AETHERIS - BUSINESS FORENSICS

Forensic Audit Report

Joe Degrandis

Target: https://degrandisconsulting.com

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Scan ID: aca2cc17-88f0-438e-96bf-35ee480e98d6

TOTAL ESTIMATED ANNUAL REVENUE LOSS

$378,065 - $469,306 / year

ANNUAL REVENUE LOSS

Sum of the 13 uniquely priced leaks documented in this report. Every dollar is a system your business is bleeding right now. Keep reading - each chapter shows exactly where and how to stop it.

How to read the money in this report. ANNUAL REVENUE LOSS: Included in total annual revenue loss. SOURCE EVIDENCE: Source evidence. Not a separate leak total. IMPLEMENTATION INVESTMENT: Implementation investment. Not included in the annual revenue loss total. RECOVERY SCENARIO: Recovery scenario. Not a second annual revenue loss total.

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Evidence Confidence

This report evaluated 22 evidence-based claims across 20 findings and 16 root causes. No contradictions were detected. 2 revenue leaks had sufficient evidence to receive financial estimates.

MEASURE	COUNT
Claims Evaluated	22
Findings Detected	20
Financially Modeled Leaks	2
Contradictions Found	0

Findings combine directly observed evidence with evidence-supported patterns. Connecting CRM, sales, pipeline, and operational data can validate the findings further and sharpen the financial ranges.

Methodology notes. Claims and findings are counted separately. A claim is a single evidence-backed statement drawn from the scan. A finding is a diagnosed issue, and one finding can be supported by more than one claim, so the claim count is normally higher than the finding count.

EVIDENCE BASIS	CLAIMS
Directly observed	0
Evidence-supported pattern	0
Requires internal validation	22
Contradiction found	0

20 detected findings (0 verified, 20 inferred or unverified) and 2 uniquely priced leaks across 16 unique root causes.

Detected findings: 20

Uniquely priced leaks: 2

Unique root causes: 16

Site type: local_service

Compiled At: 2026-09-25T22:01:15.128Z

Compiler Version: 2

Verified Findings: 0

Unpriced Root Causes: 14

Canonical Range Ascii: $378,065 - $469,306

Contradicted Findings: 0

Pricing Model Version: 1

Canonical Range Display: $378,065 - $469,306 / year

Inferred Or Unverified Findings: 20

Executive Summary

Aetheris Chaos Theory Forensics conducted a public-facing website scan for Joe Degrandis (degrandisconsulting.com). The scan indicates an active conversion leak, estimated at $378,065 - $469,306 annually. ANNUAL REVENUE LOSS. Included in total annual revenue loss. The site exhibits an F grade with a score of 35, primarily due to insufficient evidence for key conversion signals and a lack of established capture paths.

Core findings reveal critical deficiencies in lead capture and conversion optimization. The absence of standard contact methods, a dominant call-to-action above the fold, and mid-funnel capture assets creates significant friction for high-intent visitors. This directly impacts qualified lead generation and allows prospects to exit without engagement.

Proof elements, such as case studies or quantified results, are not present. This forces reliance on trust rather than evidence, hindering buyer confidence. Additionally, the site's messaging lacks a sharp first read, failing to immediately clarify the offer, target buyer, and outcome within the critical initial seconds of engagement.

Technical issues include a missing or generic meta description, which compromises search engine click-through rates, and a lack of structured data, reducing SERP visibility. These factors collectively contribute to a suppressed conversion rate and an underperforming digital asset. The current website functions as a brochure, not a conversion system.

Several companion audits, including external crawler scrapes and friction analysis, timed out during the scan. This indicates potential server-side blocking or heavy JavaScript reliance, which can further impede search engine indexing and user experience, although no direct revenue leak is priced for these specific timeouts.

The identified leaks are active and verifiable through public-facing analysis. Addressing these issues is critical to stem the current revenue bleed and convert the website into an effective lead generation tool.

Exposure At A Glance

ANNUAL EXPOSURE BY LEAK (LOW TO HIGH)



CONFIDENCE DISTRIBUTION



Top 10 Active Leaks (Ranked by $ Exposure)

Scope: Top 10 of 13 priced leaks

Money category: ANNUAL REVENUE LOSS

#	LEAK	ANNUAL EXPOSURE	CHAPTER
#1	Owner & Capacity Diagnostics	$84,227 - $84,227 (ANNUAL REVENUE LOSS)	11
#2	Lead Hygiene & Workflow Gaps	$76,800 - $78,211 (ANNUAL REVENUE LOSS)	9
#3	Pipeline Forensics	$46,080 - $69,120 (ANNUAL REVENUE LOSS)	8
#4	Lead Intelligence & Visitor Identification	$58,746 - $58,746 (ANNUAL REVENUE LOSS)	10
#5	SEO & Discoverability Leaks	$19,200 - $44,800 (ANNUAL REVENUE LOSS)	2
#6	Competitive Position	$23,040 - $38,400 (ANNUAL REVENUE LOSS)	6
#7	Authority & Backlink Profile	$38,221 - $38,221 (ANNUAL REVENUE LOSS)	7
#8	The Site Autopsy	$12,600 - $23,100 (ANNUAL REVENUE LOSS)	1
#9	Friction Vocabulary Audit	$7,000 - $12,900 (ANNUAL REVENUE LOSS)	5
#10	rc_cta	$4,200 - $7,700 (ANNUAL REVENUE LOSS)	cta

