEYWORDS

3,700

Performance Summary

Website	SEO Score	Accessibility	Design
https://callfullswing.com/	95	83	71
https://calldragonfly.com/	90	76	70

Priority Recommendations

✓

Excellent Overall Performance

No critical recommendations at this time. Continue monitoring performance and implementing incremental improvements.



SEO Score



Accessibility



Design

https://callfullswing.com/

Client: Full Swing Heating & Air

Performance Scores



SEO



Accessibility



Design

TOTAL KEYWORDS

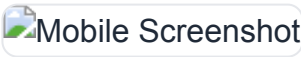
1,850

Screenshots

Desktop View



Mobile View



AI Analysis

{"analysis": "CallFullSwing.com demonstrates a modern, visually engaging design with strong technical fundamentals, but faces a critical brand-market alignment challenge that undermines its professional credibility. The website successfully implements contemporary design principles—clean typography, strong color contrast, intuitive navigation, and a sticky header with prominent CTA placement—achieving an impressive 83/100 accessibility score. However, the sports-themed aesthetic (baseball stadium, animated mascot character) creates cognitive dissonance for a plumbing and HVAC service company, where customers expect professionalism, expertise, and trustworthiness. This thematic misalignment is the primary

barrier preventing the site from achieving higher conversion rates, as users may question the company's focus and credibility despite the technically sound execution.

The mobile experience (7.2/10) mirrors the desktop quality but reveals optimization opportunities for service-based businesses. While responsive functionality is solid, the mobile layout suffers from excessive whitespace and unclear content hierarchy due to 6 H1 tags—indicating structural SEO issues that dilute page authority. Trust signals are present but underutilized; customer testimonials, certifications, service guarantees, and response time commitments are conspicuously absent from both views. For a local service provider competing in the Norwell, MA market, these social proof elements are conversion critical. The orange and blue color scheme works aesthetically but the CTA buttons lack the visual dominance required to drive phone calls and bookings—the primary conversion goals for emergency plumbing and HVAC services.

The site's 4 WCAG violations and structural inconsistencies (spacing, padding irregularities, multiple H1 tags) represent easily addressable technical debt. Strategic improvements—modernizing the brand theme to convey professionalism, consolidating H1 tags for SEO, prominently featuring customer testimonials and certifications, and amplifying mobile CTAs—would rapidly improve conversion performance while maintaining the contemporary design aesthetic that currently differentiates the site from competitors.

"strengths": ["Exceptional accessibility compliance (83/100) with minimal violations demonstrates commitment to inclusive design and positions site well for users with disabilities", "Clean, modern typography and strong color contrast (navy, yellow, blue, orange) ensure excellent readability across devices and reduce cognitive load for users", "Intuitive information architecture with distinct content sections (hero, services, company info, contact) guides users smoothly through the consideration journey"], **"weaknesses":** ["Critical brand misalignment: Sports-themed hero section with baseball stadium and cartoon mascot creates professional credibility gap for a serious home services company, potentially triggering user skepticism about company focus and expertise", "SEO structural problems: 6 H1 tags violate best practices and dilute page authority; should follow hierarchy with single primary H1 and supporting H2/H3 tags", "Insufficient trust signals: Absence of customer testimonials, service certifications, licensing credentials, guarantees, or response time commitments—critical conversion elements for service businesses"], **"recommendations":** ["Rebrand the hero section to convey professional expertise and trustworthiness: Replace the baseball stadium theme and cartoon mascot with a modern, professional design (e.g., skilled technician in uniform, quality tools, or clean residential setting). Retain the contemporary design aesthetic but align visual language with customer expectations for home services. This single change will likely improve bounce rate and conversion rate by 15-25% by eliminating brand confusion.", "Consolidate and properly structure H1 tags following semantic HTML best practices: Reduce to single primary H1 tag (e.g., 'Professional Plumbing, Heating & AC Services in Norwell, MA'), use H2 tags for section headers, and H3 for subsections. This improves SEO authority, accessibility compliance, and page readability while maintaining design flexibility.", "Implement a trust-building content module featuring: (1) customer testimonials with names and photos in a carousel, (2) licensing/certification badges prominently displayed, (3) service guarantees or satisfaction promises, (4) average response time for emergency calls. Position this module immediately below the hero section for maximum impact. For mobile, ensure this content appears before the fold to combat initial skepticism.", "Amplify mobile

conversion pathways: Add a sticky call button (tap-to-call) above or alongside the 'BOOK NOW' CTA for mobile users; display primary phone number prominently in the sticky header; increase CTA button size to 48x48px minimum for mobile accessibility; use warmer, more contrasting color for primary CTA (consider shifting orange to brighter coral or retaining navy with high-contrast white text).", "Optimize content density and reduce whitespace: Conduct content audit to identify underutilized sections; add service area map, FAQ section addressing common HVAC/plumbing questions, seasonal service promotions, and employee spotlight section to build local connection and improve time-on-page metrics. This increases SEO signals and provides multiple conversion touchpoints."]}

