

Ridgeline Heating & Air

Sample report card · fictional business · Central Virginia

The short version: customers like you. Your website makes it hard for new ones to reach you.

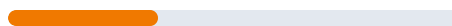
OVERALL SCORE

56

out of 100

44 points of upside

Getting the call



10/30

Fix first

No service form, no tap-to-call, no homepage button, and a broken email link.

Trust and first look



12/20

Needs work

2017 footer, three different founding claims, and a plan offer with no price.

Google and reviews



16/25

Needs work

4.4 stars, but no owner replies, and the rating never shows on your site.

Phone and security



13/15

Strong

Secure and works well on a phone. Most images lack descriptions.

Persuasion



5/10

Fix first

Strong on authority, liking and unity. Weak on social proof and reciprocity.

What your customers are saying

From your 20 newest Google reviews

They love:

"Fixed our AC same night"

"Honest, no upselling"

"Explained everything"

Main complaint: hard to reach by phone to book a visit (4 of 20 reviews).

No replies: 0 of 20 answered. Nearby HVAC companies average 4.7 stars.

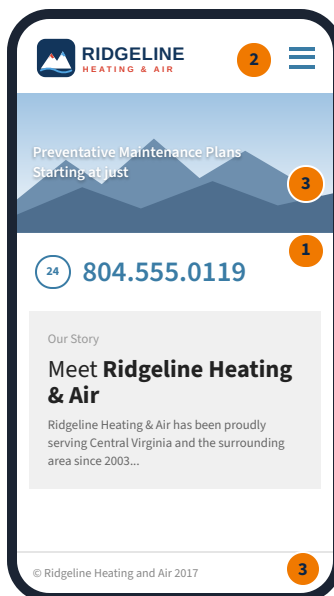
Already working

- ✓ 4.4 stars from 63 reviews
- ✓ 24/7 emergency service
- ✓ 17 brands serviced
- ✓ Family-owned

The 3 fixes worth the most

- Add a service form and tap-to-call.**
Four reviews say you're hard to reach. A 9 p.m. AC emergency needs one tap.
- Put your 4.4 stars on the homepage and reply to every Google review.**
63 customers vouched for you, and new visitors never see it. Replies also help you rank locally.
- Fix the small things that cost trust.**
One founding year, a current footer, a real plan price, and a working email link.

YOUR HOMEPAGE TODAY



OUR PREVIEW



Want these fixes done for you?

We rebuild and run your site for one flat price: \$149 a month, with \$0 down. Use this report either way.

Anthony · Powhatan Digital

powhatandigital.com

anthony@powhatandigital.com