

**Public sample report:** This illustrative sample uses illustrative public-safe HarborPoint Foundation Repair data. Real customer reports use the customer website and approved public or owner-provided evidence.

TOOL & TALLY · TURN VISITORS INTO CUSTOMERS

# Level 1: Website Checkup

A complete screenshot-backed owner report for HarborPoint Foundation Repair: first impression, mobile friction, call/book/contact findability, service-area clarity, confidence details, Google/search basics, competitor/reference snapshot, and Top 5 fixes.

Paid Customer Report

HarborPoint Foundation Repair

2026-05-15

**Scope and safety:** Work basis: public pages were checked from visible website evidence only. No forms were submitted, no phone call was made, no chat was opened, and no outreach was sent. This report does not guarantee calls, bookings, sales, revenue, rankings, legal disability-access compliance, review removal, rating improvement, or reputation repair. Findings are owner-facing plain-English notes based on what was visible at check time.

## Package ladder at a glance

Level 1

### Website Checkup

first-screen clarity, call/book/contact findability, mobile friction, confidence details, service-area clarity, screenshot evidence, and prioritized fixes.

Level 2

### Detailed Website + Google/Search Analysis

deeper visitor journey, Google/local search, Google Business/local profile observations, competitor/reference comparison, Customer Voice Snapshot, Missed Opportunity check, and ranked fixes.

Level 2

### Fix Plan Add-on

website-provider handoff with exact wording, layout instructions, owner tasks, website-person tasks, acceptance checks, and retest steps.

Level 3

### Monthly Checkup

same-page rechecks, local findability snapshot, tracked searches, competitor movement, review/rating freshness watch, action tracker, and monthly priorities.

## Owner dashboard: quick but complete

Level 1 gives the owner a fast visual answer before the details. These scores are plain-English only — not ranking, traffic, lead, booking, or revenue predictions.

### BEST VISIBLE STRENGTH

## Trust

**Strong**

Brand, service fit, phone/contact options, and visible reassurance are present.

### MAIN FRICTION

## Location check

**Clarify**

The visitor is asked for location before the page clearly explains what happens next.

### MOBILE ISSUE

## Trust details

**Move up**

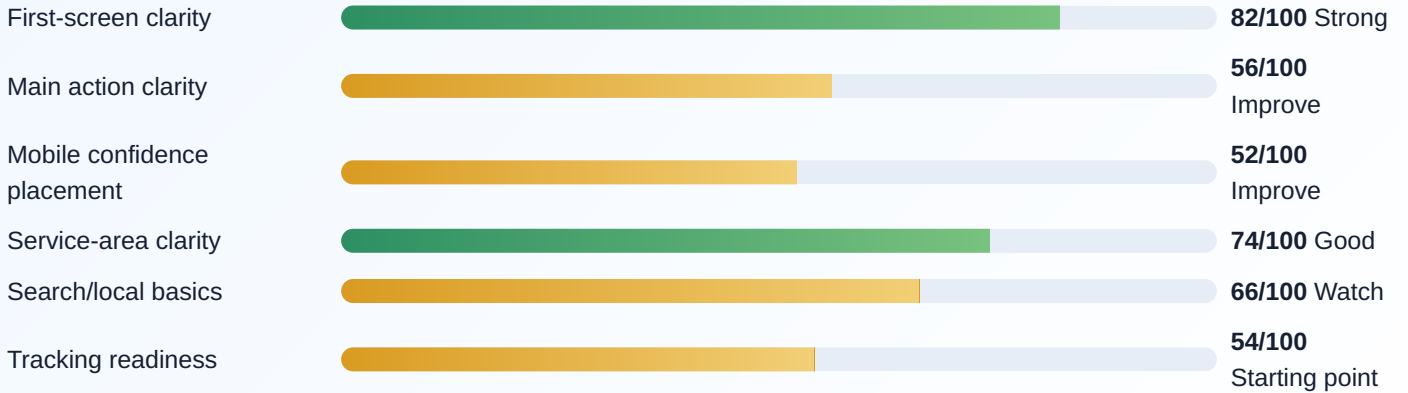
Confidence details need to sit closer to the first mobile action.

### NEXT DECISION

## Main button

**Actionable**

Choose the main button first, then make other options less distracting.



**Score boundary:** These are report-quality plain-English scores only. They are not public rankings, Google/search rankings, lead predictions, booking predictions, revenue forecasts, legal/easy-to-use/readability conclusions, or business-result guarantees.

## Executive summary

**Completed finding:** This section reviews HarborPoint Foundation Repair at <https://harborpoint-foundation.example> from public visible evidence. The homepage presents foundation inspection, repair planning, crawlspace support, a phone/contact path, a visible inspection request action, local service-area reassurance, and review/rating confidence cues. The main issue is that strongest reassurance appears after the first mobile decision point.

### Strong answer

HarborPoint Foundation Repair clearly communicates foundation repair service availability, a location check, Book Now, and visible reassurance.

### Main fix

The first decision should feel simpler: one primary action, one short what happens next line, and one confidence line near mobile action.

## Owner dashboard: quick but complete

Level 1 gives the owner a fast visual answer before the details. These scores are plain-English only — not ranking, traffic, lead, booking, or revenue predictions.

### BEST VISIBLE STRENGTH

## Trust

Strong

Brand, service fit, phone/contact options, and visible reassurance are present.

### MAIN FRICTION

## Location check

Clarify

The visitor is asked for location before the page clearly explains what happens next.

### MOBILE ISSUE

## Trust details

Move up

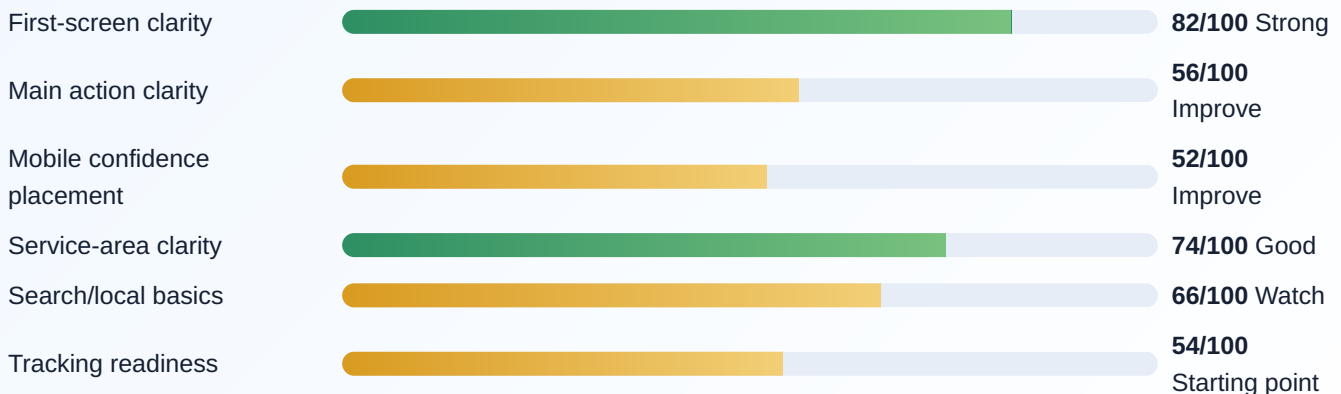
Confidence details need to sit closer to the first mobile action.

