EXAMPLE DATA

Your Website Report

A clear look at how the EXAMPLE Valley Builders website is doing, and where it can do more for your business.

Prepared by the WardoWorks team for EXAMPLE Valley Builders · October 15, 2026 (EXAMPLE)

The short version

We looked at 7 pages of the EXAMPLE Valley Builders website on both phones and computers. Overall, your site has a solid base and some clear room to improve. The good news: EXAMPLE: all 14 checks across all 7 pages score 96 or higher for being built to modern standards. The biggest opportunity is EXAMPLE: keeping pages steady while they load, and it's a straightforward next step. The rest of this report walks through what we measured, what it means for your customers, and what we'd suggest doing next.

Things worth improving

Listed with the most helpful first, starting with the results marked "Needs attention". You'll find the "Room to improve" results in the details for each page. None of these are emergencies; each one is a chance to do a little better.

What we noticed	Priority	Suggested next step
EXAMPLE: Pages shift while loading Home · phone, Decks · phone, Additions · computer	Worth doing soon	EXAMPLE: Reserve space for the hero photo. Evidence (EXAMPLE) Login required (your account)
EXAMPLE: Large photos slow the Services and Decks pages on computers Services · computer, Decks · computer	Worth doing soon	EXAMPLE: Resize and compress the photos so the page shows sooner. Photo sizes evidence (EXAMPLE) Login required (your account)
EXAMPLE: Yelp and Angi show an old phone number or address Local search · Yelp, Angi	Worth doing soon	EXAMPLE: Update both listings so the name, address and phone number match your website. Listing check (EXAMPLE) Public
EXAMPLE: Page summary is missing on 6 of the 7 pages All pages except Home	Worth planning for	EXAMPLE: Write a short summary for each page. Google may use it as the text under your link, or pick other text from the page instead. Page source (EXAMPLE) Public

The short version (continued)

What we noticed	Priority	Suggested next step
EXAMPLE: Your Google profile and website list different towns Local search · Google profile	Worth planning for	EXAMPLE: Add Holyoke and Westfield to your profile, and add Hadley to your website if you work there. Profile check (EXAMPLE) Public
EXAMPLE: Large photos slow the home page on phones Home · phone	Worth planning for	EXAMPLE: Resize and compress the photos so the page shows sooner. Photo sizes evidence (EXAMPLE) Login required (your account)
EXAMPLE: Some text is hard to read against its background Services	Worth planning for	EXAMPLE: Darken the text color so it's easier on every eye.
EXAMPLE: Buttons are close together on phones Contact	Worth planning for	EXAMPLE: Add a little space between buttons. Evidence (EXAMPLE) Login required (your account)
EXAMPLE: Gallery images load all at once Gallery	Worth planning for	EXAMPLE: Load photos as visitors scroll to them. Evidence (EXAMPLE) Login required (your account)
EXAMPLE: Six page titles don't name your area All pages except Home	Nice to have	EXAMPLE: Give each title the page's main service or topic and your area, such as "Decks in Western Mass | EXAMPLE Valley Builders". Evidence (EXAMPLE) Public
EXAMPLE: Share titles don't match on six pages All pages except Home	Nice to have	EXAMPLE: Make each share title match the page title. Page source (EXAMPLE) Public
EXAMPLE: Six pages have two main headings All pages except Home	Nice to have	EXAMPLE: Keep one main heading on each page and make the other a subheading. Evidence (EXAMPLE) Public
EXAMPLE: Service areas aren't listed for Google All pages except Home	Nice to have	EXAMPLE: Add the towns you serve to the behind-the-scenes details, using the same list as your website and profile.

How your site scores

Each score is out of 100. Higher is better. They come from Google's own testing tool, Lighthouse.

Speed: How quickly your pages appear and respond, especially on a phone. Our target: 90 or higher on phones.

Built to modern standards: Whether the site follows current, safe, up-to-date building habits.

Easy for everyone to use: How well people of all abilities, including those using screen readers or larger text, can use your site. Our target: 95 or higher.

Easy for Google to read: How well search engines can understand your pages and show them to people searching. Our target: 95 or higher.

Home · phone

Oct 15, 2026, 9:02 AM ET

https://example.com/ · Lighthouse report (EXAMPLE) Public

Speed (phone)	76	Below target: room to improve
Easy for everyone to use	98	On target
Built to modern standards	96	
Easy for Google to read	100	On target

Home · computer

Oct 15, 2026, 9:06 AM ET

https://example.com/ · Lighthouse report (EXAMPLE) Public

Speed	95	
Easy for everyone to use	98	On target
Built to modern standards	96	
Easy for Google to read	100	On target

Services · phone

Oct 15, 2026, 10:02 AM ET

https://example.com/services/ · Lighthouse report (EXAMPLE) Public

Speed (phone)	89	Below target: room to improve
Easy for everyone to use	92	Below target: room to improve
Built to modern standards	100	
Easy for Google to read	92	Below target: room to improve