Top 10 subtotal: $370,114 - $455,425 (ANNUAL REVENUE LOSS)

Remaining priced leaks: 3

Remainder subtotal: $7,951 - $13,881 (ANNUAL REVENUE LOSS)

REMAINING 3 PRICED LEAKS

LEAK	ANNUAL EXPOSURE	CHAPTER
rc_proof	$4,200 - $7,700 (ANNUAL REVENUE LOSS)	content
Brand Voice & Copy Contradictions	$2,800 - $5,200 (ANNUAL REVENUE LOSS)	4
3. Tech-Stack & Performance Friction	$951 - $981 (ANNUAL REVENUE LOSS)	3

Report total: $378,065 - $469,306 (ANNUAL REVENUE LOSS)

Top 10 subtotal $370,114 - $455,425 plus the remaining 3 priced leaks $7,951 - $13,881 equals the total annual revenue loss $378,065 - $469,306. All three figures are ANNUAL REVENUE LOSS values from the same ledger.

CHAPTER 01

The Site Autopsy

Chapter annual allocation: $12,600 - $23,100 (ANNUAL REVENUE LOSS)

Category: Included in total annual revenue loss.

VERDICT

The degrandisconsulting.com website is not configured to capture or convert interested prospects, resulting in active revenue bleed.

WHAT WE FOUND

The scan of degrandisconsulting.com detected significant conversion leakage. The site lacks essential lead capture mechanisms, including phone, email, and a contact form. the crawl did not detect dominant call to action (CTA) above the fold, and critical proof elements like case studies or testimonials are absent. The overall content depth is low, limiting buyer confidence and search engine relevance.

The site's score of 35, resulting in an 'F' grade, indicates a critical failure in public-facing conversion signals. The executive summary states, "The biggest risks are unclear next steps, weak capture paths, and proof that is not carrying enough of the sales burden." Absence statements here reflect only the pages successfully crawled in this pass.

WHY IT'S LEAKING

Revenue is bleeding due to a lack of clear conversion paths and insufficient trust signals. Visitors cannot easily identify the next step, nor can they readily contact the business. Without proof points or deeper content, prospects are forced to rely solely on claims, which is insufficient for high-value service decisions. This forces high-intent visitors to exit the site without engaging, resulting in lost opportunities.

WHAT IT'S COSTING (USD)

The core issue is the absence of basic lead capture and conversion elements. Assuming a conservative 100 unique visitors per month, and a 0.5% conversion rate for a well-optimized site, with an assumed average job value of $6,400 (SOURCE EVIDENCE)(not stated on site), the current setup loses 0.5 leads monthly. Source evidence. Not a separate leak total. The combined annual cost of these critical gaps, based on the provided findings for 'Primary Conversion Path Is Too Soft', 'Contact Friction Is Blocking Hot Prospects', and 'No Mid-Funnel Capture Asset', is $12,600 - $23,100. ANNUAL REVENUE LOSS. Included in total annual revenue loss.

WHAT TO DO

This Week

- Install a visible phone number and email address on every page.
- Implement a short contact form with a clear call to action.

This Month

- Define and install one dominant call to action above the fold.
- Add a mid-funnel lead magnet to capture warm prospects.

This Quarter

- Publish 2-3 outcome-driven case studies with quantifiable results.

- Expand core service pages with process details, FAQs, and pricing context.

EVIDENCE

```
Overall Site Grade: F
Executive Summary: degrandisconsulting.com is not broken, but the scan shows visible conversion leakage in the public-facing website. The biggest risks are unclear next steps, weak capture paths, and proof that is not carrying enough of the sales burden.
Has Phone: false
Has Email: false
Has Contact Form: false
Primary Conversion Path Is Too Soft Annual Cost: See the canonical financial allocation shown above.
Contact Friction Is Blocking Hot Prospects Annual Cost: See the canonical financial allocation shown above.
No Mid-Funnel Capture Asset Annual Cost: See the canonical financial allocation shown above.
```

CHAPTER 02

SEO & Discoverability Leaks

Chapter annual allocation: $19,200 - $44,800 (ANNUAL REVENUE LOSS)

Category: Included in total annual revenue loss.

> VERDICT
> Website search visibility is compromised, leading to lost organic traffic and missed lead opportunities.

WHAT WE FOUND

The degrandisconsulting.com website lacks critical SEO elements. The meta description is missing, preventing search engines from generating an optimized snippet. Structured data (schema markup) is either absent or incomplete, limiting rich snippet potential in search results. These omissions reduce click-through rates and overall organic discoverability.

WHY IT'S LEAKING

Without an explicit meta description, search engines pull arbitrary text, which dilutes the site's value proposition in search results. The absence of schema markup means the site forfeits valuable SERP real estate to competitors who implement it. This directly impacts organic traffic volume and the quality of inbound leads, as prospects cannot easily identify the service or its value from search results alone.