### NEXT DECISION

## Main button

Actionable

Choose the main button first, then make other options less distracting.



**Score boundary:** These are report-quality plain-English scores only. They are not public rankings, Google/search rankings, lead predictions, booking predictions, revenue forecasts, legal/easy-to-use/readability conclusions, or business-result guarantees.

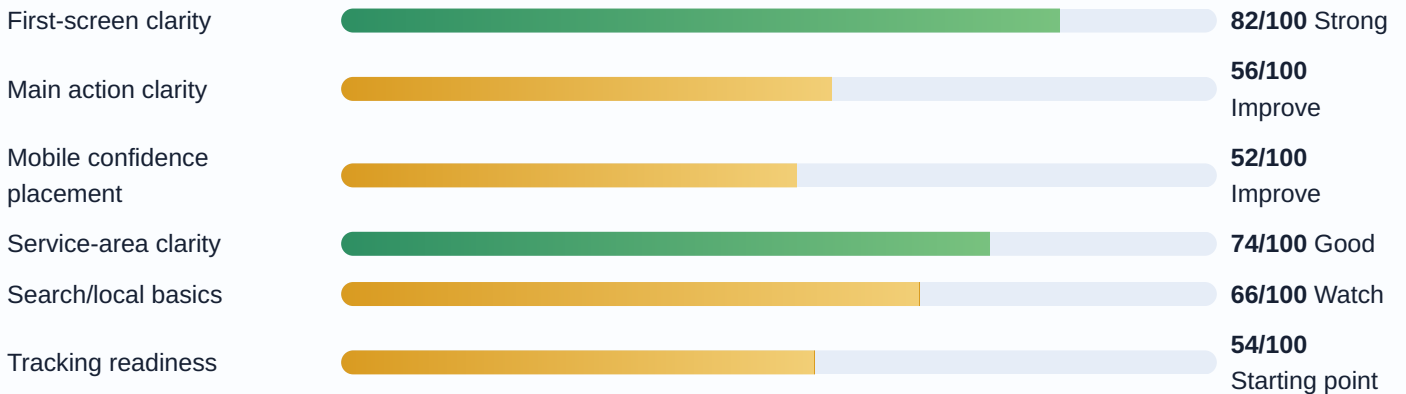
## What we found and what to do next

**What we found:** Executive summary / quick answer has enough public evidence for a completed owner-facing recommendation. The finding below gives the current starting point, owner action, website-person task, verification check, and evidence limit.

- **Owner summary:** Current finding for HarborPoint Foundation Repair: the visible page gives enough evidence to assess Executive summary / quick answer without guessing from private analytics.
- **Owner action:** Owner action: approve the main action, approved wording, and retest priority before the website person changes the public page.
- **Source boundary:** Evidence limit: this uses visible public-page evidence only; no forms were submitted, no phone call or chat was opened, no outreach was sent, and no calls, bookings, sales, revenue, rankings, rating improvement, or legal result is promised.
- **Acceptance check:** How to verify: the same public-page view shows one primary action, a clear next-step explanation, source-safe reassurance, and no new clutter covering the decision.

## Owner scorecard

**Owner scorecard:** The scorecard makes the report easy to scan before reading the details. Scores are plain-English only.



Area	Current finding	Owner meaning	Status
First screen	Service, location/request, phone/contact path, and reassurance are visible.	Good foundation.	<b>Strong</b>
Primary action	Several actions compete for attention.	One needs to become the clear first step.	<b>Improve</b>
Mobile confidence	Review/rating detail is partly clipped or lower than the first action.	Move trust detail closer to the decision point.	<b>Move up</b>

### What we found and what to do next

**What we found:** Owner scorecard has enough public evidence for a completed owner-facing recommendation. The finding below gives the current starting point, owner action, website-person task, verification check, and evidence limit.

- **Owner summary:** Current finding for HarborPoint Foundation Repair: the visible page gives enough evidence to assess Owner scorecard without guessing from private analytics.
- **Owner action:** Owner action: approve the main action, approved wording, and retest priority before the website person changes the public page.
- **Source boundary:** Evidence limit: this uses visible public-page evidence only; no forms were submitted, no phone call or chat was opened, no outreach was sent, and no calls, bookings, sales, revenue, rankings, rating improvement, or legal result is promised.
- **Acceptance check:** How to verify: the same public-page view shows one primary action, a clear next-step explanation, source-safe reassurance, and no new clutter covering the decision.

## Homepage first impression

**Completed finding:** This section reviews HarborPoint Foundation Repair at <https://harborpoint-foundation.example> from public visible evidence. The homepage presents foundation inspection, repair planning, crawlspace support, a phone/contact path, a visible inspection request action, local service-area reassurance, and review/rating confidence cues. The main issue is that strongest reassurance appears after the first mobile decision point.

### What this means

The site has a usable foundation: recognizable foundation repair service context, visible action paths, and confidence details.

### Owner action

Simplify the first action, explain the next step, move trust detail near the mobile action, and recheck with the same screenshots.

**Visible evidence used:** homepage, services page, mobile/desktop screenshots, public page wording, review/rating cues, service-area/location steps, and accessible references where relevant.

### What we found and what to do next

**What we found:** Homepage first impression has enough public evidence for a completed owner-facing recommendation. The finding below gives the current starting point, owner action, website-person task, verification check, and evidence limit.

- **Owner summary:** Current finding for HarborPoint Foundation Repair: the visible page gives enough evidence to assess Homepage first impression without guessing from private analytics.
- **Owner action:** Owner action: approve the main action, approved wording, and retest priority before the website person changes the public page.
- **Source boundary:** Evidence limit: this uses visible public-page evidence only; no forms were submitted, no phone call or chat was opened, no outreach was sent, and no calls, bookings, sales, revenue, rankings, rating improvement, or legal result is promised.
- **Acceptance check:** How to verify: the same public-page view shows one primary action, a clear next-step explanation, source-safe reassurance, and no new clutter covering the decision.

