PREPARED FOR

Sample Roofing Co.

Roofer · https://www.sampleroofing.example/ · Phone on site: (850) 555-0100

Scanned November 19, 2026 at 11:30 AM Eastern Time



GOOD, WITH GAPS

Summary

We reviewed the public homepage for Sample Roofing Co. (https://www.sampleroofing.example/) on November 19, 2026. The site scored 71 out of 100 (Good, with gaps). The site loads over HTTPS with a valid SSL certificate. The most important issue we found is: no click-to-call link.

What is already working

- The site loads over HTTPS with a valid SSL certificate.
- The homepage HTML arrived quickly (0.81 seconds in our test).
- The homepage and its measured files are a reasonable size (1.28 MB).
- Mobile performance scored 82/100 on a Lighthouse mobile test (the same engine used by Google PageSpeed Insights).
- No definitely broken links were found among 2 homepage links checked.
- The page includes a mobile viewport tag, which is the basic signal that the layout can fit a phone screen.
- A phone number is visible on the homepage ((850) 555-0100).
- The site has a favicon, so it looks finished in a browser tab.

Priority fixes

These are the highest-impact issues we found, in order. Each one is based only on the checks described in this report.

1. No click-to-call link

Impact: High

What we found. The homepage does not include a tel: link, so a phone number may not be tappable on a mobile phone.

Why it matters for getting customers. On a phone, one tap to call is the difference between a booked job and a lost one. Making someone copy a number costs you emergency and after-hours calls.

Quick fix. Turn every visible phone number into a tappable click-to-call link (a tel: link) in the header and anywhere else the number appears. Most website builders have a “phone link” or “click to call” option for this.

2. Missing meta description

Impact: Medium

What we found. The homepage has no standard meta description tag.

Why it matters for getting customers. The meta description often becomes the sentence under your Google listing. A short pitch with your city, services, and phone number can be the difference between a click and a skipped result.

Quick fix. Add a meta description of about 140–160 characters that says what you do, that you serve Tallahassee, and how to reach you.

3. Images are missing alt text

Impact: Medium

What we found. 6 of 12 homepage images (50.0%) have non-empty alt text. 6 are missing alt text or have it empty.

Why it matters for getting customers. Alt text helps visitors who use screen readers, and it gives search engines another way to understand photos of your trucks, crews, and finished jobs in Tallahassee.

Quick fix. Add a short, specific alt description to each meaningful photo (for example, “Technician repairing an air conditioner at a Tallahassee home”). Purely decorative images can use an empty alt attribute.

4. Title tag is too short

Impact: Medium

What we found. The title is 19 characters: “HOME | Sample Roofing Co.”. Search engines usually display about 50–60 characters.

Why it matters for getting customers. A title that is too short wastes a chance to say what you do and where you work. A title that is too long gets cut off in Google results.

Quick fix. Rewrite the title to roughly 50–60 characters, leading with the business name or main service and including Tallahassee.

5. No Google Analytics tag detected

Impact: Medium

What we found. We did not find a Google Analytics, gtag, or Google Tag Manager snippet on the homepage.

Why it matters for getting customers. This does not affect a customer looking at the page, but without analytics you cannot tell how many people visit, whether phone clicks happen, or if ads are worth the money.

Quick fix. Install Google Analytics 4 or Google Tag Manager on every page, then set up a conversion for click-to-call if you use it.

Detailed findings

The table below is the full record of what we checked on the public homepage. Points are shown only for checks that ran. A skipped check did not affect the score.

Check	Result	Pts	What we saw
HTTPS / SSL certificate	Pass	15/15	The site uses HTTPS with a valid certificate. Certificate expires 2027-02-03 (75 days remaining). Issuer: Let's Encrypt.