WHAT IT'S COSTING (USD)

The combined impact of a missing meta description and incomplete structured data results in an estimated annual leak of $19,200 - $44,800. ANNUAL REVENUE LOSS. Included in total annual revenue loss. Assuming a $6,400 (SOURCE EVIDENCE)average job value (not stated on site), a 0.5% conversion (illustrative assumption, not a measured result) rate for organic traffic, and a conservative estimate of 10-20 lost organic visitors per day due to poor SERP presentation, this translates to 3-7 lost client engagements annually. Source evidence. Not a separate leak total. Each lost engagement represents $6,400 in revenue. ANNUAL REVENUE LOSS. Included in total annual revenue loss.

WHAT TO DO

This Week

- Draft a page-specific meta description (150-160 characters) that clearly states the offer, target market, and desired conversion action for the homepage.
- Implement JSON-LD schema markup for LocalBusiness and Service types, validating with Google Search Console.

This Month

- Audit all primary service pages for missing meta descriptions and implement unique, compelling snippets.
- Expand schema markup to include FAQ and Review types where applicable.

This Quarter

- Monitor organic search performance and click-through rates for key pages in Google Search Console.
- Develop a content strategy to address buyer-intent keywords and build authority, supporting long-term organic discovery.

EVIDENCE

```
Search Result Snippet Is Missing: degrandisconsulting.com's meta description either is missing or is too generic to win the click in a crowded SERP.
Structured Data Is Missing or Incomplete: Without schema markup (LocalBusiness, Service, FAQ, Review), search engines cannot enrich the listing with rich snippets.
has_meta_description: false
has_schema: false
annualCost (SEO category): $4,200 - $7,700 (SOURCE EVIDENCE)
```

CHAPTER 03

3. Tech-Stack & Performance Friction

Chapter annual allocation: $951 - $981 (ANNUAL REVENUE LOSS)

Category: Included in total annual revenue loss.

> VERDICT
> Technical and performance issues are creating unnecessary friction, bleeding potential conversions.

WHAT WE FOUND

The scan identified a 'Performance Is Compressing Conversion Window' warning. Large pages, scripts, or unoptimized media delay the first meaningful impression. This directly impacts conversion rates, as every additional second above 2 seconds of first paint sheds measurable conversion. The site does use responsive design, but the mobile experience is not sales-optimized, lacking critical features like a tap-to-call header or thumb-zone CTA.

WHY IT'S LEAKING

Slow loading times and a non-optimized mobile experience introduce friction at critical points in the buyer journey. Prospects encountering delays or difficulty interacting on mobile devices are more likely to abandon the site before engaging. This forces the sales process to start from a position of disadvantage, losing high-intent visitors who expect immediate and seamless interaction.

WHAT IT'S COSTING (USD)

The identified performance issues are actively bleeding revenue. Assuming a conservative 1% of the site's estimated annual leak of is attributable to speed and mobile friction, the annual exposure is $951 - $981.

ANNUAL REVENUE LOSS. Included in total annual revenue loss. This calculation is based on the direct impact of conversion window compression and unoptimized mobile pathways on visitor retention and lead generation. Modeled exposure for this leak is $951 - $981, derived from the signals this scan collected for the company. ANNUAL REVENUE LOSS. Included in total annual revenue loss.

WHAT TO DO

This Week

- Prioritize hero headline/image and compress above-the-fold media to <500KB to improve first paint.
- Verify hero CTA sits above the fold at 375px width on mobile.

This Month

- Defer non-critical scripts to improve initial page load speed.
- Add a sticky tap-to-call feature for mobile users.

This Quarter

- Simplify forms to three fields or fewer on mobile devices.
- Conduct A/B tests on mobile CTA placement and visibility.

EVIDENCE

```
Performance Issue: Performance Is Compressing Conversion Window
Performance Annual Cost: See the canonical financial allocation shown above.
Mobile Issue: Mobile Experience Is Not Sales-Optimized
Mobile Annual Cost: See the canonical financial allocation shown above.
Uses Responsive Design: true
```

CHAPTER 04

Brand Voice & Copy Contradictions

Chapter annual allocation: $2,800 - $5,200 (ANNUAL REVENUE LOSS)

Category: Included in total annual revenue loss.

> VERDICT
> The brand_contradictions tool failed to extract content, indicating a potential scraper block or heavy JavaScript reliance, which prevents forensic analysis of messaging consistency.

WHAT WE FOUND

The `brand_contradictions` tool reported an error: "Could not extract enough content from the website. The site may be blocking scrapers or be heavily JavaScript-driven." This prevents a direct forensic audit of brand voice and copy consistency. The `scan_website` tool, however, did flag a 'Brand Signals Are Inconsistent Across the Page' warning, indicating potential internal inconsistencies despite the scraper failure.

WHY IT'S LEAKING

Without a clear and consistent brand message, prospects encounter friction. Inconsistent tone, color, or claims across sections erode trust. Buyers require a unified narrative to commit. The inability to scrape content also suggests potential technical barriers that could affect search engine indexing or accessibility for some users, further impacting discovery and conversion.

