

FICTIONAL SAMPLE REPORT

Florida Service Business Digital Audit

SunCoast Home Services

Fictional Florida home-service business

Purpose

Demonstrate how a real audit may organize public-facing observations, priorities, and recommended next actions.

EXECUTIVE OVERVIEW

What this sample demonstrates

This fictional report illustrates the format and tone of a Florida Service Business Digital Audit. It does not represent a real customer, website, performance result, or testimonial.

What appears to work

The phone number is visible on the desktop header, service descriptions use plain language, and the primary service area appears on the contact page.

Potential customer-loss point

The estimate-request action may be difficult to locate on smaller mobile screens, creating unnecessary friction for visitors ready to contact the business.

Immediate priority

Keep a clear call or estimate action visible on mobile and verify that every primary service page offers a direct next step.

Sample priority order

1. Mobile contact path 2. Service-area clarity 3. Trust-signal consistency

SAMPLE FINDINGS

Potential customer-friction observations

IMMEDIATE PRIORITY

Issue	The estimate-request button becomes difficult to find on smaller mobile screens.
Why it matters	Mobile visitors may leave before locating the correct contact option.
Action	Keep a visible call or estimate button fixed near the bottom of the mobile screen.

NEAR-TERM PRIORITY

Issue	The service-area wording appears only on the contact page.
Why it matters	Visitors on a service page may not know whether their location is covered.
Action	Add concise service-area language to the homepage and primary service pages.

MONITOR

Issue	The public business name is formatted differently across two visible pages.
Why it matters	Small inconsistencies can create avoidable doubt and make listings harder to compare.
Action	Use one verified business name format across the website and public profiles.

PRIORITIZED ACTION PLAN

Fix the clearest friction first

1**IMMEDIATE****Mobile contact path**

Keep call and estimate actions visible, test every tap target, and confirm that forms work on common phone widths.

2**NEXT 30 DAYS****Service and service-area clarity**

Add consistent service-area language and a clear next step to each primary service page.

3**PLAN AND MONITOR****Trust and technical fundamentals**

Standardize public business information, review page speed, and schedule periodic broken-link checks.

Example only. Actual priorities depend on the business, website, public information, and review date.

IMPORTANT CONTEXT

What the audit is - and is not

Independent public-facing review

The audit examines visible website, mobile, contact-path, trust, service-information, local-visibility, and technical fundamentals.

Not a guarantee

The audit does not guarantee rankings, traffic, leads, customers, revenue, cybersecurity protection, accessibility compliance, or legal compliance.

No sensitive access required

The standard review uses public information and customer-supplied context. Passwords, payment-card data, private keys, customer files, and confidential records should not be submitted.

Implementation is separate

Corrections or implementation work are not included in the audit. Separate work may be quoted only when appropriate and available.

Questions before purchasing?

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