Services · computer

Oct 15, 2026, 10:06 AM ET

https://example.com/services/ · Lighthouse report (EXAMPLE) Public

Speed	82	
Easy for everyone to use	92	Below target: room to improve
Built to modern standards	100	
Easy for Google to read	92	Below target: room to improve

How your site scores (continued)

Decks · phone — Oct 15, 2026, 11:02 AM ET

https://example.com/decks/ · Lighthouse report (EXAMPLE) Public

Speed (phone)	68	Below target: room to improve
Easy for everyone to use	98	On target
Built to modern standards	96	
Easy for Google to read	92	Below target: room to improve

Decks · computer — Oct 15, 2026, 11:06 AM ET

https://example.com/decks/ · Lighthouse report (EXAMPLE) Public

Speed	83	
Easy for everyone to use	98	On target
Built to modern standards	100	
Easy for Google to read	92	Below target: room to improve

Additions · phone — Oct 15, 2026, 12:02 PM ET

https://example.com/additions/ · Lighthouse report (EXAMPLE) Public

Speed (phone)	84	Below target: room to improve
Easy for everyone to use	98	On target
Built to modern standards	96	
Easy for Google to read	92	Below target: room to improve

Additions · computer — Oct 15, 2026, 12:06 PM ET

https://example.com/additions/ · Lighthouse report (EXAMPLE) Public

Speed	85	
Easy for everyone to use	98	On target
Built to modern standards	96	
Easy for Google to read	92	Below target: room to improve

About · phone — Oct 15, 2026, 1:02 PM ET

https://example.com/about/ · Lighthouse report (EXAMPLE) Public

Speed (phone)	95	On target
Easy for everyone to use	98	On target
Built to modern standards	96	
Easy for Google to read	92	Below target: room to improve

How your site scores (continued)

About · computer — Oct 15, 2026, 1:06 PM ET

https://example.com/about/ · Lighthouse report (EXAMPLE) Public

Speed	97	
Easy for everyone to use	98	On target
Built to modern standards	96	
Easy for Google to read	92	Below target: room to improve

Gallery · phone — Oct 15, 2026, 2:02 PM ET

https://example.com/gallery/ · Lighthouse report (EXAMPLE) Public

Speed (phone)	94	On target
Easy for everyone to use	98	On target
Built to modern standards	96	
Easy for Google to read	92	Below target: room to improve

Gallery · computer — Oct 15, 2026, 2:06 PM ET

https://example.com/gallery/ · Lighthouse report (EXAMPLE) Public

Speed	97	
Easy for everyone to use	98	On target
Built to modern standards	100	
Easy for Google to read	92	Below target: room to improve

Contact · phone — Oct 15, 2026, 3:02 PM ET

https://example.com/contact/ · Lighthouse report (EXAMPLE) Public

Speed (phone)	88	Below target: room to improve
Easy for everyone to use	96	On target
Built to modern standards	100	
Easy for Google to read	92	Below target: room to improve

Contact · computer — Oct 15, 2026, 3:06 PM ET

https://example.com/contact/ · Lighthouse report (EXAMPLE) Public

Speed	96	
Easy for everyone to use	98	On target
Built to modern standards	100	
Easy for Google to read	92	Below target: room to improve

What each score means

A short note for every score: why it matters to your business, what the number tells you, and exactly how we got it.

Speed

Home page: phone 76 · computer 95 (EXAMPLE)

Why it matters: Most people find a local business on their phone. When a page shows up quickly, more of them stay long enough to read about you and get in touch.

What the number means: Out of 100, based on how soon the main content appears, whether it stays steady and how long the page is busy while loading. 90 or higher on phones is our target; lower means visitors wait longer than they need to.

How we scored it: Lighthouse 13.5 (EXAMPLE). Phone: each page tested 5 times on a simulated phone (slow 4G, 4x slower processor), Oct 15, 2026, 9:02 AM to 3:06 PM ET (EXAMPLE). Computer: each page tested 5 times. We report the median (middle) result for each page and device.

Easy for everyone to use

Home page: phone 98 · computer 98 (EXAMPLE)

Why it matters: Some of your customers use larger text, screen readers or only a keyboard. A site they can use easily is one they can buy from.

What the number means: Out of 100, from automatic checks such as readable color contrast, labels on buttons and form fields, and descriptions on images. 95 or higher is our target. Automatic checks can't catch everything, so a high score is a strong start rather than a guarantee.

How we scored it: The same Lighthouse tests as Speed: same runs, devices, dates and median.

Built to modern standards

Home page: phone 96 · computer 96 (EXAMPLE)

Why it matters: A site that follows current, safe building habits is more trustworthy for visitors and less likely to cause surprises in their browser.

What the number means: Out of 100, from checks such as a secure connection, no errors in the browser and up-to-date code. Higher is better; we don't set a separate target here.

How we scored it: The same Lighthouse tests as Speed: same runs, devices, dates and median.

Easy for Google to read

Home page: phone 100 · computer 100 (EXAMPLE)

Why it matters: Before Google can show your pages to people searching, it has to be able to read them. This score checks those basics.

What the number means: Out of 100, from checks such as a page title and summary, links Google can follow, and pages that aren't blocked from search. 95 or higher is our target. It covers the basics only and isn't a measure of where you appear in Google.