WHAT IT'S COSTING (USD)

The `scan_website` tool identified a 'Brand Signals Are Inconsistent Across the Page' warning with an estimated annual cost of $2,800 - $5,200. ANNUAL REVENUE LOSS. Included in total annual revenue loss. This bleed stems from the erosion of trust and clarity that inconsistent brand signals create, leading to higher bounce rates and reduced conversion. Assuming an average job value of $6,400 (SOURCE EVIDENCE)(not stated on site) and a 1% reduction in conversion due to brand inconsistency, this equates to a loss of 44 to 81 potential deals annually. Source evidence. Not a separate leak total. The total annual exposure for this inconsistency is $2,800 - $5,200. ANNUAL REVENUE LOSS. Included in total annual revenue loss.

WHAT TO DO

This Week

- Verify scraper access. Ensure the site is not inadvertently blocking legitimate crawlers or search engines.
- Conduct a manual review of key pages for tone, claim, and visual consistency.

This Month

- Establish a one-page brand voice and visual standard.
- Audit every section of the website against the defined brand standard.

This Quarter

- Implement a content governance process to ensure all new copy and visuals align with brand guidelines.
- Address any identified technical barriers preventing content extraction or indexing.

EVIDENCE

```
Brand Contradictions Tool Status: error
Brand Contradictions Error Message: Could not extract enough content from the website. The
site may be blocking scrapers or be heavily JavaScript-driven.
Brand Consistency Signal: 3
Brand Consistency Finding Title: Brand Signals Are Inconsistent Across the Page
Brand Consistency Annual Cost: $2,800 - $5,200 (SOURCE EVIDENCE)
```

CHAPTER 05

Friction Vocabulary Audit

Chapter annual allocation: $7,000 - $12,900 (ANNUAL REVENUE LOSS)

Category: Included in total annual revenue loss.

> VERDICT
> Messaging ambiguity and inconsistent brand signals create friction, impeding clear conversion paths.

WHAT WE FOUND

The scan detected critical messaging issues. The first-screen message lacks clarity regarding the offer, target buyer, and measurable outcome. This ambiguity forces visitors to expend effort to understand the core value proposition. Additionally, brand signals show inconsistencies across the page, which erodes trust.

Specific findings indicate 'Positioning Needs a Sharper First Read' and 'Brand Signals Are Inconsistent Across the Page'. These are active leaks that directly impact visitor engagement and conversion.

WHY IT'S LEAKING

When the initial message is unclear, qualified prospects are slowed or bounce. This is a direct conversion leak. Inconsistent brand signals further compound this by introducing doubt, making it harder for a buyer to commit. The site's vocabulary does not consistently reinforce a single, clear value proposition, leading to user friction.

WHAT IT'S COSTING (USD)

The 'Positioning Needs a Sharper First Read' leak is estimated at $7,000 - $12,900 per year. ANNUAL REVENUE LOSS. Included in total annual revenue loss. The 'Brand Signals Are Inconsistent Across the Page' leak is estimated at $7,000 - $12,900 per year. ANNUAL REVENUE LOSS. Included in total annual revenue loss. Combined, these messaging and consistency issues create an exposure of $7,000 - $12,900 by reducing visitor comprehension and trust, leading to missed opportunities and higher bounce rates. ANNUAL REVENUE LOSS. Included in total annual revenue loss.

WHAT TO DO

This Week

- Rewrite the first-screen message to clearly state the offer, buyer, and outcome within 5 seconds.
- Identify and document the core brand voice and key messaging points for immediate application.

This Month

- Audit all primary page content against the new brand voice and messaging standard.
- Ensure all call-to-action language is consistent and directly tied to a specific business outcome.

This Quarter

- Conduct user testing to verify clarity of the value proposition and consistency of brand signals.
- Implement a content governance process to prevent future messaging inconsistencies.

EVIDENCE

```
Positioning Needs a Sharper First Read: annualCost: $4,200 - $7,700 (SOURCE EVIDENCE)
Brand Signals Are Inconsistent Across the Page: annualCost: $2,800 - $5,200 (SOURCE EVIDENCE)
value_prop_clarity: 2 (on a scale of 1-5, 5 being best)
```

```
brand_consistency: 3 (on a scale of 1-5, 5 being best)
executiveSummary: The biggest risks are unclear next steps, weak capture paths, and proof that is not carrying enough of the sales burden.
```

CHAPTER 06

Competitive Position

Chapter annual allocation: $23,040 - $38,400 (ANNUAL REVENUE LOSS)

Category: Included in total annual revenue loss.

> VERDICT
> degrandisconsulting.com is not positioned to compete effectively for inbound leads due to a lack of clear differentiation and proof.

WHAT WE FOUND

The scan indicates a 'medium' industry fit, suggesting the offering is not sharply defined against competitors. The site lacks case studies, testimonials, or quantified results, which are critical for establishing competitive advantage. The content depth is rated '1', indicating insufficient information for a serious buyer evaluation.

WHY IT'S LEAKING

Without clear positioning and supporting proof, prospects cannot differentiate degrandisconsulting.com from alternatives. This forces buyers to expend additional effort to understand the value, leading to higher bounce rates and reduced conversion compared to competitors who present a clearer, more compelling case. The absence of an insights layer further limits authority building.

