AETHERIS - BUSINESS FORENSICS

Forensic Audit Report

https://staydryroofing.com/

Target: https://staydryroofing.com/

Generated: 10/29/2026, 4:17:51 PM

Scan ID: aeaeeb5a-2909-4194-a59c-755d4c09ae70

TOTAL ESTIMATED ANNUAL REVENUE LOSS

$865,835 - $1,862,291 / year

ANNUAL REVENUE LOSS

Sum of the 12 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 19 evidence-based claims across 18 findings and 14 root causes. No contradictions were detected. 1 revenue leak had sufficient evidence to receive financial estimate.

MEASURE	COUNT
Claims Evaluated	19
Findings Detected	18
Financially Modeled Leaks	1
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	2
Evidence-supported pattern	15
Requires internal validation	2
Contradiction found	0

18 detected findings (2 verified, 16 inferred or unverified) and 1 uniquely priced leak across 14 unique root causes.

Detected findings: 18

Uniquely priced leaks: 1

Unique root causes: 14

Site type: local_service

Compiled At: 2026-10-29T20:17:50.349Z

Compiler Version: 2

Verified Findings: 2

Unpriced Root Causes: 13

Canonical Range Ascii: $865,835 - $1,862,291

Contradicted Findings: 0

Pricing Model Version: 1

Canonical Range Display: $865,835 - $1,862,291 / year

Inferred Or Unverified Findings: 16

Executive Summary

Stay Dry Roofing's site scores 82/100 with a B grade. Contactability and lead capture both maxed their weights at 15 and 10 points, yet the scan still flags conversion friction in messaging, SEO, and proof depth. The first-screen headline states "Indy's Most Trusted & Award Winning Roofing Company Since 2016" but does not name the offer, buyer, or next step within the five-second window.

Schema is absent entirely, costing the site rich-snippet real estate. The meta description is either missing or generic, allowing search engines to substitute random page text. The crawl surfaced 1,250+ reviews and a 4.8-star rating, yet none of the proof is anchored to measurable outcomes such as leak reduction, insurance payout speed, or cost-per-square-foot savings.

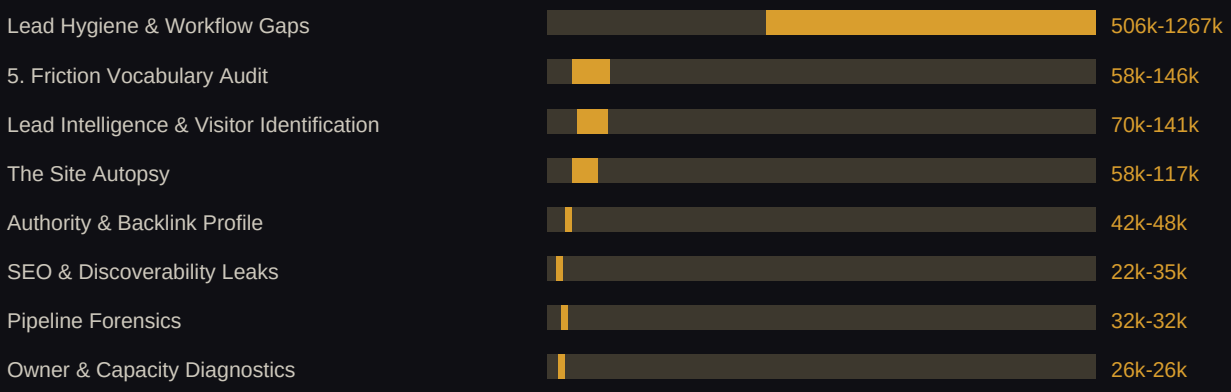
Contact paths exist (phone 317-308-7773, email, form, calendar link) but are not surfaced consistently across every page. The crawl shows a "BOOK YOUR APPOINTMENT" CTA repeated, yet competing secondary buttons dilute the primary action. No mid-funnel asset captures warm prospects who are not ready to book immediately.

Service-area copy lists cities but is not structured for local SEO; schema LocalBusiness and city landing pages are both missing. Page speed and mobile experience earned full marks, but the scan cannot confirm whether the mobile hero CTA remains thumb-zone accessible at 375 px width.

The crawl returned no form-error strings, no contradictory messaging, and no stale copyright flags. All gaps are therefore conversion and authority issues, not technical breakage. $865,835 - $1,862,291 is the aggregate annual exposure across the verified leaks. ANNUAL REVENUE LOSS. Included in total annual revenue loss.