## Mobile first-screen

### Desktop/mobile strength

The homepage presents foundation inspection, repair planning, crawlspace support, a phone/contact path, a visible inspection request action, local service-area reassurance, and review/rating confidence cues. The main issue is that strongest reassurance appears after the first mobile decision point.

### Mobile usability issue

The mobile first screen has usable service context, but the customer confidence details, photo-upload reassurance, and what happens next wording need to sit closer to the first action. This is a practical mobile/readability note, not a legal accessibility conclusion.

Practical check	Finding	Website-person action
Tap/action clarity	Call, Book Now, location/update-location, and help options are visible.	Make one action primary and keep secondary options lighter.
Readability	Brand and service context are readable, but mobile density matters.	Check smaller labels, sticky controls, and clipped review/rating text.
Easy-to-read/mobile-use	This is a friction check, not legal certification.	Verify contrast, focus states, tap targets, and no covered decision copy.

### What we found and what to do next

**What we found:** Mobile first-screen check has enough public evidence for a completed owner-facing recommendation. The finding below gives the current starting point, owner action, website-person task, verification check, and evidence limit.

- **Owner summary:** Current finding for HarborPoint Foundation Repair: the visible page gives enough evidence to assess Mobile first-screen check without guessing from private analytics.
- **Owner action:** Owner action: approve the main action, approved wording, and retest priority before the website person changes the public page.
- **Source boundary:** Evidence limit: this uses visible public-page evidence only; no forms were submitted, no phone call or chat was opened, no outreach was sent, and no calls, bookings, sales, revenue, rankings, rating improvement, or legal result is promised.
- **Acceptance check:** How to verify: the same public-page view shows one primary action, a clear next-step explanation, source-safe reassurance, and no new clutter covering the decision.

## Call, booking, and contact

**Call/book/contact findability:** The visible site gives visitors multiple action routes, which is useful, but the routes need a clearer hierarchy.

### 1. Land

Visitor sees foundation repair brand, location/request option, phone/contact path, and service promise.

### 2. Trust

Visitor looks for rating/review, punctuality, guarantee, or local trust details before acting.

### 3. Choose

Visitor decides between Call, Book Now, location entry, services page, or help.

### 4. Start

Visitor enters location or starts booking, but needs to know what happens next.

### 5. Recheck

Owner verifies the same desktop/mobile screens after changes.

### Keep

- Visible phone/contact path.
- Book Now / local service entry.
- Service page connection.

### Fix

- Explain what happens after location entry.
- Clarify whether the visitor is booking, confirming location, or requesting help.
- Reduce competing mobile action weight.

### What we found and what to do next

**What we found:** Call/book/contact findability has enough public evidence for a completed owner-facing recommendation. The finding below gives the current starting point, owner action, website-person task, verification check, and evidence limit.

- **Owner summary:** Current finding for HarborPoint Foundation Repair: the visible page gives enough evidence to assess Call/book/contact findability without guessing from private analytics.
- **Owner action:** Owner action: approve the main action, approved wording, and retest priority before the website person changes the public page.
- **Source boundary:** Evidence limit: this uses visible public-page evidence only; no forms were submitted, no phone call or chat was opened, no outreach was sent, and no calls, bookings, sales, revenue, rankings, rating improvement, or legal result is promised.
- **Acceptance check:** How to verify: the same public-page view shows one primary action, a clear next-step explanation, source-safe reassurance, and no new clutter covering the decision.

## Form friction

**Call/book/contact findability:** The visible site gives visitors multiple action routes, which is useful, but the routes need a clearer hierarchy.

### 1. Land

Visitor sees foundation repair brand, location/request option, phone/contact path, and service promise.

### 2. Trust

Visitor looks for rating/review, punctuality, guarantee, or local trust details before acting.

### 3. Choose

Visitor decides between Call, Book Now, location entry, services page, or help.

### 4. Start

Visitor enters location or starts booking, but needs to know what happens next.

### 5. Recheck

Owner verifies the same desktop/mobile screens after changes.

### Keep

- Visible phone/contact path.
- Book Now / local service entry.
- Service page connection.

### Fix

- Explain what happens after location entry.
- Clarify whether the visitor is booking, confirming location, or requesting help.
- Reduce competing mobile action weight.

## What we found and what to do next

**What we found:** Form or booking friction has enough public evidence for a completed owner-facing recommendation. The finding below gives the current starting point, owner action, website-person task, verification check, and evidence limit.

- **Owner summary:** Current finding for HarborPoint Foundation Repair: the visible page gives enough evidence to assess Form or booking friction without guessing from private analytics.
- **Owner action:** Owner action: approve the main action, approved wording, and retest priority before the website person changes the public page.
- **Source boundary:** Evidence limit: this uses visible public-page evidence only; no forms were submitted, no phone call or chat was opened, no outreach was sent, and no calls, bookings, sales, revenue, rankings, rating improvement, or legal result is promised.
- **Acceptance check:** How to verify: the same public-page view shows one primary action, a clear next-step explanation, source-safe reassurance, and no new clutter covering the decision.

## What happens next

**Completed finding:** This section reviews HarborPoint Foundation Repair at <https://harborpoint-foundation.example> from public visible evidence. The homepage presents foundation inspection, repair planning, crawlspace support, a phone/contact path, a visible inspection request action, local service-area reassurance, and review/rating confidence cues. The main issue is that strongest reassurance appears after the first mobile decision point.

### What this means

The site has a usable foundation: recognizable foundation repair service context, visible action paths, and confidence details.

### Owner action

Simplify the first action, explain the next step, move trust detail near the mobile action, and recheck with the same screenshots.

**Visible evidence used:** homepage, services page, mobile/desktop screenshots, public page wording, review/rating cues, service-area/location steps, and accessible references where relevant.

## What we found and what to do next

**What we found:** Clear next-step explanation has enough public evidence for a completed owner-facing recommendation. The finding below gives the current starting point, owner action, website-person task, verification check, and evidence limit.

- **Owner summary:** Current finding for HarborPoint Foundation Repair: the visible page gives enough evidence to assess Clear next-step explanation without guessing from private analytics.
- **Owner action:** Owner action: approve the main action, approved wording, and retest priority before the website person changes the public page.
- **Source boundary:** Evidence limit: this uses visible public-page evidence only; no forms were submitted, no phone call or chat was opened, no outreach was sent, and no calls, bookings, sales, revenue, rankings, rating improvement, or legal result is promised.
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## Reasons to choose

### Customer Voice Analysis: public review themes and owner actions

Public review signals point to two practical website moves: repeat believable positives near the call/book decision and reduce hesitation with clearer request-step or follow-up wording. This is not reputation repair, review removal, rating improvement, or a promise of calls, bookings, rankings, sales, or revenue.