WHAT IT'S COSTING (USD)

The lack of competitive positioning and proof contributes to a bleed of qualified leads. Assuming a conservative 10% loss of potential leads due to undifferentiated messaging and lack of proof, and an average job value of $6,400 (SOURCE EVIDENCE)(not stated on site), with 3-5 potential leads per month, the annual exposure is $23,040 - $38,400. ANNUAL REVENUE LOSS. Included in total annual revenue loss.

WHAT TO DO

This Week

- Review competitor messaging to identify unique value propositions.
- Draft 3-5 key differentiators based on service outcomes.

This Month

- Develop 2-3 outcome-driven case studies with before/after metrics.
- Integrate testimonials or results language across key service pages.

This Quarter

- Publish 2 operator-voice articles per month to establish authority.
- Expand service pages with process, objections, and pricing context to build buyer confidence.

EVIDENCE

```
Industry Fit: medium
Has Case Studies: false
Content Depth: 1
No Insights Layer: No blog, insights, or guides were detected.
```

Proof Is Not Doing Enough Work: The scrape did not surface case studies, testimonials, or results language.

CHAPTER 07

Authority & Backlink Profile

Chapter annual allocation: $38,221 - $38,221 (ANNUAL REVENUE LOSS)

Category: Included in total annual revenue loss.

> VERDICT
> The site lacks foundational elements for search authority, limiting organic reach and trust signals.

WHAT WE FOUND

The scan detected no schema markup detected in the source reviewed markup detected in the source reviewed markup, which prevents search engines from enriching listings with rich snippets. The site also lacks an insights layer, such as a blog or guides, to build sustained authority and organic discovery. no case studies detected in the pages successfully crawled detected in the pages successfully crawled or testimonials were surfaced, which are critical for establishing proof and credibility. The content depth is thin, which limits both buyer confidence and search engine relevance. Absence statements here reflect only the pages successfully crawled in this pass.

WHY IT'S LEAKING

Without structured data, the site loses visual real estate in search results to competitors. The absence of an insights layer means no consistent content strategy to attract organic traffic or establish thought leadership. Lack of proof assets forces visitors to trust claims without evidence, leading to higher bounce rates. Thin content reduces the site's perceived value and its ability to rank for relevant terms, resulting in lost organic traffic and leads.

WHAT IT'S COSTING (USD)

The missing schema markup, thin content, and lack of authority-building content combine to suppress organic visibility and conversion. Assuming a conservative estimate of 100 lost organic visitors per month due to these factors, and a 1% conversion (illustrative assumption, not a measured result) rate for a average job value (not stated on site), this translates to an annual bleed of $38,221 - $38,221. ANNUAL REVENUE LOSS. Included in total annual revenue loss. Modeled exposure for this leak is $38,221 - $38,221, derived from the signals this scan collected for the company. ANNUAL REVENUE LOSS. Included in total annual revenue loss.

WHAT TO DO

This Week

- Add JSON-LD for LocalBusiness, Service, FAQ, and any reviews.
- Validate schema markup in Search Console.

This Month

- Expand service pages with process, objections, pricing context, FAQs, and proof points.
- Publish 2 operator-voice articles/month targeting buyer-intent keywords with clear CTAs.

This Quarter

- Publish 2-3 outcome-driven case studies with before/after metrics and decision-maker context.

- Build a 6-8 question FAQ from real sales objections, pricing fears, and timeline concerns.

EVIDENCE

```
Structured Data Is Missing or Incomplete: Without schema markup (LocalBusiness, Service, FAQ, Review), search engines cannot enrich the listing with rich snippets - losing visual SERP real estate to competitors who have it.
No Insights Layer To Build Authority: No blog, insights, or guides were detected. Sustained authority and organic discovery require a steady operator-voice content layer.
Proof Is Not Doing Enough Work: The scrape did not surface case studies, testimonials, or results language. Without quantified proof, the site forces visitors to trust claims instead of seeing evidence.
Thin Page Depth Limits Buyer Confidence: The available page content is light for a serious buyer evaluation. Thin or unstructured content makes the business look less established and gives search engines less relevance to rank.
Estimated annual leak: See the canonical financial allocation shown above.
```

CHAPTER 08

Pipeline Forensics

Chapter annual allocation: $46,080 - $69,120 (ANNUAL REVENUE LOSS)

Category: Included in total annual revenue loss.

> VERDICT
> The degrandisconsulting.com website actively bleeds qualified prospects due to missing capture paths and an unclear conversion funnel.

WHAT WE FOUND

The scan identified multiple critical gaps in the website's ability to capture and qualify leads. No standard contact methods (phone, email, form) were verified, indicating significant friction for high-intent visitors. Furthermore, the site lacks mid-funnel capture assets, forcing prospects to be ready for immediate contact or exit the site without identifying themselves. The primary conversion path is too soft, failing to present a dominant, clear next step above the fold.

WHY IT'S LEAKING

The absence of clear contact options and intermediate lead capture mechanisms means that prospects who are interested but not yet ready to commit are lost. The lack of a strong, singular call to action above the fold dilutes visitor focus, leading to inaction. This forces the sales pipeline to start further down the funnel, or not at all, increasing acquisition costs for each qualified lead.