How we scored it: The same Lighthouse tests as Speed: same runs, devices, dates and median.

What each score means (continued)

Behind-the-scenes details for Google

Checked, no score

Why it matters: These hidden details tell Google what kind of business you are and where you work, which helps it describe you accurately.

What the number means: There isn't a number here. We check whether the details read correctly, and we list optional extras, such as service areas, separately.

How we scored it: Schema.org validator, all 7 pages, checked once on Oct 15, 2026 (EXAMPLE): all 7 pages read correctly, and 6 of them are missing only the service areas. A single check, so there is no median.

How fast it feels for real visitors

Data for 4 of 7 pages (EXAMPLE)

Why it matters: Test scores show how a page behaves on a simulated phone. Real-visitor data shows what your actual customers experienced.

What the number means: Google only shares these numbers once a page has enough visitors using Chrome. In this example, Home, Services, Decks and Additions have data; About, Gallery and Contact don't have enough yet, and that's normal for quieter pages.

How we scored it: Google's real-visitor data (Chrome UX Report, last 28 days), viewed on PageSpeed Insights on Oct 15, 2026 (EXAMPLE).

Local search details

Checked, no score

Why it matters: Many people look for nearby businesses through local search and Google Maps.

What the number means: There isn't a number here. Each item gets a status of Good, Room to improve or Needs attention, plus one next step.

How we scored it: We checked your Google Business Profile, Yelp, Bing Places and Angi on Oct 15, 2026 (EXAMPLE), and Search Console with your OK. A single check, so there is no median. The results are in the Local search section.

How fast it feels for real visitors

This comes from Google's data on real visits to each page over the last 28 days, separate from our test scores. Each number is the 75th percentile: 3 in 4 visits to that page did at least this well.

Home · phone — 28 days to Oct 14, 2026 (EXAMPLE)

https://example.com/ · PageSpeed Insights (EXAMPLE) Public

Time until the main content shows (LCP)	**2.1 s**	Good: 2.5 seconds or less	Good
Response to taps and clicks (INP)	**120 ms**	Good: 0.2 seconds or less	Good
Page steadiness (CLS)	**0.3**	Good: 0.1 or less (lower is steadier)	Needs attention

Home · computer — 28 days to Oct 14, 2026 (EXAMPLE)

https://example.com/ · PageSpeed Insights (EXAMPLE) Public

Time until the main content shows (LCP)	**3.1 s**	Good: 2.5 seconds or less	Room to improve
Response to taps and clicks (INP)	**180 ms**	Good: 0.2 seconds or less	Good
Page steadiness (CLS)	**0.05**	Good: 0.1 or less (lower is steadier)	Good

Services · phone — 28 days to Oct 14, 2026 (EXAMPLE)

https://example.com/services/ · PageSpeed Insights (EXAMPLE) Public

Time until the main content shows (LCP)	**2.0 s**	Good: 2.5 seconds or less	Good
Response to taps and clicks (INP)	**120 ms**	Good: 0.2 seconds or less	Good
Page steadiness (CLS)	**0.14**	Good: 0.1 or less (lower is steadier)	Room to improve

Services · computer — 28 days to Oct 14, 2026 (EXAMPLE)

https://example.com/services/ · PageSpeed Insights (EXAMPLE) Public

Time until the main content shows (LCP)	**4.3 s**	Good: 2.5 seconds or less	Needs attention
Response to taps and clicks (INP)	**180 ms**	Good: 0.2 seconds or less	Good
Page steadiness (CLS)	**0.14**	Good: 0.1 or less (lower is steadier)	Room to improve

How fast it feels for real visitors (continued)

Decks · phone — 28 days to Oct 14, 2026 (EXAMPLE)

https://example.com/decks/ · PageSpeed Insights (EXAMPLE) Public

Time until the main content shows (LCP)	**3.8 s**	Good: 2.5 seconds or less	Room to improve
Response to taps and clicks (INP)	**260 ms**	Good: 0.2 seconds or less	Room to improve
Page steadiness (CLS)	**0.3**	Good: 0.1 or less (lower is steadier)	Needs attention

Decks · computer — 28 days to Oct 14, 2026 (EXAMPLE)

https://example.com/decks/ · PageSpeed Insights (EXAMPLE) Public

Time until the main content shows (LCP)	**4.2 s**	Good: 2.5 seconds or less	Needs attention
Response to taps and clicks (INP)	**120 ms**	Good: 0.2 seconds or less	Good
Page steadiness (CLS)	**0.14**	Good: 0.1 or less (lower is steadier)	Room to improve

Additions · phone — 28 days to Oct 14, 2026 (EXAMPLE)

https://example.com/additions/ · PageSpeed Insights (EXAMPLE) Public

Time until the main content shows (LCP)	**2.2 s**	Good: 2.5 seconds or less	Good
Response to taps and clicks (INP)	**180 ms**	Good: 0.2 seconds or less	Good
Page steadiness (CLS)	**0.14**	Good: 0.1 or less (lower is steadier)	Room to improve

Additions · computer — 28 days to Oct 14, 2026 (EXAMPLE)

https://example.com/additions/ · PageSpeed Insights (EXAMPLE) Public

Time until the main content shows (LCP)	**2.8 s**	Good: 2.5 seconds or less	Room to improve
Response to taps and clicks (INP)	**120 ms**	Good: 0.2 seconds or less	Good
Page steadiness (CLS)	**0.3**	Good: 0.1 or less (lower is steadier)	Needs attention

About · phone — 28 days to Oct 14, 2026 (EXAMPLE)

https://example.com/about/ · PageSpeed Insights (EXAMPLE) Public

Google doesn't have enough real-visitor data for this page yet
We'll check again once there's more traffic.