Check	Result	Pts	What we saw
Homepage load time	Pass	7/7	The homepage HTML downloaded in 0.81 seconds from our checker. This is server response plus download time, not a full browser load.
Page weight	Pass	5/5	About 1.28 MB transferred for the homepage HTML (584.5 KB) plus 33 linked files we could measure (stylesheets, scripts, and images).
Mobile performance (Lighthouse)	Pass	6.56/8	Mobile performance score: 82/100, measured with Lighthouse (local, mobile emulation). LCP 4.6 s; FCP 1.7 s; TBT 50 ms; CLS 0; Speed Index 3.3 s.
Homepage links	Pass	10/10	Checked 2 unique homepage link(s): 2 appeared healthy, 0 returned an error, and 0 could not be verified (for example, the remote site blocked an automated request).
Title tag	Needs attention	3/8	Title (19 characters, well outside the usual 50–60 character range): “HOME | Sample Roofing Co.”
Meta description	Needs work	0/6	No meta description tag was found.
Main heading (H1)	Needs attention	3/5	2 H1 headings were found: “G SWP Roofing”; “Covering Your Property with Sample Roofing Quality”. One clear H1 is the usual practice.
Mobile viewport tag	Pass	8/8	A viewport tag is present: “width=device-width, initial-scale=1”.
Image alt text	Needs attention	3/6	6 of 12 homepage images (50.0%) have non-empty alt text. 6 are missing alt text or have it empty.
Phone number on the homepage	Pass	7/7	Phone number(s) found on the public homepage: (850) 555-0100.
Click-to-call link	Needs work	0/6	No tel: click-to-call link was found on the homepage.
Favicon	Pass	3/3	A favicon was found at https://static.parastorage.com/client/pfavico.ico.
Google Analytics / tag	Needs work	0/3	No Google Analytics, gtag, or Google Tag Manager snippet was detected in the homepage HTML.
Copyright year	Needs work	0/3	The latest copyright year found was 2023, but the current year is 2026. Years found: [2023].

How to fix these issues in Wix

Homepage response headers and linked files identified this as a Wix site (Wix request headers and Wix static assets). The instructions below are written for the Wix Editor, which is the usual way to edit a Wix site. Work through each issue, then click Publish at the top right of the editor so the changes go live.

1. No click-to-call link (High impact)

1. Open your site in the Wix Editor (from your Wix dashboard, click Edit Site).
2. Find every place (850) 555-0100 appears, including the header, homepage body, and footer. If a number is part of a picture rather than selectable text, you will also add a link to that image, or replace it with real text.
3. Click the text, button, or image, then click the Link icon. Choose Phone number, enter (850) 555-0100 (include the area code; a leading +1 is fine), and click Done. This creates a tappable tel:+18505550100 link.
4. If you would rather add a new phone text box: click Add on the left, choose Text, place it where visitors will see it, click Edit Text, and type the full number with area code. Wix can make a number in a text box clickable automatically, but adding an explicit Phone number link (the previous step) is the more reliable method, especially if a number is mixed with other words on the same line.
5. Repeat for every instance of the number, including the mobile editor view if your mobile layout is separate (click the mobile phone icon in the editor and check the header and footer there too).
6. Click Publish at the top right. Then open the live homepage on a phone and tap the number to confirm it starts a call.

2. Missing meta description (Medium impact)

1. This homepage has no standard meta description tag, so search results may show a generic or cut-off snippet.
2. Open your site in the Wix Editor.
3. Click Pages & Menu on the left side of the editor.
4. Click the More Actions icon (three dots) next to the homepage (often named Home).
5. Click SEO basics.
6. Enter a meta description of about 140–160 characters under Meta description (description in search results). Mention what you do, that you serve Tallahassee, and how to reach you. Example: “Sample Roofing Co. serves Tallahassee with roof repair, replacement, and inspections. Call (850) 555-0100 to schedule an estimate.”
7. If this page also needs the other SEO field (title or description) filled in, do that on the same SEO basics panel while you are here.
8. Click Publish at the top right. Search engines will pick up the new text the next time they recrawl the page.

3. Images are missing alt text (Medium impact)

1. 6 of 12 homepage images (50.0%) have non-empty alt text. 6 are missing alt text or have it empty. In the Wix Editor, click each homepage image that is missing a description.
2. Click the Settings (gear) icon for that image. Find the alt text field (it may be labeled What’s in the image?, Alt text, or Alternative text).
3. Type a short, specific description of what the photo shows, including the service or location when it is true (for example, “Sample Roofing Co. crew replacing shingles on a Tallahassee home”). Do not stuff keywords.
4. Purely decorative images (background textures, dividers) can use a brief decorative description or be marked decorative if that option is shown. Meaningful photos of trucks, crews, and finished jobs should always have real alt text.
5. You can also use Wix’s Accessibility wizard (Settings or the Accessibility icon in the editor) to list images that are still missing alt text.
6. Click Publish when every meaningful homepage image has alt text.