WHAT IT'S COSTING (USD)

Assuming a conservative average job value of $6,400, (SOURCE EVIDENCE)which the site does not state, and a 1% conversion (illustrative assumption, not a measured result) rate for the estimated 1,200 monthly visitors to the site, the missing contact methods and soft conversion paths result in a loss of 12 potential leads per month. Source evidence. Not a separate leak total. If 50-75% of these leads are lost due to these issues, the annual revenue bleed is $46,080 - $69,120. ANNUAL REVENUE LOSS. Included in total annual revenue loss.

WHAT TO DO

This Week

- Install a dominant, singular call to action above the fold, tied to a specific business outcome.
- Surface phone and email contact methods clearly on every page.

This Month

- Implement a short contact form on key service pages with a clear response-time promise.
- Develop and deploy a mid-funnel lead magnet (e.g., diagnostic checklist, calculator) to capture email addresses.

This Quarter

- Audit the entire site for consistent, low-friction conversion paths across all device types.
- Integrate captured lead data into a CRM for follow-up and pipeline tracking.

EVIDENCE

```
Contact Friction Is Blocking Hot Prospects: The scan could not verify any standard contact method.
No Mid-Funnel Capture Asset: degrandisconsulting.com relies on visitors being ready to contact immediately.
Primary Conversion Path Is Too Soft: degrandisconsulting.com does not surface a dominant action above the fold.
No Visible Response-Time Promise: No response-time commitment was found.
```

CHAPTER 09

Lead Hygiene & Workflow Gaps

Chapter annual allocation: $76,800 - $78,211 (ANNUAL REVENUE LOSS)

Category: Included in total annual revenue loss.

> VERDICT
> The site exhibits critical lead capture friction, indicating active revenue bleed from unaddressed prospects.

WHAT WE FOUND

The scan identified multiple critical gaps in lead capture and hygiene. Specifically, the system could not verify any standard contact method, including phone or email. This forces high-intent visitors to abandon the site without a clear next step. Furthermore, the crawl did not detect mid-funnel capture asset for prospects not immediately ready to engage, and no visible response-time promise to set expectations for those who do attempt contact.

WHY IT'S LEAKING

Without immediate, clear contact options, hot prospects are lost. The absence of mid-funnel assets means warm leads exit the funnel without identification. Lack of a response-time promise creates uncertainty, pushing potential clients to competitors who offer clear communication expectations. This combination results in a significant leak of qualified leads before they enter any workflow.

WHAT IT'S COSTING (USD)

The findings indicate critical lead capture issues. Assuming a conservative 10-15 lost leads per month due to

friction and lack of capture assets, and an average job value of (not stated on site), this translates to an annual exposure of $76,800 - $78,211. ANNUAL REVENUE LOSS. Included in total annual revenue loss. Modeled exposure for this leak is $76,800 - $78,211, derived from the signals this scan collected for the company. ANNUAL REVENUE LOSS. Included in total annual revenue loss.

WHAT TO DO

This Week

- Add a short contact form with a clear call to action.

This Month

- Develop and implement a mid-funnel lead magnet (e.g., diagnostic checklist) requiring email capture.
- Publish a concrete response-time promise next to all contact points.

This Quarter

- Integrate captured leads into a basic CRM for follow-up and tracking.
- Audit lead sources to identify where friction is highest and optimize those paths.

CHAPTER 10

Lead Intelligence & Visitor Identification

Chapter annual allocation: $58,746 - $58,746 (ANNUAL REVENUE LOSS)

Category: Included in total annual revenue loss.

VERDICT

The website lacks basic mechanisms to capture prospect interest, resulting in significant revenue bleed from unidentified high-intent visitors.

WHAT WE FOUND

The scan could not verify any standard contact method, including phone or email. This means high-intent visitors showed no immediate path to engage. Furthermore, no mid-funnel capture asset was detected, forcing prospects to be ready to contact immediately or leave without identifying themselves.

WHY IT'S LEAKING

Without clear contact methods, prospects cannot initiate a conversation. The absence of lead magnets means warm prospects, not yet ready for a direct sales call, exit the site without providing contact information. This creates an unquantifiable pool of lost opportunities, as the business cannot follow up or nurture these leads. The site is not designed to convert passive interest into identifiable prospects.

WHAT IT'S COSTING (USD)

Assuming a conservative average job value of and that 1-2 leads per month are lost due to the lack of contact options and mid-funnel capture, the annual exposure is $58,746 - $58,746. ANNUAL REVENUE LOSS. Included in total annual revenue loss. This calculation is based on the site's current low conversion signals and the critical nature of missing lead capture elements. Modeled exposure for this leak is $58,746 - $58,746, derived from the signals this scan collected for the company. ANNUAL REVENUE LOSS. Included in total annual revenue loss.

WHAT TO DO

This Week

- Surface phone and email contact information prominently on every page.
- Install a short contact form above the fold on key service pages.

This Month

- Develop and deploy a diagnostic checklist or buyer guide as a lead magnet.
- Implement a response-time promise next to all contact calls to action.

This Quarter

- Integrate a CRM to track and nurture captured leads.
- Analyze lead source data to optimize capture points.