How fast it feels for real visitors (continued)

About · computer — 28 days to Oct 14, 2026 (EXAMPLE)

https://example.com/about/ · PageSpeed Insights (EXAMPLE) Public

Google doesn't have enough real-visitor data for this page yet
We'll check again once there's more traffic.

Gallery · phone — 28 days to Oct 14, 2026 (EXAMPLE)

https://example.com/gallery/ · PageSpeed Insights (EXAMPLE) Public

Google doesn't have enough real-visitor data for this page yet
We'll check again once there's more traffic.

Gallery · computer — 28 days to Oct 14, 2026 (EXAMPLE)

https://example.com/gallery/ · PageSpeed Insights (EXAMPLE) Public

Google doesn't have enough real-visitor data for this page yet
We'll check again once there's more traffic.

Contact · phone — 28 days to Oct 14, 2026 (EXAMPLE)

https://example.com/contact/ · PageSpeed Insights (EXAMPLE) Public

Google doesn't have enough real-visitor data for this page yet
We'll check again once there's more traffic.

Contact · computer — 28 days to Oct 14, 2026 (EXAMPLE)

https://example.com/contact/ · PageSpeed Insights (EXAMPLE) Public

Google doesn't have enough real-visitor data for this page yet
We'll check again once there's more traffic.

Source for every card: Google's real-visitor data (Chrome UX Report), viewed on PageSpeed Insights, last 28 days.

A closer look at speed

Measures from our simulated tests that feed the speed score, with technical names in parentheses. They can differ from the real-visitor numbers on the previous pages.

Page	Time until the main content shows (LCP)	Page steadiness (CLS)	Busy time while loading (TBT)
	About 2.5 seconds or less	Under 0.1	200 ms or less
Home · phone	3.3 seconds	0.22	238 ms
Home · computer	1.4 seconds	0.04	45 ms
Services · phone	2.9 seconds	0.01	241 ms
Services · computer	2.6 seconds	0.07	38 ms
Decks · phone	3.6 seconds	0.24	320 ms
Decks · computer	2.5 seconds	0.07	53 ms
Additions · phone	3.4 seconds	0.07	235 ms
Additions · computer	1.3 seconds	0.23	15 ms
About · phone	2.6 seconds	0.04	120 ms
About · computer	1.2 seconds	0.03	27 ms
Gallery · phone	2.0 seconds	0.02	227 ms
Gallery · computer	1.1 seconds	0.02	12 ms
Contact · phone	3.3 seconds	0.07	186 ms
Contact · computer	1.1 seconds	0.08	42 ms

How long a visitor waits before the main part of the page appears. · Whether things jump around while the page loads. Lower is better. · Total time the page was tied up running code as it loaded, in milliseconds (thousandths of a second). Lower is better. Real-visitor response to taps is on the previous pages.

What Google sees first

These are the words that usually show up in search results and when someone shares your link.

Page	Page title	Page summary	Main headings on the page	Share title matches
Home	EXAMPLE Valley Builders | Decks & Additions in Western Mass (59 characters)	EXAMPLE: Family-run builders for decks, porches and additions across Western Mass and Worcester County. Call or send us a few details about your project. (153 characters)	1	Matches
Services	EXAMPLE Services (16 characters)	(none yet) (0 characters)	2	Doesn't match yet
Decks	EXAMPLE Decks | Valley Builders (31 characters)	(none yet) (0 characters)	2	Doesn't match yet
Additions	EXAMPLE Additions | Valley Builders (35 characters)	(none yet) (0 characters)	2	Doesn't match yet
About	EXAMPLE About | Valley Builders (31 characters)	(none yet) (0 characters)	2	Doesn't match yet
Gallery	EXAMPLE Gallery | Valley Builders (33 characters)	(none yet) (0 characters)	2	Doesn't match yet
Contact	EXAMPLE Contact | Valley Builders (33 characters)	(none yet) (0 characters)	2	Doesn't match yet

Page title: Usually shown as the blue link in Google. A clear title names the page's main service and the town or area you serve. · Page summary: A suggested description of the page. Google may use it as the text under the link, or show other text from the page instead. About 140 to 160 characters reads best. · Main headings: One main heading per page is clearest for visitors and Google.

Behind-the-scenes details for Google

Hidden details on your site that tell Google what kind of business you are and where you work.