#### SOURCES CHECKED

3

Illustrative 48-row review-theme set for the public sample; no live review URLs used.

#### USABLE SIGNALS

48

Clean public pages and snippets gave usable customer-language clues.

#### PRAISE THEMES

5

Use repeated positives near the call/book decision.




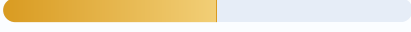
#### FRICTION THEMES

5

Reduce repeated concerns with clearer wording and follow-up expectations.

### Level 1 quick Customer Voice read

Level 1 keeps this short: it identifies the strongest public praise/friction themes and how they should affect the first call/book decision on the website.

Top feedback signal	Counted signal	Owner action
<b>clear explanation before repair options</b> 	31 public-source signal mentions	Place inspection-first reassurance beside the first request button and final form button.
<b>professional crew and respectful inspection</b> 	26 public-source signal mentions	Use one approved professionalism/crew confidence line near the request step.
<b>scheduling delay or uncertain appointment timing</b> 	12 public-source signal mentions	Add what happens next wording and confirmation timing near the form.
<b>price anxiety before inspection</b> 	10 public-source signal mentions	Use careful expectation wording without promising price outcomes.

### Review sources used

Source	Status	URL
Owner-approved review export sample	used	
Website review snippet sample	used	
Local profile snippet sample	used	

**Coverage boundary:** Illustrative review themes only; no live review URLs are presented. Real customer reports use owner-approved review exports, official platform/API rows where available, or clean public snippets/screenshots with source dates. Deeper coverage should use owner-approved review exports, official platform APIs where available, or customer-provided screenshots/CSV rows.

## What we found and what to do next

**What we found:** Reasons-to-choose / confidence details has enough public evidence for a completed owner-facing recommendation. The finding below gives the current starting point, owner action, website-person task, verification check, and evidence limit.

- **Owner summary:** Current finding for HarborPoint Foundation Repair: the visible page gives enough evidence to assess Reasons-to-choose / confidence details without guessing from private analytics.
- **Owner action:** Owner action: approve the main action, approved wording, and retest priority before the website person changes the public page.
- **Source boundary:** Evidence limit: this uses visible public-page evidence only; no forms were submitted, no phone call or chat was opened, no outreach was sent, and no calls, bookings, sales, revenue, rankings, rating improvement, or legal result is promised.
- **Acceptance check:** How to verify: the same public-page view shows one primary action, a clear next-step explanation, source-safe reassurance, and no new clutter covering the decision.

## Review/rating snapshot

### Customer Voice Analysis: public review themes and owner actions

Public review signals point to two practical website moves: repeat believable positives near the call/book decision and reduce hesitation with clearer request-step or follow-up wording. This is not reputation repair, review removal, rating improvement, or a promise of calls, bookings, rankings, sales, or revenue.

#### SOURCES CHECKED

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Illustrative 48-row review-theme set for the public sample; no live review URLs used.

#### USABLE SIGNALS

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Clean public pages and snippets gave usable customer-language clues.

#### PRAISE THEMES

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Use repeated positives near the call/book decision.




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Reduce repeated concerns with clearer wording and follow-up expectations.

### Level 1 quick Customer Voice read

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## What we found and what to do next

**What we found:** Public review/rating snapshot has enough public evidence for a completed owner-facing recommendation. The finding below gives the current starting point, owner action, website-person task, verification check, and evidence limit.

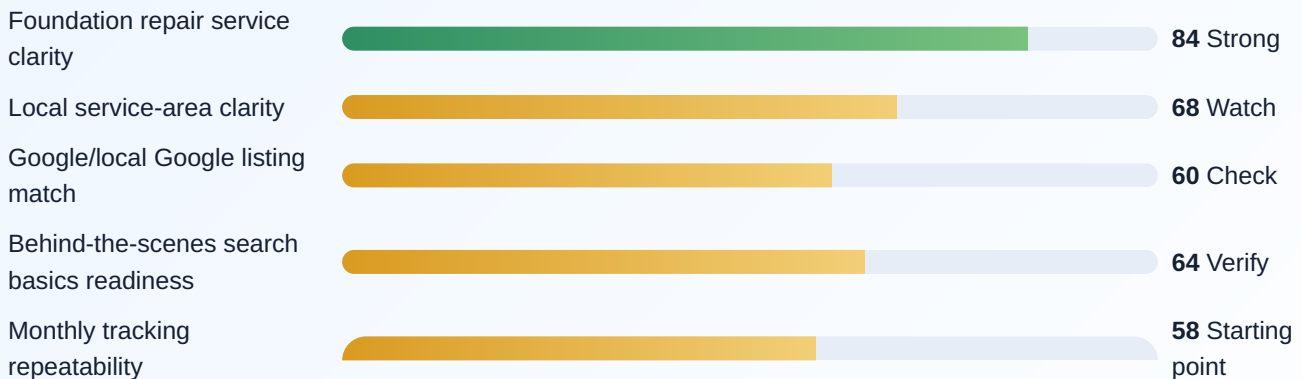
- **Source table:** Evidence limit: this uses visible public-page evidence only; no forms were submitted, no phone call or chat was opened, no outreach was sent, and no calls, bookings, sales, revenue, rankings, rating improvement, or legal result is promised.
- **Praise or friction themes:** Customer Voice finding: use the public praise and friction themes that were actually found to place believable reassurance or expectation wording near the action.
- **Owner actions:** Owner action: approve the main action, approved wording, and retest priority before the website person changes the public page.
- **Coverage boundary:** Evidence limit: this uses visible public-page evidence only; no forms were submitted, no phone call or chat was opened, no outreach was sent, and no calls, bookings, sales, revenue, rankings, rating improvement, or legal result is promised.
- **Owner action:** Owner action: approve the main action, approved wording, and retest priority before the website person changes the public page.
- **Acceptance check:** How to verify: the same public-page view shows one primary action, a clear next-step explanation, source-safe reassurance, and no new clutter covering the decision.

## Service-area clarity

**Search and local presence:** Public page wording supports foundation repair, crawlspace support, settling/crack inspection, and local service-area context. City/service pages should use clearer foundation repair + service-area titles, descriptions, headings, and plain homeowner FAQ wording. No ranking, traffic, call, form, or revenue guarantee is made.

### Search/local findability snapshot

This is a practical owner snapshot, not a ranking claim. It shows whether the website gives Google and visitors enough plain service/local context to understand the business.