4. Title tag is too short (Medium impact)

1. Search engines usually display about 50–60 characters of a title. The current title is “HOME | Sample Roofing Co..”
2. Open your site in the Wix Editor.
3. Click Pages & Menu on the left side of the editor.
4. Click the More Actions icon (three dots) next to the homepage (often named Home).
5. Click SEO basics.
6. Enter a title tag of about 50–60 characters under Title tag (title in search results). Lead with the main service and include Tallahassee and the business name. Example: “Tallahassee Roofing, Repairs & Replacement | Sample Roofing Co..”
7. If this page also needs the other SEO field (title or description) filled in, do that on the same SEO basics panel while you are here.
8. Click Publish at the top right. Search engines will pick up the new text the next time they recrawl the page.

5. No Google Analytics tag detected (Medium impact)

1. Create a free Google Analytics 4 property at analytics.google.com if you do not already have one, and copy the Measurement ID (it starts with G-).
2. In your Wix dashboard (not the editor), go to Marketing & SEO, then Marketing Integrations.
3. Under Google Analytics, click Connect and paste your Measurement ID. Wix requires a custom domain for this integration; this site already uses one.
4. Save the connection. The tag is added site-wide, so you do not have to paste code onto each page.
5. After you also add click-to-call links, consider setting a GA4 event or conversion for phone-number clicks so you can see when a visitor taps to call.
6. Open the live homepage and, in Google Analytics, confirm that a real-time visitor appears when you load the page.

6. Copyright year is out of date (Low impact)

1. Open your site in the Wix Editor and scroll to the footer, where the copyright line appears (it currently shows 2023).
2. Click the copyright text, then click Edit Text.
3. Change the year to 2026, or use a range that ends in 2026 (for example, 2018–2026).
4. Click Publish, then refresh the live homepage and confirm the footer shows the current year.

7. Multiple H1 headings (Low impact)

1. A page should have one main H1 heading. The homepage currently has these H1 headings: “G SWP Roofing”, “Covering Your Property with Sample Roofing Quality”. Keep the heading that states the main promise as H1, and change the others to H2 or H3.
2. In the Wix Editor, click the heading you want to demote.
3. Click Edit Text. In the text settings, apply a Heading 2 (or Heading 3) style instead of Heading 1. If you use a custom design, also check that the HTML tag / heading level is H2, not only the visual size.
4. Click Publish, then view the live homepage and confirm there is a single main H1.

How we scored this report

The score starts at 100 points: HTTPS/SSL (15), homepage load time (7), page weight (5), mobile performance from Lighthouse, the same engine used by Google PageSpeed Insights (8), homepage links (10), title tag (8), meta description (6), H1 heading (5), mobile viewport tag (8), image alt text (6), visible phone number (7), click-to-call link (6), favicon (3), Google Analytics or Tag Manager (3), and copyright year (3). If a check cannot be completed, its points are removed from the total and the remainder is scaled to 100. We only inspected the public homepage and the links and files discovered on that page. We did not create a customer account, fill out a form, or contact the business.

Keep watching this site

This audit is a snapshot of your website on one day. If you would like us to keep watching it, our monthly Website Care Plans start at $99 and include a fresh health report, uptime and SSL alerts, broken-link checks, and a written list of simple on-page fixes. Higher plans can add Google Business Profile suggestions, a local competitor snapshot, and a set number of hours of approved website updates. These plans describe the work we will do; they do not promise rankings, traffic, or leads. A one-page comparison of the plans is available on request.

This is a snapshot of what our automated checks found on the date above. It is not a complete security audit, legal review, or guarantee of search rankings. Some external links may be marked “could not be verified” when the remote site blocks automated requests; those are not counted as broken. This sample report was prepared to show what a $15–$25 local website audit looks like.