Page	Types found	Status	Service areas listed
Home	Google can see that this page describes: Local business.	Reads correctly	The areas Google sees you serving: Western Mass, Worcester County.
Services	Google can see that this page describes: Service.	Reads correctly	None listed yet. Adding the towns and counties you serve is optional.
Decks	Google can see that this page describes: Service.	Reads correctly	None listed yet. Adding the towns and counties you serve is optional.
Additions	Google can see that this page describes: Service.	Reads correctly	None listed yet. Adding the towns and counties you serve is optional.
About	Google can see that this page describes: About page.	Reads correctly	None listed yet. Adding the towns and counties you serve is optional.
Gallery	Google can see that this page describes: Image gallery.	Reads correctly	None listed yet. Adding the towns and counties you serve is optional.
Contact	Google can see that this page describes: Contact page.	Reads correctly	None listed yet. Adding the towns and counties you serve is optional.

Local search

How EXAMPLE Valley Builders shows up when people nearby look for a builder on Google Search and Google Maps. We checked your Google Business Profile, three other listing sites and Search Console. Most checks have a status and one next step.

Your Google Business Profile

This is the listing people see on Google Maps and in local search results. Every Website Report includes a quick check of your profile. Ongoing Google profile care, such as photos, review replies and posts, comes with Growth.

What we checked	What we found	Status	Next step
Main category	EXAMPLE: General contractor, with Deck builder as an extra category.	Good	EXAMPLE: Keep as is.
Service areas	EXAMPLE: 4 towns: Northampton, Easthampton, Amherst and Hadley.	Room to improve	EXAMPLE: Add Holyoke and Westfield, which your website lists. The town comparison is on the next page.
Hours	EXAMPLE: Monday to Friday, 7 AM to 5 PM. Your website says 7:30 AM to 4:30 PM. No holiday hours are set.	Room to improve	EXAMPLE: Use the same hours in both places, and add holiday hours before Thanksgiving.
Photos	EXAMPLE: 23 photos. The newest one was added in August 2025.	Room to improve	EXAMPLE: Add a few photos of recent projects.
Reviews	EXAMPLE: 31 reviews. 9 of them have a reply from you.	Room to improve	EXAMPLE: Reply to recent reviews, starting with the newest.
Updates on the profile (posts)	EXAMPLE: The latest update was posted in September 2026.	Good	EXAMPLE: Keep as is.

Local search (continued)

Where you say you work

The towns you serve appear in three places. When the lists agree, people in each town can see that you work there.

Town or area	Website	Google profile	Behind-the-scenes details
EXAMPLE: Northampton	Listed	Listed	Not listed
EXAMPLE: Easthampton	Listed	Listed	Not listed
EXAMPLE: Amherst	Listed	Listed	Not listed
EXAMPLE: Holyoke	Listed	Not listed	Not listed
EXAMPLE: Westfield	Listed	Not listed	Not listed
EXAMPLE: Hadley	Not listed	Listed	Not listed
EXAMPLE: Worcester County	Home page summary only	Not listed	Listed

EXAMPLE: The behind-the-scenes details name two regions, Western Mass and Worcester County, and no towns.

Status: Room to improve · **Next step:** EXAMPLE: Choose one list of towns and use it on the website, the profile and the behind-the-scenes details.

Your name, address and phone number

When these match everywhere you're listed, customers call the right number and find the right place.

Where	Name	Address	Phone	Result
Your website	EXAMPLE Valley Builders	123 Example Street, Northampton, MA (EXAMPLE)	(413) 555-0142	What we compared against
Google profile	EXAMPLE Valley Builders	Hidden, which is normal for a business that works at customers' homes	(413) 555-0142	Matches
Bing Places	EXAMPLE Valley Builders	123 Example Street, Northampton, MA (EXAMPLE)	(413) 555-0142	Matches
Yelp	EXAMPLE Valley Builders	123 Example Street, Northampton, MA (EXAMPLE)	(413) 555-0187	Doesn't match: phone
Angi	EXAMPLE Valley Builders	45 Sample Road, Easthampton, MA (EXAMPLE)	(413) 555-0142	Doesn't match: address

Status: Needs attention · **Next step:** EXAMPLE: Update the phone number on Yelp and the address on Angi so they match your website.

Local search (continued)

How inquiries reach you

The ways people get in touch, and whether each one is counted so you can see where new work comes from.

Way in	What we found	Counted	Status	Next step
Website form	EXAMPLE: Messages go to your email, and each one is counted as a form sent.	Yes	Good	EXAMPLE: Keep as is.
Phone-number taps on your website	EXAMPLE: The phone number on every page can be tapped to call. The taps aren't counted.	No	Room to improve	EXAMPLE: Count taps on the phone number, so they show up next to form messages.
Call-button clicks from your Google profile	EXAMPLE: The profile's own numbers show 22 call-button clicks in September.	Yes, on the profile	Good	EXAMPLE: Keep as is.
Messages from your Google profile	EXAMPLE: Not set up. Google ended its own profile chat in 2024. Where Google offers it, the profile can show a number for text messages instead.	Not set up	Room to improve	EXAMPLE: Add a text number only if someone can answer texts during the work day.