Tracked search area	What to record monthly	Owner meaning
Foundation repair + city/ service area	Date, device, location note, visible page fit, and top reference pages.	Shows whether urgent-service wording stays clear.
Crawlspace repair + city/ service area	Visible service-page title, heading, reassurance, and booking explanation.	Shows whether service-specific pages answer high-intent questions.
Foundation inspection / local repair	Service-area wording and next-step clarity.	Shows whether local intent connects to a clear action.

**Google Business/local profile observations:** The website has service/category and location signals that needs to align with Google Business listing categories, services, hours, booking link, phone, photos, and review response rhythm. Private Google Business listing insights were not accessed.

## What we found and what to do next

**What we found:** Service-area clarity has enough public evidence for a completed owner-facing recommendation. The finding below gives the current starting point, owner action, website-person task, verification check, and evidence limit.

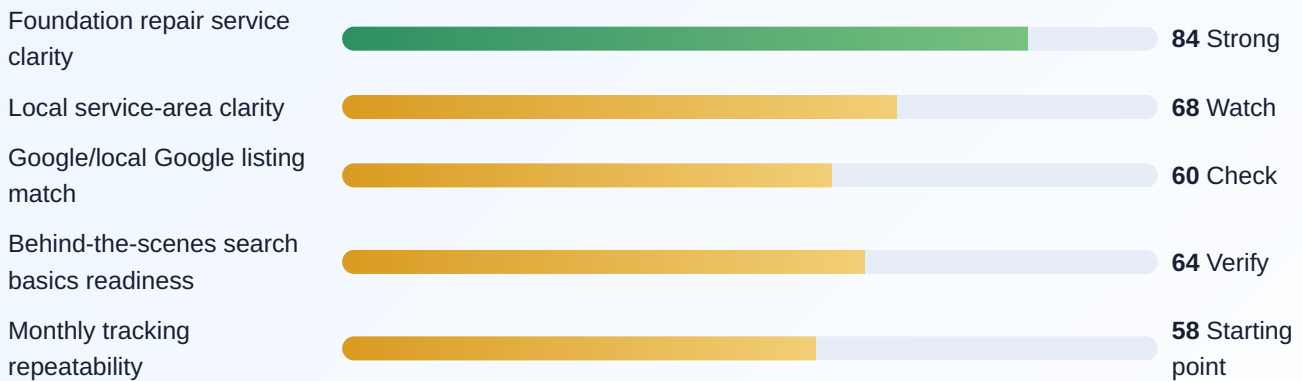
- **Owner summary:** Current finding for HarborPoint Foundation Repair: the visible page gives enough evidence to assess Service-area clarity without guessing from private analytics.
- **Owner action:** Owner action: approve the main action, approved wording, and retest priority before the website person changes the public page.
- **Source boundary:** Evidence limit: this uses visible public-page evidence only; no forms were submitted, no phone call or chat was opened, no outreach was sent, and no calls, bookings, sales, revenue, rankings, rating improvement, or legal result is promised.
- **Acceptance check:** How to verify: the same public-page view shows one primary action, a clear next-step explanation, source-safe reassurance, and no new clutter covering the decision.

## Search and Google basics

**Search and local presence:** Public page wording supports foundation repair, crawlspace support, settling/crack inspection, and local service-area context. City/service pages should use clearer foundation repair + service-area titles, descriptions, headings, and plain homeowner FAQ wording. No ranking, traffic, call, form, or revenue guarantee is made.

### Search/local findability snapshot

This is a practical owner snapshot, not a ranking claim. It shows whether the website gives Google and visitors enough plain service/local context to understand the business.



Tracked search area	What to record monthly	Owner meaning
Foundation repair + city/ service area	Date, device, location note, visible page fit, and top reference pages.	Shows whether urgent-service wording stays clear.
Crawlspace repair + city/ service area	Visible service-page title, heading, reassurance, and booking explanation.	Shows whether service-specific pages answer high-intent questions.
Foundation inspection / local repair	Service-area wording and next-step clarity.	Shows whether local intent connects to a clear action.

**Google Business/local profile observations:** The website has service/category and location signals that needs to align with Google Business listing categories, services, hours, booking link, phone, photos, and review response rhythm. Private Google Business listing insights were not accessed.

## What we found and what to do next

**What we found:** Light Google/search basics has enough public evidence for a completed owner-facing recommendation. The finding below gives the current starting point, owner action, website-person task, verification check, and evidence limit.

- **Homepage title check:** Search/local check: keep the service name, page title or description, main heading, service-area wording, and repeatable search notes aligned so people and search engines see the same plain story.
- **Search preview description check:** Search/local check: keep the service name, page title or description, main heading, service-area wording, and repeatable search notes aligned so people and search engines see the same plain story.
- **Main page heading check:** Search/local check: keep the service name, page title or description, main heading, service-area wording, and repeatable search notes aligned so people and search engines see the same plain story.
- **Service-area wording check:** Search/local check: keep the service name, page title or description, main heading, service-area wording, and repeatable search notes aligned so people and search engines see the same plain story.
- **Plain owner translation:** Why it matters: make the first visitor action clearer, keep the useful trust details, and avoid turning search or design notes into technical chores.
- **Owner action:** Owner action: approve the main action, approved wording, and retest priority before the website person changes the public page.
- **Acceptance check:** How to verify: the same public-page view shows one primary action, a clear next-step explanation, source-safe reassurance, and no new clutter covering the decision.

## Competitor/reference snapshot

### Competitor/reference pattern chart

The useful comparison is not who wins. It is what competing pages make easier for a visitor and what HarborPoint Foundation Repair should protect or improve.

#### MARKET PATTERN

### Fast

Competitor/reference pages often make urgent foundation repair and service choices visible quickly.

#### CLIENT STRENGTH

### Brand

HarborPoint Foundation Repair has visible brand reassurance and contact/request actions.

#### CLIENT GAP

### Explain

The location/request step needs clearer wording before the visitor commits.

#### EVIDENCE RULE

### Clean

Blocked references are excluded, not hidden inside the report.

Competitor / reference website	What they make easier	What HarborPoint Foundation Repair already has	Client-side opportunity
Local Foundation Specialist	Direct foundation repair service framing and urgent-service clarity.	Visible service category, contact/request step, and credibility cues.	Make the foundation repair service path feel obvious before location entry.
Crawlspace Moisture Contractor	Broad home-service positioning with direct action.	Visible service category, contact/request step, and credibility cues.	Use short service-area and what happens next copy near the first action.
Regional Foundation Brand	Simple visitor confidence pattern and visual service framing.	Visible service category, contact/request step, and credibility cues.	Move one source-safe confidence line closer to mobile booking.
High-Review Local Contractor	Direct foundation repair service framing and urgent-service clarity.	Visible service category, contact/request step, and credibility cues.	Make the foundation repair service path feel obvious before location entry.
Urgent Repair Reference	Broad home-service positioning with direct action.	Visible service category, contact/request step, and credibility cues.	Use short service-area and what happens next copy near the first action.

