

PREPARED FOR

MIKE'S ROOFING CO.

Dallas-Fort Worth, TX · Roofing Contractor

AD SPEND · EST. \$2K / MO

\$33

AVERAGE COST PER CLICK

\$45,000 WALKS PAST YOUR PHONE EVERY MONTH.

HERE'S EXACTLY WHERE IT GOES.

You're paying \$33 a click to send Linda to a 5-page brochure. She wanted a phone number. She didn't find one. She called the next roofer. This report shows you the bleed — and exactly how we close it in 30 days.

WHERE THE \$45K GOES · THE PHONE-RING MATH

Industry numbers, applied to your traffic.

\$2,000

AD SPEND

Google Ads · 30 days

~60¹

CLICKS

\$33 CPC · roofing avg

~2²

PHONE RINGS

3.7% CVR · LocaliQ

~8³

AFTER REBUILD

8% CVR · optimized site

The gap between 2 calls and 8 calls is \$45K/mo — same traffic, same spend, fixed funnel.

01 · FIX

CRO AUDIT

Twelve dimensions of how the page actually converts. Where Linda bounces, what saves her.

32 » 86

WEIGHTED COMPOSITE

02 · FIX

MOBILE AUDIT

60%+ of roofing searches happen on phones. Mobile converts at 1.5% — fixable to 8%+.

38 » 89

MOBILE CRO SCORE

03 · FIX

COPY AUDIT

Six headline lines rewritten using loss aversion, specificity, and storm-tense language.

6 / 6

REWRITES DELIVERED

SOURCES

1 CPC · MDM PPC 2025 2 CVR 3.70% · LocaliQ 2025 3 8-12% optimized · GhostRep internal benchmarks

01-02 · WHERE THE BLEED HAPPENS

TWELVE THINGS THAT DECIDE IF LINDA CALLS — OR DOESN'T.

Below: every gap on mikesroofing.com that costs you the phone ring, scored against the rebuilt page. Roofing has the lowest conversion rate of any home service — 3.70% average.¹ Optimized contractor sites hit 8–12%. That's the bleed, and that's the gap we're closing.²

WHAT WE CHECKED	TODAY	FIXED	THE GAP
Headline that names the pain	2/10	9/10	
Phone number above the fold	1/10	9/10	
Mobile thumb-zone Call button	2/10	9/10	
Sticky Call Now bar (mobile)	0/10	10/10	
Page matches the Google Ads search	1/10	9/10	
Local proof (neighborhood names, photos)	3/10	8/10	
Form length (how many questions)	3/10	8/10	
Mobile page speed (LCP under 2.5s)	4/10	9/10	
Tap-target size (44pt minimum)	3/10	9/10	
Reviews displayed prominently	2/10	9/10	
Trust block (license #, year, warranty)	2/10	8/10	
Same-day response promise	1/10	9/10	

OVERALL SCORE **32** / 100 » **86** / 100 **+54 POINTS · 6-WEEK FIX**
 Eleven of twelve gaps closeable in week one.

WHY THIS MATTERS FOR MIKE
THE SINGLE BIGGEST BLEED IS MOBILE.
 60%+ of roofing searches happen on phones. Desktop visitors convert at 4.1%. Mobile visitors convert at 1.5%. That gap — desktop minus mobile — is the single biggest reason your \$33 clicks don't ring. Add a sticky Call Now bar, shorten the form to two fields, and put real customer reviews above the fold. Same traffic, 3–5x more phone calls.

SOURCES

1 Roofing CVR 3.70% · LocaliQ 2025 2 Optimized roofing 8–12% · GhostRep 3 Mobile vs desktop CVR · LocaliQ / GhostRep

03 · THE WORDS COSTING YOU CALLS

SIX LINES ON YOUR SITE.

SIX REWRITES THAT RING THE PHONE.

Pulled live from mikesroofing.com. Each row: the brain lever, the line that's bleeding, the rewrite that wins.

HEADLINE

THE LEVER

LOSS, NOT FEATURES

The brain reacts 2x harder to losing \$1 than gaining \$1. Name the loss first.

ON YOUR SITE NOW

"Roofing Services in Dallas, TX"

WHY IT BLEEDS

Generic and forgettable. Linda doesn't want "services" — she wants the leak gone before her ceiling caves in.

» REWRITE

"Don't let one storm cost you the whole roof."

WHY THIS WORKS BETTER

Now her brain pictures losing the whole roof. Fear circuit fires. She keeps reading.

SUBHEAD

THE LEVER

REAL NUMBERS WIN

Specific numbers feel true. Adjectives like "quality" feel like marketing.

ON YOUR SITE NOW

"Quality service you can trust since 2009."