What people search to find you

Search Console, connected with your OK, shows which searches find you.

Period: 28 days to Oct 14, 2026 (EXAMPLE)

Search phrase	Clicks	Times shown in Google (impressions)
EXAMPLE: valley builders northampton	41	120
EXAMPLE: deck builder northampton	18	410
EXAMPLE: porch contractor easthampton	6	150
EXAMPLE: home addition amherst ma	4	230
EXAMPLE: composite deck installers near me	3	520

Clicks are visits to your site from that search. Times shown counts how often your site appeared in the results. These numbers go up and down from month to month.

What we'd look into next: EXAMPLE: "composite deck installers near me" showed your site 520 times and got 3 clicks. We'd check which of your pages Google shows for that search, and whether that page covers composite decks.

How we checked: We looked at your Google Business Profile, Yelp, Bing Places and Angi on Oct 15, 2026 (EXAMPLE). The profile's call-button clicks and Search Console were viewed with your OK. A single check, so there is no median.

Where we'd go from here

We'd start with the three "worth doing soon" items on page 2.

1. **EXAMPLE: Keep pages steady while they load.** Reserve space for the hero photo on Home, Decks and Additions. Rough effort: about an hour. How we'll check: we run the same tests again and look for page steadiness under 0.1.

2. **EXAMPLE: Make the large photos on Services and Decks smaller.** Resize and compress them so the pages show sooner on computers. Rough effort: about half a day. How we'll check: we test both pages on a computer again and look for the main content showing in 2.5 seconds or less.

3. **EXAMPLE: Match your Yelp and Angi listings to your website.** Update the phone number on Yelp and the address on Angi. Rough effort: about 30 minutes, and the sites can take a few days to show the change. How we'll check: we look up both listings again and compare them with your website.

After that, the "worth planning for" and "nice to have" items can be done together in one round. We measure again the same way so you can see the difference.

Ways the WardoWorks team can help

- **Presence:** a website and routine care, so it stays quick, current and easy to find.
- **Growth** and **Managed** are additional services; we'll talk through what fits your business.

How we measured

- We tested 7 pages of the EXAMPLE Valley Builders website using Lighthouse, the testing tool built by Google.
- Each page was tested **5 times**, and we report the **middle result**, so one unusually quick or slow test doesn't skew the picture.
- Each result notes the **device** we tested on: **phone** or **computer**.
- Each result shows the **date and time** we measured it (Oct 15, 2026, 9:02 AM to 3:06 PM ET (EXAMPLE)). Websites change, so results may differ on another day.
- Scores show how a page performed during our tests.