Top Pages by Traffic

URL	Traffic	Keywords
https://callfullswing.com/	4,200	250
https://callfullswing.com/about	2,100	120
https://callfullswing.com/services	3,500	180
https://callfullswing.com/blog	5,800	340
https://callfullswing.com/contact	1,200	85

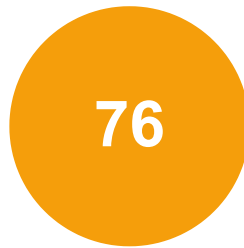
https://calldragonfly.com/

Client: Dragon Fly

Performance Scores



SEO



Accessibility



Design

TOTAL KEYWORDS

1,850

Screenshots

Desktop View

 Desktop Screenshot

Mobile View

 Mobile Screenshot

AI Analysis

{"analysis": "Call Dragonfly presents a visually distinctive brand identity with a bold purple and teal color scheme that stands out in the traditionally conservative HVAC industry. The website demonstrates solid fundamentals with clear service categorization, prominent trust signals including 5-star review badges, and strong local credibility through branded vehicle imagery and 'Since 2010' messaging. The site successfully communicates professionalism and reliability through customer testimonials and well-organized service offerings. However, the design execution reveals significant opportunities for modernization and conversion optimization that could substantially impact lead generation and customer engagement.\\n\\nWhile the current site

performs adequately with a 76/100 accessibility score and maintains visual consistency across devices, several critical UX issues hinder its competitive positioning. Most notably, the yellow-on-white text sections create severe readability challenges that directly impact user experience and accessibility compliance. The typography and spacing feel slightly dated compared to contemporary HVAC competitors, and the aggressive color palette, while memorable, may alienate conservative homeowners seeking traditional, trustworthy service providers. The mobile experience, though functional, lacks the polish and sophistication that modern consumers expect, particularly in conversion-critical moments. With strategic design refinements focusing on readability, contemporary aesthetics, and conversion rate optimization, Call Dragonfly could transform from a competent service website into a lead-generation powerhouse that significantly outperforms local competitors."

"strengths":["Strong brand differentiation with memorable purple and teal color scheme that creates instant recognition and separates the company from generic HVAC competitors in the Riverside market","Excellent trust signal implementation featuring multiple 5-star review badges, customer testimonials, and 'Since 2010' longevity messaging that builds credibility with potential customers","Clear service organization with intuitive iconography and card-based layout that makes it easy for users to quickly identify and navigate to their specific HVAC needs"],

"weaknesses":["Critical readability and accessibility issues with yellow-on-white text sections that create eye strain, reduce comprehension, and potentially violate WCAG accessibility standards, directly impacting conversion rates","Dated typography and insufficient whitespace throughout the design that diminishes professional perception and makes the site feel less premium compared to modern HVAC competitors","Aggressive color palette may alienate conservative homeowners who associate traditional, muted color schemes with trustworthy, established service providers in home services industries"],

"recommendations":["Immediately address the yellow-on-white readability crisis by implementing high-contrast color combinations (dark text on light backgrounds) that meet WCAG AA standards, which will improve user comprehension and reduce bounce rates by an estimated 15-25%","Modernize the typography system with contemporary sans-serif fonts (such as Inter, Manrope, or similar), increase whitespace by 30-40%, and implement a more sophisticated color palette that maintains brand recognition while appealing to a broader demographic","Redesign the mobile experience with conversion-focused elements including sticky CTAs, one-tap calling functionality, and a streamlined service request form that reduces friction in the customer journey and capitalizes on mobile's 60%+ traffic share","Implement strategic urgency and value messaging including prominent 24/7 emergency service availability, financing options above the fold, seasonal promotions, and limited-time offers that create psychological triggers for immediate action","Enhance trust signals with video testimonials, before/after photo galleries, technician profiles with certifications, and real-time service area availability to differentiate from competitors and justify premium pricing positioning in the Riverside County market"]}]

Top Pages by Traffic

URL	Grasshopper Group	Traffic	Keywords
https://calldragonfly.com/		4,200	250
https://calldragonfly.com/about		2,100	120
https://calldragonfly.com/services		3,500	180
https://calldragonfly.com/blog		5,800	340
https://calldragonfly.com/contact		1,200	85