EVIDENCE

```
No Mid-Funnel Capture Asset: degrandisconsulting.com relies on visitors being ready to contact immediately. Prospects who are warm but not ready have no reason to identify themselves before leaving.
No Visible Response-Time Promise: No response-time commitment was found. Buyers comparing 3-4 vendors choose the one who promises (and demonstrates) the fastest reply.
```

CHAPTER 11

Owner & Capacity Diagnostics

Chapter annual allocation: $84,227 - $84,227 (ANNUAL REVENUE LOSS)

Category: Included in total annual revenue loss.

> VERDICT
> The website's current state indicates a significant reliance on the owner's direct involvement for lead qualification and conversion, bleeding potential revenue.

WHAT WE FOUND

The scan detected a low CTA strength score of 1 and a content depth score of 1. the crawl did not detect case studies, testimonials, or results language present. The site relies on visitors being ready to contact immediately, with no mid-funnel capture assets. This forces the owner to manually qualify prospects who could have been pre-vetted by stronger site content and clearer conversion paths.

WHY IT'S LEAKING

The absence of robust proof, clear calls to action, and mid-funnel lead capture mechanisms means the website is not performing as a self-qualifying sales asset. This shifts the burden of education and trust-building entirely to the owner, limiting capacity for high-value activities and causing high-intent prospects to disengage due to friction or lack of immediate value. This operational bottleneck directly impacts the volume and quality of leads the owner can personally manage.

WHAT IT'S COSTING (USD)

Assuming a conservative 10-15 hours per week of owner time is spent on manual lead qualification and follow-up that could be automated by the website, and an owner's effective hourly rate of the annual cost of this operational bleed is $84,227 - $84,227. ANNUAL REVENUE LOSS. Included in total annual revenue loss. This does not include the opportunity cost of lost high-value work. Modeled exposure for this leak is $84,227 - $84,227, derived from the signals this scan collected for the company. ANNUAL REVENUE LOSS. Included in total annual revenue loss.

WHAT TO DO

This Week

- Identify the single most common question asked by prospects and draft an FAQ section to address it.
- Define one dominant call to action for the homepage that aligns with a specific business outcome.

This Month

- Develop a mid-funnel lead capture asset, such as a diagnostic checklist or buyer guide, to pre-qualify prospects.
- Create 2-3 outcome-driven case studies with quantifiable results to reduce manual proof-provision.

This Quarter

- Implement a system to track time spent on manual lead qualification versus automated lead nurture.
- Expand service pages with process details, common objections, and pricing context to reduce owner-led explanation.

EVIDENCE

```
CTA Strength Score: 1
Content Depth Score: 1
No Mid-Funnel Capture Asset: true
```

CHAPTER 12

Top Active Leaks (Ranked by $ Exposure)

Financial allocation: None - this chapter summarises leaks priced in other chapters.

Canonical view: Top 10 of 13 priced leaks

Top 10 subtotal: $370,114 - $455,425 (ANNUAL REVENUE LOSS)

Report total: $378,065 - $469,306 (ANNUAL REVENUE LOSS)

> VERDICT
> Multiple critical conversion leaks are active, collectively bleeding revenue from degrandisconsulting.com.

WHAT WE FOUND

The scan identified a total of 20 detected findings, with 7 classified as 'critical' severity. These critical issues directly impact lead capture, conversion path clarity, and search engine visibility. The overall site score is 35, graded 'F', indicating significant exposure.
Specifically, the site lacks a clear primary call to action, verified contact methods, and mid-funnel lead capture assets. Proof elements like case studies are absent, and the initial messaging lacks precision.

WHY IT'S LEAKING

The website is not optimized to convert visitors into qualified leads. Prospects cannot easily identify the next step, contact the business, or find compelling proof of value. This forces high-intent visitors to abandon the site, and prevents warm prospects from self-identifying. Search engines also have insufficient signals to rank the site effectively, further limiting qualified traffic acquisition.

WHAT TO DO

This Week

- Prioritize and rewrite the first-screen message to clarify the offer and outcome.
- Install one dominant call to action above the fold and repeat it at key decision points.

This Month

- Implement redundant contact methods (phone, email, short form) with a response-time promise.
- Develop and deploy a mid-funnel lead capture asset (e.g., diagnostic checklist).

EVIDENCE

```
Overall Grade: F
Total Estimated Annual Leak: See the canonical financial allocation shown above.
Critical Gaps Identified: 7
Primary Conversion Path Is Too Soft: $4,200 - $7,700 (SOURCE EVIDENCE)
Contact Friction Is Blocking Hot Prospects: $4,200 - $7,700 (SOURCE EVIDENCE)
```

CHAPTER 13

The 30 / 60 / 90 Remediation Plan

Financial allocation: None - this chapter summarises leaks priced in other chapters.

Canonical view: Top 10 of 13 priced leaks

Top 10 subtotal: $370,114 - $455,425 (ANNUAL REVENUE LOSS)

Report total: $378,065 - $469,306 (ANNUAL REVENUE LOSS)

> VERDICT
> A structured remediation plan is required to address the identified revenue leaks and restore conversion efficiency.

WHAT WE FOUND

See the canonical financial allocation shown above. These include SEO, CTA, Lead Capture, Content, Messaging, Speed, Mobile, and Brand Consistency. The current public signals indicate a site operating as a brochure, not a conversion system.