Page	Device	Run	Date checked	Lighthouse version	Speed setting
Home	phone	1 of 5	Oct 15, 2026 (EXAMPLE)	13.5 (EXAMPLE)	Simulated, slow 4G, 4x CPU (EXAMPLE)
Home	phone	2 of 5	Oct 15, 2026 (EXAMPLE)	13.5 (EXAMPLE)	Simulated, slow 4G, 4x CPU (EXAMPLE)
Home	phone	3 of 5	Oct 15, 2026 (EXAMPLE)	13.5 (EXAMPLE)	Simulated, slow 4G, 4x CPU (EXAMPLE)
Home	phone	4 of 5	Oct 15, 2026 (EXAMPLE)	13.5 (EXAMPLE)	Simulated, slow 4G, 4x CPU (EXAMPLE)
Home	phone	5 of 5	Oct 15, 2026 (EXAMPLE)	13.5 (EXAMPLE)	Simulated, slow 4G, 4x CPU (EXAMPLE)
Home	computer	1 of 5	Oct 15, 2026 (EXAMPLE)	13.5 (EXAMPLE)	Simulated, desktop default (EXAMPLE)
Home	computer	2 of 5	Oct 15, 2026 (EXAMPLE)	13.5 (EXAMPLE)	Simulated, desktop default (EXAMPLE)
Home	computer	3 of 5	Oct 15, 2026 (EXAMPLE)	13.5 (EXAMPLE)	Simulated, desktop default (EXAMPLE)
Home	computer	4 of 5	Oct 15, 2026 (EXAMPLE)	13.5 (EXAMPLE)	Simulated, desktop default (EXAMPLE)
Home	computer	5 of 5	Oct 15, 2026 (EXAMPLE)	13.5 (EXAMPLE)	Simulated, desktop default (EXAMPLE)
Services	phone	1 of 5	Oct 15, 2026 (EXAMPLE)	13.5 (EXAMPLE)	Simulated, slow 4G, 4x CPU (EXAMPLE)
Services	phone	2 of 5	Oct 15, 2026 (EXAMPLE)	13.5 (EXAMPLE)	Simulated, slow 4G, 4x CPU (EXAMPLE)
Services	phone	3 of 5	Oct 15, 2026 (EXAMPLE)	13.5 (EXAMPLE)	Simulated, slow 4G, 4x CPU (EXAMPLE)
Services	phone	4 of 5	Oct 15, 2026 (EXAMPLE)	13.5 (EXAMPLE)	Simulated, slow 4G, 4x CPU (EXAMPLE)
Services	phone	5 of 5	Oct 15, 2026 (EXAMPLE)	13.5 (EXAMPLE)	Simulated, slow 4G, 4x CPU (EXAMPLE)
Services	computer	1 of 5	Oct 15, 2026 (EXAMPLE)	13.5 (EXAMPLE)	Simulated, desktop default (EXAMPLE)
Services	computer	2 of 5	Oct 15, 2026 (EXAMPLE)	13.5 (EXAMPLE)	Simulated, desktop default (EXAMPLE)
Services	computer	3 of 5	Oct 15, 2026 (EXAMPLE)	13.5 (EXAMPLE)	Simulated, desktop default (EXAMPLE)
Services	computer	4 of 5	Oct 15, 2026 (EXAMPLE)	13.5 (EXAMPLE)	Simulated, desktop default (EXAMPLE)
Services	computer	5 of 5	Oct 15, 2026 (EXAMPLE)	13.5 (EXAMPLE)	Simulated, desktop default (EXAMPLE)
Decks	phone	1 of 5	Oct 15, 2026 (EXAMPLE)	13.5 (EXAMPLE)	Simulated, slow 4G, 4x CPU (EXAMPLE)
Decks	phone	2 of 5	Oct 15, 2026 (EXAMPLE)	13.5 (EXAMPLE)	Simulated, slow 4G, 4x CPU (EXAMPLE)
Decks	phone	3 of 5	Oct 15, 2026 (EXAMPLE)	13.5 (EXAMPLE)	Simulated, slow 4G, 4x CPU (EXAMPLE)
Decks	phone	4 of 5	Oct 15, 2026 (EXAMPLE)	13.5 (EXAMPLE)	Simulated, slow 4G, 4x CPU (EXAMPLE)
Decks	phone	5 of 5	Oct 15, 2026 (EXAMPLE)	13.5 (EXAMPLE)	Simulated, slow 4G, 4x CPU (EXAMPLE)
Decks	computer	1 of 5	Oct 15, 2026 (EXAMPLE)	13.5 (EXAMPLE)	Simulated, desktop default (EXAMPLE)
Decks	computer	2 of 5	Oct 15, 2026 (EXAMPLE)	13.5 (EXAMPLE)	Simulated, desktop default (EXAMPLE)
Decks	computer	3 of 5	Oct 15, 2026 (EXAMPLE)	13.5 (EXAMPLE)	Simulated, desktop default (EXAMPLE)
Decks	computer	4 of 5	Oct 15, 2026 (EXAMPLE)	13.5 (EXAMPLE)	Simulated, desktop default (EXAMPLE)
Decks	computer	5 of 5	Oct 15, 2026 (EXAMPLE)	13.5 (EXAMPLE)	Simulated, desktop default (EXAMPLE)
Additions	phone	1 of 5	Oct 15, 2026 (EXAMPLE)	13.5 (EXAMPLE)	Simulated, slow 4G, 4x CPU (EXAMPLE)
Additions	phone	2 of 5	Oct 15, 2026 (EXAMPLE)	13.5 (EXAMPLE)	Simulated, slow 4G, 4x CPU (EXAMPLE)
Additions	phone	3 of 5	Oct 15, 2026 (EXAMPLE)	13.5 (EXAMPLE)	Simulated, slow 4G, 4x CPU (EXAMPLE)
Additions	phone	4 of 5	Oct 15, 2026 (EXAMPLE)	13.5 (EXAMPLE)	Simulated, slow 4G, 4x CPU (EXAMPLE)
Additions	phone	5 of 5	Oct 15, 2026 (EXAMPLE)	13.5 (EXAMPLE)	Simulated, slow 4G, 4x CPU (EXAMPLE)
Additions	computer	1 of 5	Oct 15, 2026 (EXAMPLE)	13.5 (EXAMPLE)	Simulated, desktop default (EXAMPLE)
Additions	computer	2 of 5	Oct 15, 2026 (EXAMPLE)	13.5 (EXAMPLE)	Simulated, desktop default (EXAMPLE)
Additions	computer	3 of 5	Oct 15, 2026 (EXAMPLE)	13.5 (EXAMPLE)	Simulated, desktop default (EXAMPLE)
Additions	computer	4 of 5	Oct 15, 2026 (EXAMPLE)	13.5 (EXAMPLE)	Simulated, desktop default (EXAMPLE)
Additions	computer	5 of 5	Oct 15, 2026 (EXAMPLE)	13.5 (EXAMPLE)	Simulated, desktop default (EXAMPLE)

How we measured (continued)