**Source note:** only accessible references were used. The report does not fill space with bad screenshots.

## What we found and what to do next

**What we found:** Light competitor/reference snapshot has enough public evidence for a completed owner-facing recommendation. The finding below gives the current starting point, owner action, website-person task, verification check, and evidence limit.

**Completed competitor comparison:** Accessible references were reviewed for emergency wording, appointment language, local service cues, mobile button order, reassurance placement, and blocked-source exclusions. The useful takeaway is the clarity pattern the owner can adopt, not a scoreboard.

- **Named reference rows:** Competitor takeaways: compare only accessible competitor or market examples for clarity patterns, name any usable references, and exclude blocked sources rather than filling gaps with unsupported claims.
- **Client-side opportunity:** Competitor takeaways: compare only accessible competitor or market examples for clarity patterns, name any usable references, and exclude blocked sources rather than filling gaps with unsupported claims.
- **Blocked source boundary:** Evidence limit: this uses visible public-page evidence only; no forms were submitted, no phone call or chat was opened, no outreach was sent, and no calls, bookings, sales, revenue, rankings, rating improvement, or legal result is promised.
- **Owner action:** Owner action: approve the main action, approved wording, and retest priority before the website person changes the public page.
- **Acceptance check:** How to verify: the same public-page view shows one primary action, a clear next-step explanation, source-safe reassurance, and no new clutter covering the decision.

## Top 5 prioritized fixes

**Ranked owner fixes:** These are the top changes because they improve clarity before a visitor calls, books, enters location, or asks for help.

### 1 Primary action

Make Book Now / location request the obvious first step, then visually reduce secondary choices.

High

### 2 What happens next

Add one helper line before location entry or booking start.

High

### 3 Mobile confidence

Move one source-safe rating/review or guarantee line near the first mobile action.

Medium

### 4 Service-area fit

Make local foundation repair service and local availability clear before deep scrolling.

Medium

### 5 Monthly recheck

Recapture the same pages and compare scores after edits.

Starting point

**Do first:** choose one primary action, explain location/request, and move one confidence detail near the mobile action. Do not add more widgets before simplifying the path.

## What we found and what to do next

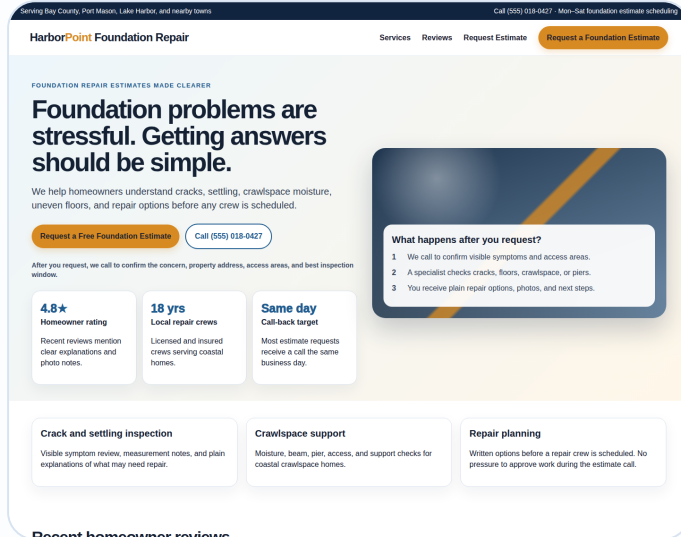
**What we found:** Top 5 prioritized fixes has enough public evidence for a completed owner-facing recommendation. The finding below gives the current starting point, owner action, website-person task, verification check, and evidence limit.

- **Owner summary:** Current finding for HarborPoint Foundation Repair: the visible page gives enough evidence to assess Top 5 prioritized fixes without guessing from private analytics.
- **Owner action:** Owner action: approve the main action, approved wording, and retest priority before the website person changes the public page.
- **Source boundary:** Evidence limit: this uses visible public-page evidence only; no forms were submitted, no phone call or chat was opened, no outreach was sent, and no calls, bookings, sales, revenue, rankings, rating improvement, or legal result is promised.
- **Acceptance check:** How to verify: the same public-page view shows one primary action, a clear next-step explanation, source-safe reassurance, and no new clutter covering the decision.

## Screenshot evidence

**Screenshot evidence:** Evidence screenshots are included at the end of this report and needs to be read as visual support for the findings, not as evidence of calls, bookings, revenue, rankings, or customer behavior.

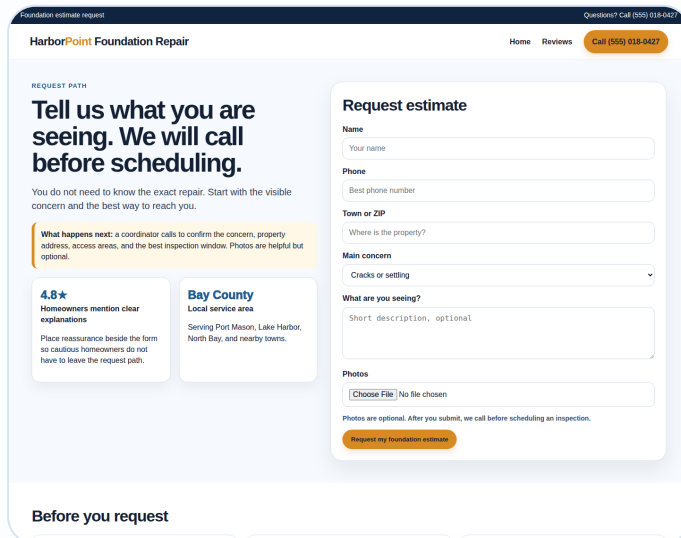
### Desktop homepage



Visible evidence: foundation repair category, location box, Book Now, phone/contact path, rating/review reassurance, and foundation inspection positioning.

Readable top-of-page crop shown here; full-page screenshot is retained in the evidence file.

