SAMPLE REPORT · Company and numbers are for illustration

FIXODY
ROOFING MARKETING

SAMPLE REPORT

LEAD-LEAK REPORT

EXAMPLE ROOFING CO.

Example City, USA · November 10, 2026 · Prepared by Fixody



Example Roofing Co. is **losing an estimated $19,665 a month** in jobs, mostly from slow replies and no follow-up. All three top leaks can be fixed within 30 days.

Speed to lead	8 / 25
Google Business Profile	12 / 20
Reviews	13 / 20
Website	11 / 20
Follow-up	4 / 15
Total	**48 / 100**

Checks run November 3–10, 2026. Test call and test form sent with the owner's consent. Ads were not scored: Example Roofing Co. runs no paid ads today.

2 Summary: your top 3 leaks

Ranked by estimated monthly cost. Estimates use your average job value of **$9,500**, and assume 30% of calls book an inspection and 30% of inspections close.

1 **No follow-up on open estimates**

About 9 estimates a month get no follow-up after the first visit. Recovering 1 in 10 of them would add 0.9 jobs a month.

9 estimates × 10% recovered × $9,500

$8,550 EST. / MONTH

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2 **Missed calls are not returned**

About 8 calls a month go unanswered after hours and on weekends, with no text-back. Our test call waited 19 hours for a callback.

8 calls × 30% inspections × 30% close × $9,500

$6,840 EST. / MONTH

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3 **Outside the map top 3 for 2 of 3 key searches**

Ranked #5 for "roof repair near me" and #4 for "roofing company Example City". That is about 5 fewer calls a month.

5 calls × 30% inspections × 30% close × $9,500

$4,275 EST. / MONTH

TOTAL ESTIMATED LEAK **$19,665 / month** about $236,000 a year

3 Speed to lead

8 / 25

We placed one test call and submitted one test quote request on Tuesday, November 3, as a homeowner with a leaking roof.

TEST CALL · TUESDAY 6:40 PM

Call answered by a person	No	FAIL
Rings before voicemail	6 rings	FAIL
Voicemail greeting names the business	No, carrier default	FAIL
Missed-call text-back	None	FAIL
Callback time	19 h 05 m	FAIL

TEST QUOTE FORM · TUESDAY 6:52 PM

Form submits on mobile	Yes	PASS
Instant confirmation	None	FAIL
Time to first reply	21 h 08 m, by email	FAIL
Reply by text or phone	No	FAIL
Any follow-up after first reply	None in 7 days	FAIL

Target: a reply within 5 minutes, day or night, by text and phone. Fix: missed-call text-back and 24/7 answering.

4 Google Business Profile

12 / 20

PROFILE COMPLETENESS · 5 OF 10

- ✓ Primary category: Roofing contractor
- ✗ Secondary categories: 1 of 4 suggested
- ✗ Photos: 14, last added 7 months ago
- ✗ Posts: last post 5 months ago
- ✗ Services: 3 of 12 listed
- ✗ Q&A: 2 questions, 0 answered
- ✓ Hours listed
- ✓ Service area set
- ✓ Website link works
- ✓ Business description

MAP-PACK POSITION · 3 SAMPLE SEARCHES

SEARCH	POSITION	
roof replacement example city	**#2**	TOP 3
roofing company example city	**#4**	OUTSIDE
roof repair near me	**#5**	OUTSIDE

Searched from the center of Example City on a phone. Positions change by location, so your report uses a grid across your service area.

5 Reviews

13 / 20

Compared with the three roofers that appear most often in the map pack near you. Reviews per month are averaged over the last 90 days.

COMPANY	REVIEWS	RATING	PER MONTH
Example Roofing Co.	**41**	**4.6**	**1.2**
Competitor A	186	4.8	6.3
Competitor B	97	4.7	3.0
Competitor C	58	4.4	1.8

Your rating is good, but you get about a fifth of the reviews of the market leader, and you replied to 9 of your 41 reviews. Fix: ask every customer for a review after the job, and reply to every review.

Competitors are shown as A, B and C in this sample.

6 Website

11 / 20

Mobile speed score Fix: compress the homepage photos and remove the slider. Target 70+.	38 / 100	FAIL
Click-to-call on mobile Keep it, and add a sticky call button at the bottom of the screen.	Tappable in header	PASS
Quote form Fix: cut to 4 fields (name, phone, address, issue) and show it on every page.	11 fields, below the fold	FAIL
Trust signals Fix: add a Google reviews widget, license number and insurance on every page.	No reviews or license shown	FAIL
Secure site (HTTPS) No change needed.	Yes	PASS
Service-area pages Fix: one page for each of your top 5 towns.	1 page for all towns	FAIL

7 Follow-up

4 / 15

What happened in the 7 days after our test quote request, compared with what a strong follow-up looks like.

	WHAT HAPPENED	WHAT GOOD LOOKS LIKE
Day 0	Form sent 6:52 pm. No confirmation.	Text within 1 minute, call within 5 minutes.
Day 1	One email at 4:00 pm: "When can we come out?"	Second call and text if no answer.
Day 2	Nothing.	Text with a link to book an inspection.
Day 3	Nothing.	Email with photos of recent local jobs and reviews.
Day 5	Nothing.	Short check-in text.
Day 7	Nothing. Lead lost.	Final "still need help?" message, then monthly check-ins.
Total	**1 touch**, email only	**7 touches**, text, phone and email

8 30-day fix plan

In priority order. The first three fixes close the three biggest leaks.

1	WEEK 1	**Reply to every call in seconds** Missed-call text-back and after-hours answering. Closes leak 2.	AI front desk →
2	WEEK 1	**Follow up on every estimate** Instant form reply, then a 7-day text and email sequence. Closes leak 1.	Follow-up automation →
3	WEEK 2	**Fix the Google Business Profile** Add 3 categories and 9 services, upload photos, post weekly, answer Q&A. Targets leak 3.	Google Business Profile →
4	WEEK 2	**Ask for a review after every job** Automatic requests and replies. Target 4 or more new reviews a month.	Reviews and reputation →
5	WEEK 3	**Speed up the website and shorten the form** Mobile speed 70+, a 4-field quote form and reviews on every page.	Roofing websites →
6	WEEK 4	**Add pages for your top 5 towns** Service-area pages to rank beyond Example City.	Local SEO →
7	ONGOING	**Track calls, leads and booked jobs** So next month's report shows what the fixes recovered.	Reporting and tracking →

NEXT STEP

Book a 15-minute call and we will walk you through this report and the fixes. No obligation: the plan is yours to keep either way.

Book a call: fixody.com/contact · Get your free lead-leak report: fixody.com/free-lead-leak-report

Sample report. Example Roofing Co., its competitors, Example City and all numbers are made up for illustration. Estimates are not guarantees of results. © 2026 Fixody LLC.