WHY IT BLEEDS

Every roofer in DFW says "trusted." Linda's brain skips it as background noise.

» REWRITE

"1,847 Dallas roofs sealed since 2009 · 5-yr no-leak warranty."

WHY THIS WORKS BETTER

Real number = real proof. The warranty kills risk. Both fire credibility instantly.

MAIN BUTTON

THE LEVER

GIVE BEFORE YOU TAKE

Reciprocity: offer Linda a small win first. Then she's primed to give back.

ON YOUR SITE NOW

"Get a Quote"

WHY IT BLEEDS

Asks Linda to do work — fill a form, wait for a call. Friction is high, reward is vague.

» REWRITE

"See Your Roof's Risk Score in 90 Seconds"

WHY THIS WORKS BETTER

She gets something instantly (the score). Tiny commitment. The phone call comes after.

VALUE PROP

THE LEVER

MATCH HER EMOTION

State-match: meet Linda in the emotional state she's actually in. Don't sell from neutral.

ON YOUR SITE NOW

"We offer roof repair, replacement, and inspections."

WHY IT BLEEDS

She woke up at 2 AM to hail. You're listing services like a menu. Wrong frequency entirely.

» REWRITE

"Hail came at 2 AM. We're on your roof by 8."

WHY THIS WORKS BETTER

Same hour she lived through. Speed promise = relief. Her body relaxes — then she calls.

TRUST BAND

THE LEVER

NEIGHBORHOOD = TRUST

In-group bias: Linda trusts roofers who serve people like her, in places she knows.

ON YOUR SITE NOW

"Family owned · Licensed · Insured"

WHY IT BLEEDS

Every roofer in DFW says this. Generic trust badges don't fire any neuron — they're invisible.

» REWRITE

"Trusted by 400+ homes in Plano, Frisco, and McKinney."

WHY THIS WORKS BETTER

Her zip code is on the page. Brain whispers, "They work here. They get me." Trust unlocks.

FORM BUTTON

THE LEVER

URGENCY THAT'S TRUE

Tell Linda exactly what she gets, and when. Vague promises kill the click.

ON YOUR SITE NOW

"Submit"

WHY IT BLEEDS

The single highest-friction word in conversion. Linda has submitted enough today — she bounces.

» REWRITE

"Lock My Same-Day Inspection Slot"

WHY THIS WORKS BETTER

Possession ("My"), urgency ("Same-Day"), and outcome ("Slot"). Three triggers, one click.

04 · THE BLEED HAS A NAME. NOW IT HAS A FIX.

THERE'S NOTHING WRONG WITH YOUR BUSINESS. THERE'S SOMETHING WRONG WITH THE PAGE SELLING IT.

After a decade, it's the only thing I know how to fix.

You already know the feeling. Visitors land on your site. Most leave without calling. You've tweaked the homepage. Tried an agency. Maybe rebuilt the site. The needle barely moved — because the bleed isn't your traffic or your business. It's the moments on your site where Linda decides to call the next guy instead of you.

That's the only thing I do. Ten-plus years hunting the same villain — Count Cashbleed — out of websites for PlayStation, 7-Eleven, and local roofers, trainers, and service businesses you've never heard of. Same enemy, different masks. CRO, copy, ads, SEO, GBP — I run the whole stack, so when I tell you what's costing you customers, it's because I've fixed it on every channel they come from.

Here's what changes after we talk: you stop guessing. Your page starts asking for the call instead of hiding from it. The visitors you're already getting finally turn into rings — and you walk away with a written report no agency or course has ever handed you.



TONY
FOUNDER

CRO · Neuromarketing · Paid Ads · SEO · GBP Optimization · & more

10+ YRS
hunting this exact bleed

FULL-STACK
CRO, ads, SEO, GBP — no agency

ENTERPRISE
PlayStation, 7-Eleven

01 YOU SEE THE BLEED

30 minutes. Your site on screen. I name every bleed out loud, in dollars, while you watch. You will never look at your own page the same way again.

02 YOU OWN THE FIX

This exact report — but yours. Every bleed. Every rewrite. Every benchmark. In your inbox before we hang up. Yours forever, whether we work together or not.

03 I MAKE YOUR PHONE RING

This is where you hire me. I rebuild your site to ask for the call instead of hide from it. Same visitors. More phones ringing. That's the only score that matters.

THE BLEED DOESN'T STOP UNTIL YOU STOP IT.

FIND WHERE COUNT CASHBLEED IS BLEEDING YOU DRY.

Every day you wait, real customers ring someone else's phone instead.

BOOK THE CALL »

FREE · 30 MIN · NO PITCH