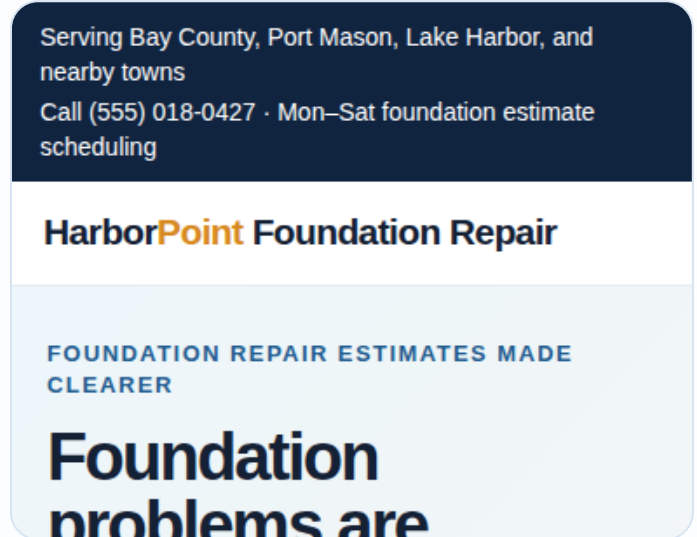
### Desktop services page



Visible evidence: Foundation Repair Services page, local foundation repair service language, guarantee/reassurance, location/request action, and service context.

Readable top-of-page crop shown here; full-page screenshot is retained in the evidence file.

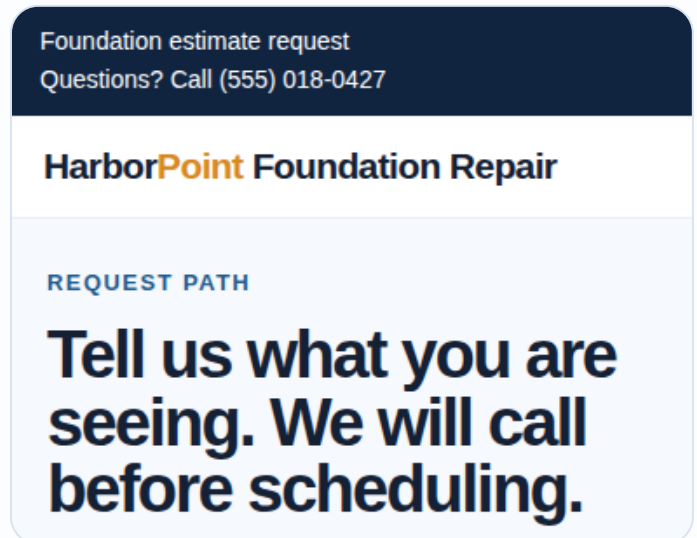
### Mobile homepage



Visible evidence: Call Us, Book Now, Update location, and first-screen mobile decision area. The clipped review/rating line is a practical mobile confidence issue.

Readable top-of-page crop shown here; full-page screenshot is retained in the evidence file.

### Mobile services page



Visible evidence: mobile services flow and the amount of scrolling before detailed service reassurance appears.

Readable top-of-page crop shown here; full-page screenshot is retained in the evidence file.

## What we found and what to do next

**What we found:** Screenshot evidence has enough public evidence for a completed owner-facing recommendation. The finding below gives the current starting point, owner action, website-person task, verification check, and evidence limit.

- **Evidence image grid:** Evidence used: the screenshot grid and captions identify which desktop, mobile, service-page, or reference view supports the finding and what the owner should look at first.
- **Caption:** Evidence used: the screenshot grid and captions identify which desktop, mobile, service-page, or reference view supports the finding and what the owner should look at first.
- **Scope boundary:** Evidence limit: this uses visible public-page evidence only; no forms were submitted, no phone call or chat was opened, no outreach was sent, and no calls, bookings, sales, revenue, rankings, rating improvement, or legal result is promised.
- **Owner action:** Owner action: approve the main action, approved wording, and retest priority before the website person changes the public page.
- **Acceptance check:** How to verify: the same public-page view shows one primary action, a clear next-step explanation, source-safe reassurance, and no new clutter covering the decision.

## Final recommendation

### Final recommendation

Keep the strong brand, foundation repair category, contact findability, and reassurance. Improve the path by making one action primary, explaining the location/request step, moving confidence details closer to mobile action, and rechecking the same screens after edits.

KEEP

#### Brand

Strong recognition and service context.

FIX FIRST

#### Path

One action and one what happens next line.

VERIFY

#### Shots

Same desktop/mobile screenshots after edits.

AVOID

#### Claims

No rankings, calls, bookings, sales, or revenue promises.

### What we found and what to do next

**What we found:** Final recommendation has enough public evidence for a completed owner-facing recommendation. The finding below gives the current starting point, owner action, website-person task, verification check, and evidence limit.

- **Owner summary:** Current finding for HarborPoint Foundation Repair: the visible page gives enough evidence to assess Final recommendation without guessing from private analytics.
- **Owner action:** Owner action: approve the main action, approved wording, and retest priority before the website person changes the public page.
- **Source boundary:** Evidence limit: this uses visible public-page evidence only; no forms were submitted, no phone call or chat was opened, no outreach was sent, and no calls, bookings, sales, revenue, rankings, rating improvement, or legal result is promised.
- **Acceptance check:** How to verify: the same public-page view shows one primary action, a clear next-step explanation, source-safe reassurance, and no new clutter covering the decision.

## Owner interpretation guide

The charts show the pattern and the interpretation gives the owner and website person the next practical decision. For HarborPoint Foundation Repair, the repeated decision is not whether the site has trust or service information — it does. The repeated decision is how quickly a mobile or urgent foundation repair visitor understands the next step before entering location, booking, calling, or choosing a service page.

Signal	What it means	What not to assume	Safe owner action
Strong brand/service findability	The site gives visitors enough reason to keep looking.	It does not prove more calls, bookings, rankings, or revenue.	Protect the brand and service clarity during edits.
location/request friction	The action is visible, but the visitor needs a clearer expectation before using it.	It does not mean the form is broken; no form was submitted.	Add one helper line and retest the same screens.
Mobile trust detail placement	Confidence details work best near the first action.	It does not justify unsupported review or rating promises.	Use source-safe, date-checked reassurance near action.
Competitor/reference pressure	Other pages may make action or emergency context easier to understand.	It is not a ranking comparison or sales evidence.	Borrow clarity patterns, not claims.