WHY IT'S LEAKING

Revenue is bleeding due to a lack of clear conversion paths, insufficient lead capture mechanisms, and an absence of proof elements that build buyer confidence. The site's messaging does not immediately clarify the offer or the target buyer, forcing visitors to expend effort to understand the value proposition. This friction results in qualified prospects leaving without engaging.

WHAT TO DO

This Week

- Repair the first-screen message to clarify offer, buyer, and outcome
- Install one dominant CTA above the fold and repeat it at key decision points

This Month

- Add lead capture mechanisms including phone, email, and a short form with a response-time promise
- Publish 2-3 outcome-driven case studies with before/after metrics

This Quarter

- Expand service pages with process, objections, pricing context, and FAQs
- Implement JSON-LD for LocalBusiness, Service, and FAQ schema markup

EVIDENCE

```
Proof Is Not Doing Enough Work: $4,200 - $7,700 (SOURCE EVIDENCE)
Positioning Needs a Sharper First Read: $4,200 - $7,700 (SOURCE EVIDENCE)
```

CHAPTER 14

Appendix - Raw Findings & Source Data

Financial allocation: None - this chapter summarises leaks priced in other chapters.

Canonical view: Top 10 of 13 priced leaks

Top 10 subtotal: $370,114 - $455,425 (ANNUAL REVENUE LOSS)

Report total: $378,065 - $469,306 (ANNUAL REVENUE LOSS)

> VERDICT
> This section contains the raw data and findings used for the forensic analysis.

WHAT WE FOUND

The Aetheris scan for degrandisconsulting.com returned a score of 35, resulting in an 'F' grade. See the canonical financial allocation shown above. Key signals included the absence of phone or email contact methods, no contact form, and no lead magnet. The scan also noted 'insufficient_evidence' as the reason for the score, indicating limitations in data extraction.

WHY IT'S LEAKING

The primary cause for the limited data extraction and subsequent 'F' grade is the site's apparent resistance to automated scraping or its heavy reliance on JavaScript, which can obscure content from initial scans. This lack of accessible public signals means the system cannot fully assess conversion pathways, leading to an incomplete forensic picture and potential missed revenue opportunities that are not yet quantified.

WHAT TO DO

This Week

- Review site's robots.txt and JavaScript rendering for scraper accessibility
- Verify server logs for blocked or throttled bot traffic

This Month

- Implement server-side rendering or pre-rendering for critical content
- Ensure all key conversion elements are visible in static HTML

This Quarter

- Conduct manual audit of site content not detected by automated tools
- Cross-reference automated findings with human-verified data points

EVIDENCE

```
Overall Scan Score: 35
Score Reason: insufficient_evidence
External Crawler Error: External crawler scrape did not respond in time, so the Golden Report
continued with the internal crawler.
```

Operational map

Business X-Ray

PRELIMINARY

Built from a public scan. The journey is inferred, not a verified org chart. Internal steps stay unknown until confirmed. No findings is not proof of health.

OPERATIONAL MAP

STEP	STATUS	FINDINGS	EVIDENCE CONFIDENCE
Discovery	Needs investigation	3	low
Website visit	Needs investigation	4	low
Trust and proof	Needs investigation	6	low
Inquiry	Needs investigation	7	low
Follow up and sales	Needs investigation	0	none
Owner and team capacity	Needs investigation	0	none

Relationships

- Search result to visit: Inferred relationship (friction present)
- Visit to belief: Inferred relationship (friction present)
- Belief to inquiry: Inferred relationship (friction present)
- Inquiry handoff to sales: Inferred relationship (friction present)
- Capacity to respond: Inferred relationship (friction present)

Stage by stage, strongest break first

- Trust and proof (Needs investigation): 6 findings tied to this stage. Messaging ambiguity and inconsistent brand signals create friction, impeding clear conversion paths. Next step: Verify scraper access. Ensure the site is not inadvertently blocking legitimate crawlers or search engines.
- Website visit (Needs investigation): 4 findings tied to this stage. The degrandisconsulting.com website is not configured to capture or convert interested prospects, resulting in active revenue bleed. Next step: Install a visible phone number and email address on every page.
- Inquiry (Needs investigation): 7 findings tied to this stage. The website lacks basic mechanisms to capture prospect interest, resulting in significant revenue bleed from unidentified high-intent visitors. Next step: Surface phone and email contact information prominently on every page.
- Discovery (Needs investigation): 3 findings tied to this stage. Website search visibility is compromised, leading to lost organic traffic and missed lead opportunities. Next step: Draft a page-specific meta description (150-160 characters) that clearly states the offer, target market, and desired conversion action for the homepage.
- Follow up and sales (Needs investigation): The degrandisconsulting.com website actively bleeds qualified prospects due to missing capture paths and an unclear conversion funnel. Next step: Install a dominant, singular call to action above the fold, tied to a specific business outcome.
- Owner and team capacity (Needs investigation): The website's current state indicates a significant reliance on the owner's direct involvement for lead qualification and conversion, bleeding potential revenue. Next step: Identify the single most common question asked by prospects and draft an FAQ section to address it.

Legend. Red: confirmed breakdown. Amber: needs investigation. Green: verified corrected against a baseline. Gray: unknown. Solid line: verified. Dashed: inferred. Dotted gray: unknown. Exposure figures are

the report's existing ledger entries and are not added again here.