

Contractor Website Lead-Leak Audit

A 10-point website scorecard and 30-day repair plan

BUILT FOR	Contractors and tradespeople nationwide
OUTCOME	Find friction that costs calls, estimate requests, and trust - then assign the three repairs that matter most.

NATIONWIDE OPERATING CORE + STATE/LOCAL REVIEW GATES

Version 1.0 | Last verified August 21, 2026

hatterhosting.com



START HERE

A fast, evidence-based website review

How to use this system

Use the national operating core as written, configure it to your real business, then stop at every marked review gate before customer-facing or automated use.

- + Open the website on a phone over cellular data.
- + Score each check 0, 1, or 2 using the evidence rule.
- + Choose the three highest-impact gaps, not the three easiest tasks.
- + Assign one owner, deadline, and proof-of-completion test to each repair.

NATIONAL CORE	Operational worksheets, ownership, evidence, calculations, and review cadence can be reused across the United States when filled with accurate facts.
REVIEW GATE	Contracts, licensing, taxes, deposits, cancellation rights, lien notices, warranties, automated messaging, recording, privacy, insurance, and safety rules can vary by location and use case.

What this product does not include

- + A technical security, performance, accessibility, privacy, or legal audit
- + A ranking, lead-volume, conversion-rate, or revenue guarantee
- + Permission to publish claims, photos, reviews, licenses, or service areas that are not accurate

This toolkit is an educational and operational aid. It is not legal, tax, accounting, safety, insurance, licensing, accessibility, or regulatory advice and does not create a certification or guarantee compliance. Requirements vary by jurisdiction, trade, project, customer, and communication method and may change. Adapt the materials to your facts and obtain qualified professional review where marked.

CHECKS 1-3

Clarity, territory, and mobile action

SCORING

0 = missing or broken. 1 = present but unclear or high-friction. 2 = clear, accurate, and easy to verify.

01 / First-screen trade clarity

Within five seconds, a new visitor can name the trade, main service, and next action without scrolling.

- ☐ Trade or service is stated in plain language
- ☐ Primary action says Call, Request estimate, or Book - not Learn more
- ☐ No unsupported 'best,' '#1,' or guarantee claim

02 / Real service territory

The page names the actual city, county, or service area and does not imply fake locations.

- ☐ Service area is visible
- ☐ Coverage matches real travel and licensing limits
- ☐ Address and service-area facts match the business profile

03 / Mobile call path

A phone user can see and activate the correct business number without hunting.

- ☐ Phone link works
- ☐ Number is readable and consistent
- ☐ After-hours expectations are accurate

Check	Score 0-2	Evidence / URL	Repair owner
01			
02			
03			

CHECKS 4-6

Estimate flow, proof, and commercial fit

04 / Estimate friction

The request path asks only for information needed to route and respond.

- [] Required fields are limited
- [] Service, location, urgency, and reply method are clear
- [] Confirmation explains what happens next without a response guarantee

05 / Evidence before adjectives

Visitors see real work, accurate credentials, and customer proof with permission.

- [] Project photos identify the type of work
- [] Reviews are genuine and not selectively solicited
- [] License, insurance, warranty, and certification claims are current and scoped

06 / Homeowner vs. commercial path

If both audiences matter, each can reach relevant services, proof, and intake without decoding the other.

- [] Audience choices are obvious
- [] Commercial buyers can find coverage and credential facts
- [] Emergency language matches actual capacity

Check	Score 0-2	Evidence / URL	Repair owner
04			
05			
06			

CHECKS 7-10

Ownership, trust, speed, and measurement

07 / Account ownership

The contractor controls the domain, hosting/admin access, analytics, business profile, phone number, and lead export.

08 / Trust and boundary clarity

Privacy, contact consent, pricing language, service terms, and automation boundaries are plain and accurate.

09 / Usability and speed

Core pages load and work on a current phone, buttons are keyboard reachable, text is readable, and images do not bury the action.

10 / Measurement

Calls, estimate requests, source, qualified status, booked outcome, and value can be reviewed without inventing attribution.

Check	Score 0-2	Evidence / URL	Repair owner
07			
08			
09			
10			

SCORECARD

Turn observations into priorities

Check	Score	Impact H/M/L	Effort H/M/L	Evidence	Next action
01					
02					
03					
04					
05					
06					
07					
08					
09					
10					

INTERPRETATION

0-7: repair the contact and trust foundation first. 8-14: fix the highest-impact friction. 15-20: validate measurement and improve one bottleneck at a time. This is a prioritization guide, not a performance grade.

Total score

Total / 20	Three strongest signals	Three largest leaks

30-DAY PLAN

Assign the three repairs that matter

Priority	Leak	Repair	Owner	Deadline	Proof it works
1					
2					
3					

Week-by-week rhythm

- + Week 1 - capture baseline evidence and fix broken contact paths.
- + Week 2 - publish accurate trade, service-area, proof, and ownership corrections.
- + Week 3 - simplify the estimate path and response handoff.
- + Week 4 - re-test on phone and desktop; compare qualified inquiries, not vanity traffic.

Baseline and re-test

Metric	Baseline period	After-repair period	What changed / caveats
Qualified inquiries			
Booked jobs			
Median first response			
Form completion issues			

OWNERSHIP CHECK

Know what the contractor actually controls

Asset	Primary owner	Admin access	Export / transfer tested	Risk / action
Domain registrar				
Website hosting / CMS				
Business phone				
Primary local business profile				
Analytics / tags				
Lead inbox / CRM				
Photo / brand files				

OWNERSHIP STANDARD	The contractor should remain the primary owner of core accounts. A provider can be an authorized administrator or manager. Record the handoff process before launch.
--------------------	--

REVIEW & SOURCES

Know when the workbook stops

Independent reference topics

Before a material policy or compliance decision, verify the current official guidance that governs the client's account and jurisdiction. Public links are intentionally omitted from this HatterHosting workbook.

Local business profile rules - Accurate representation, account ownership, address, service area, and profile eligibility.

Local search guidance - Relevance, distance, prominence, and the limits of ranking promises.

Review and testimonial rules - Fake reviews, selective requests, incentives, insider disclosures, and suppression.

Web accessibility guidance - Practical accessibility duties and the limits of automated testing.

Current accessibility standard - Testable technical guidance; not a legal certification.

This toolkit is an educational and operational aid. It is not legal, tax, accounting, safety, insurance, licensing, accessibility, or regulatory advice and does not create a certification or guarantee compliance. Requirements vary by jurisdiction, trade, project, customer, and communication method and may change. Adapt the materials to your facts and obtain qualified professional review where marked.