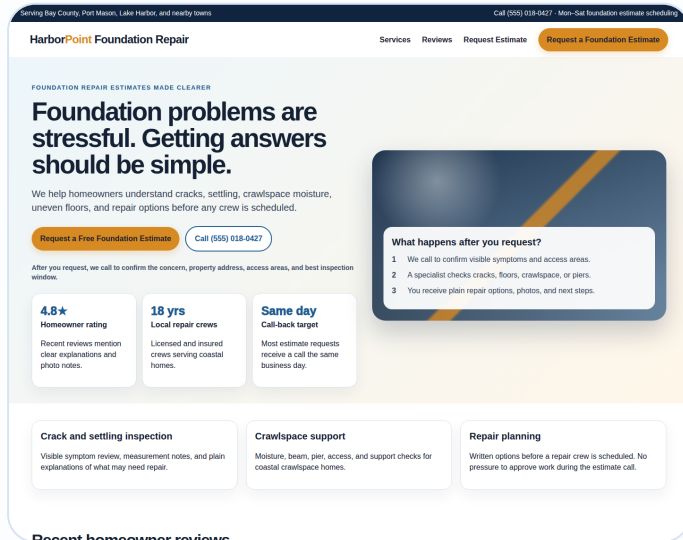
## How to use this Level 1 report

Level 1 is meant to be quick but still useful. The owner needs to be able to scan the dashboard, understand the main friction, and decide whether to make the first set of changes or order the deeper Level 2 analysis and Fix Plan. The report does not need private website numbers to be useful because the first-screen and mobile request decisions are visible from public evidence.

The safest first change is to clarify the next step. Keep the strong foundation repair brand and service context. Make one action primary. Explain what location/request does. Move one confidence detail near the mobile action. Then recheck the same screenshots. That is a practical owner decision, not a traffic, ranking, revenue, or booking promise.

# Screenshots used in this analysis

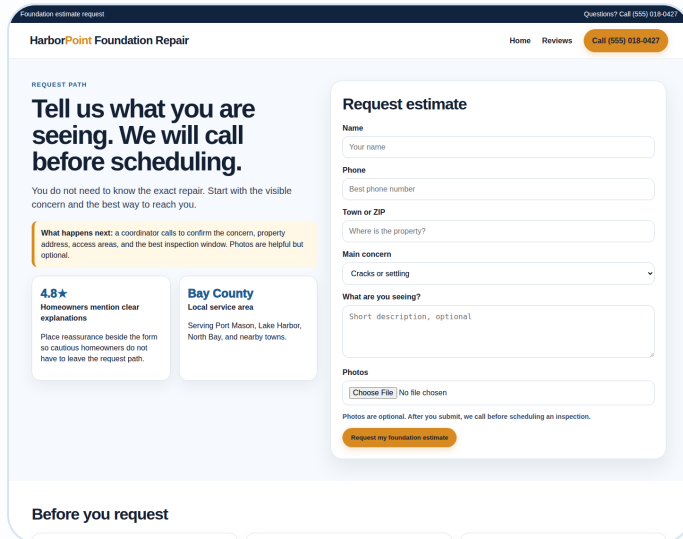
## Desktop homepage



Visible evidence: foundation repair category, location box, Book Now, phone/contact path, rating/review reassurance, and foundation inspection positioning.

Readable top-of-page crop shown here; full-page screenshot is retained in the evidence file.

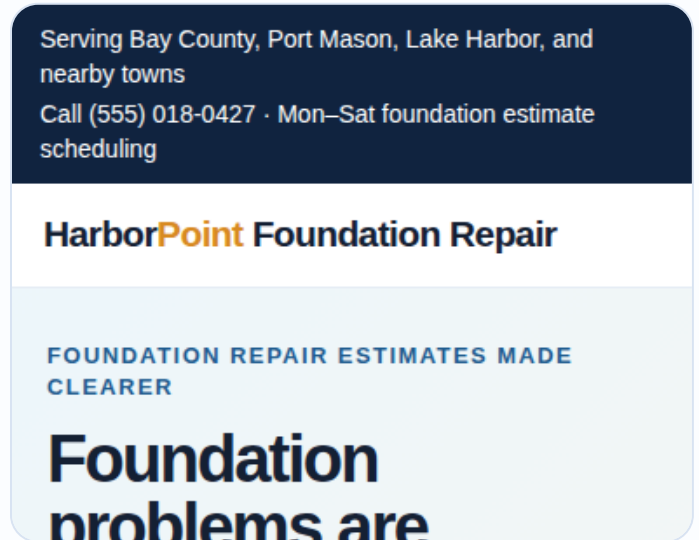
## Desktop services page



Visible evidence: Foundation Repair Services page, local foundation repair service language, guarantee/reassurance, location/request action, and service context.

Readable top-of-page crop shown here; full-page screenshot is retained in the evidence file.

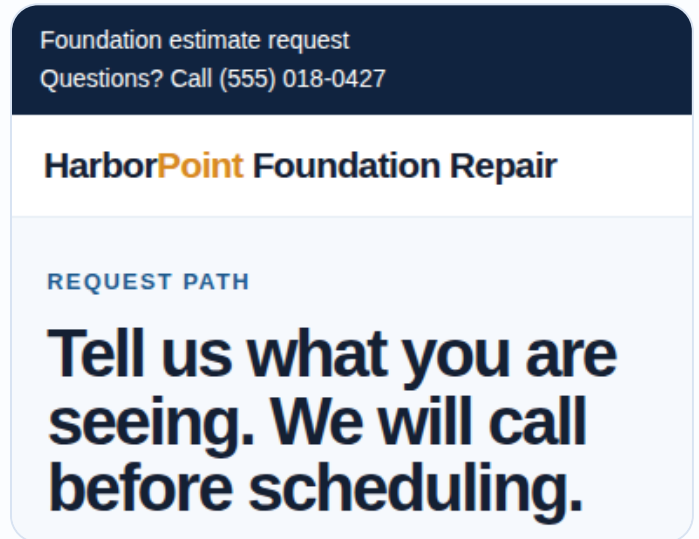
## Mobile homepage



Visible evidence: Call Us, Book Now, Update location, and first-screen mobile decision area. The clipped review/rating line is a practical mobile confidence issue.

Readable top-of-page crop shown here; full-page screenshot is retained in the evidence file.

## Mobile services page



Visible evidence: mobile services flow and the amount of scrolling before detailed service reassurance appears.

Readable top-of-page crop shown here; full-page screenshot is retained in the evidence file.

## Final delivery scope

Work basis: public pages were checked from visible website evidence only. No forms were submitted, no phone call was made, no chat was opened, and no outreach was sent. This report does not guarantee calls, bookings, sales, revenue, rankings, legal disability-access compliance, review removal, rating improvement, or reputation repair. Findings are owner-facing plain-English notes based on what was visible at check time.

The report is intended to help the owner and website provider decide what to change first, how to verify it, and what to monitor next month. It is not a public ranking, customer behavior evidence, legal conclusion, or revenue forecast.