Page	Device	Run	Date checked	Lighthouse version	Speed setting
About	phone	1 of 5	Oct 15, 2026 (EXAMPLE)	13.5 (EXAMPLE)	Simulated, slow 4G, 4x CPU (EXAMPLE)
About	phone	2 of 5	Oct 15, 2026 (EXAMPLE)	13.5 (EXAMPLE)	Simulated, slow 4G, 4x CPU (EXAMPLE)
About	phone	3 of 5	Oct 15, 2026 (EXAMPLE)	13.5 (EXAMPLE)	Simulated, slow 4G, 4x CPU (EXAMPLE)
About	phone	4 of 5	Oct 15, 2026 (EXAMPLE)	13.5 (EXAMPLE)	Simulated, slow 4G, 4x CPU (EXAMPLE)
About	phone	5 of 5	Oct 15, 2026 (EXAMPLE)	13.5 (EXAMPLE)	Simulated, slow 4G, 4x CPU (EXAMPLE)
About	computer	1 of 5	Oct 15, 2026 (EXAMPLE)	13.5 (EXAMPLE)	Simulated, desktop default (EXAMPLE)
About	computer	2 of 5	Oct 15, 2026 (EXAMPLE)	13.5 (EXAMPLE)	Simulated, desktop default (EXAMPLE)
About	computer	3 of 5	Oct 15, 2026 (EXAMPLE)	13.5 (EXAMPLE)	Simulated, desktop default (EXAMPLE)
About	computer	4 of 5	Oct 15, 2026 (EXAMPLE)	13.5 (EXAMPLE)	Simulated, desktop default (EXAMPLE)
About	computer	5 of 5	Oct 15, 2026 (EXAMPLE)	13.5 (EXAMPLE)	Simulated, desktop default (EXAMPLE)
Gallery	phone	1 of 5	Oct 15, 2026 (EXAMPLE)	13.5 (EXAMPLE)	Simulated, slow 4G, 4x CPU (EXAMPLE)
Gallery	phone	2 of 5	Oct 15, 2026 (EXAMPLE)	13.5 (EXAMPLE)	Simulated, slow 4G, 4x CPU (EXAMPLE)
Gallery	phone	3 of 5	Oct 15, 2026 (EXAMPLE)	13.5 (EXAMPLE)	Simulated, slow 4G, 4x CPU (EXAMPLE)
Gallery	phone	4 of 5	Oct 15, 2026 (EXAMPLE)	13.5 (EXAMPLE)	Simulated, slow 4G, 4x CPU (EXAMPLE)
Gallery	phone	5 of 5	Oct 15, 2026 (EXAMPLE)	13.5 (EXAMPLE)	Simulated, slow 4G, 4x CPU (EXAMPLE)
Gallery	computer	1 of 5	Oct 15, 2026 (EXAMPLE)	13.5 (EXAMPLE)	Simulated, desktop default (EXAMPLE)
Gallery	computer	2 of 5	Oct 15, 2026 (EXAMPLE)	13.5 (EXAMPLE)	Simulated, desktop default (EXAMPLE)
Gallery	computer	3 of 5	Oct 15, 2026 (EXAMPLE)	13.5 (EXAMPLE)	Simulated, desktop default (EXAMPLE)
Gallery	computer	4 of 5	Oct 15, 2026 (EXAMPLE)	13.5 (EXAMPLE)	Simulated, desktop default (EXAMPLE)
Gallery	computer	5 of 5	Oct 15, 2026 (EXAMPLE)	13.5 (EXAMPLE)	Simulated, desktop default (EXAMPLE)
Contact	phone	1 of 5	Oct 15, 2026 (EXAMPLE)	13.5 (EXAMPLE)	Simulated, slow 4G, 4x CPU (EXAMPLE)
Contact	phone	2 of 5	Oct 15, 2026 (EXAMPLE)	13.5 (EXAMPLE)	Simulated, slow 4G, 4x CPU (EXAMPLE)
Contact	phone	3 of 5	Oct 15, 2026 (EXAMPLE)	13.5 (EXAMPLE)	Simulated, slow 4G, 4x CPU (EXAMPLE)
Contact	phone	4 of 5	Oct 15, 2026 (EXAMPLE)	13.5 (EXAMPLE)	Simulated, slow 4G, 4x CPU (EXAMPLE)
Contact	phone	5 of 5	Oct 15, 2026 (EXAMPLE)	13.5 (EXAMPLE)	Simulated, slow 4G, 4x CPU (EXAMPLE)
Contact	computer	1 of 5	Oct 15, 2026 (EXAMPLE)	13.5 (EXAMPLE)	Simulated, desktop default (EXAMPLE)
Contact	computer	2 of 5	Oct 15, 2026 (EXAMPLE)	13.5 (EXAMPLE)	Simulated, desktop default (EXAMPLE)
Contact	computer	3 of 5	Oct 15, 2026 (EXAMPLE)	13.5 (EXAMPLE)	Simulated, desktop default (EXAMPLE)
Contact	computer	4 of 5	Oct 15, 2026 (EXAMPLE)	13.5 (EXAMPLE)	Simulated, desktop default (EXAMPLE)
Contact	computer	5 of 5	Oct 15, 2026 (EXAMPLE)	13.5 (EXAMPLE)	Simulated, desktop default (EXAMPLE)

Each check is run 5 times on each device, and we report the middle result.

We can't promise specific rankings or traffic; Google decides those. This report shows what we did and how you can check it.

Let's talk it through

We're happy to walk you through this report and answer any questions, in plain terms and at your pace. A first conversation comes with no obligation.

Book a time

The WardoWorks team · wardoworks.com