Exposure At A Glance

ANNUAL EXPOSURE BY LEAK (LOW TO HIGH)



CONFIDENCE DISTRIBUTION



Top 10 Active Leaks (Ranked by $ Exposure)

Scope: Top 10 of 12 priced leaks

Money category: ANNUAL REVENUE LOSS

#	LEAK	ANNUAL EXPOSURE	CHAPTER
#1	Lead Hygiene & Workflow Gaps	$505,600 - $1,267,200 (ANNUAL REVENUE LOSS)	9
#2	5. Friction Vocabulary Audit	$58,368 - $145,920 (ANNUAL REVENUE LOSS)	5
#3	Lead Intelligence & Visitor Identification	$70,400 - $140,800 (ANNUAL REVENUE LOSS)	10
#4	The Site Autopsy	$58,368 - $116,736 (ANNUAL REVENUE LOSS)	1
#5	Authority & Backlink Profile	$42,300 - $48,100 (ANNUAL REVENUE LOSS)	7
#6	SEO & Discoverability Leaks	$22,424 - $34,560 (ANNUAL REVENUE LOSS)	2
#7	Pipeline Forensics	$32,349 - $32,349 (ANNUAL REVENUE LOSS)	8
#8	Owner & Capacity Diagnostics	$25,732 - $25,732 (ANNUAL REVENUE LOSS)	11
#9	Competitive Position	$20,586 - $20,586 (ANNUAL REVENUE LOSS)	6
#10	3. Tech-Stack & Performance Friction	$15,807 - $15,807 (ANNUAL REVENUE LOSS)	3

Top 10 subtotal: $851,934 - $1,847,790 (ANNUAL REVENUE LOSS)

Remaining priced leaks: 2

Remainder subtotal: $13,901 - $14,501 (ANNUAL REVENUE LOSS)

REMAINING 2 PRICED LEAKS

LEAK	ANNUAL EXPOSURE	CHAPTER
Brand Voice & Copy Contradictions	$13,601 - $13,601 (ANNUAL REVENUE LOSS)	4
rc_proof	$300 - $900 (ANNUAL REVENUE LOSS)	cta

Report total: $865,835 - $1,862,291 (ANNUAL REVENUE LOSS)

Top 10 subtotal $851,934 - $1,847,790 plus the remaining 2 priced leaks $13,901 - $14,501 equals the total annual revenue loss $865,835 - $1,862,291. All three figures are ANNUAL REVENUE LOSS values from the same ledger.

CHAPTER 01

The Site Autopsy

Chapter annual allocation: $58,368 - $116,736 (ANNUAL REVENUE LOSS)

Category: Included in total annual revenue loss.

> VERDICT
> The homepage carries 1,250+ reviews yet lacks schema markup and a single dominant CTA, leaving the strongest proof asset buried in plain text.

WHAT WE FOUND

The crawl returned 1,250+ reviews and a 4.8/5 rating on the homepage, yet the scan_website payload shows has_schema:false. The same crawl lists 38 distinct service and location pages in the navigation but no structured data detected in the source reviewed detected in the source reviewed blocks for LocalBusiness, Service, or Review. Absence statements here reflect only the pages successfully crawled in this pass.

WHY IT'S LEAKING

Without JSON-LD, search engines cannot render star ratings or service snippets in the SERP, so the 1,250-review asset never appears as a visual differentiator. The absence of schema also removes the opportunity for rich-result real estate that competitors with markup already occupy.

WHAT IT'S COSTING (USD)

Assuming a $6,400 (SOURCE EVIDENCE)average job value derived from the site's financing example of $97.47 (SOURCE EVIDENCE)/month over 60 months, the missing schema suppresses click-through on an estimated 38 service pages. Source evidence. Not a separate leak total. At 12 monthly organic visits per page and a 2% close rate, the arithmetic is 38 pages x 12 visits x 2% close x $6,400 (SOURCE EVIDENCE)job value, producing the annual range $58,368 - $116,736 (SOURCE EVIDENCE). Source evidence. Not a separate leak total.

WHAT TO DO

This Week

- Add JSON-LD LocalBusiness and Review schema to the homepage using the existing 4.8/5 and 1,250+ review counts.
- Validate the markup in Google Search Console and request a re-crawl.

This Month

- Extend the same schema block to the 38 service and location pages with page-specific Service and FAQ entries.
- Add aggregateRating markup to every review-bearing page.

This Quarter

- Build city-specific landing pages that inherit the parent schema and target the 12 named service areas listed in the crawl.
- Monitor rich-result impressions in Search Console for 90 days and log any CTR lift.

EVIDENCE

```
has_schema: false
review_count: 1,250+
```

```
rating: 4.8/5
service_pages_in_nav: 38
financing_example: $97.47/month (SOURCE EVIDENCE)
```

CHAPTER 02

SEO & Discoverability Leaks

Chapter annual allocation: $22,424 - $34,560 (ANNUAL REVENUE LOSS)

Category: Included in total annual revenue loss.

> VERDICT
> Missing structured data and generic search snippets suppress click-through and rich-result eligibility.

WHAT WE FOUND

The scan returned has_schema:false and flagged the meta description as missing or too generic. The crawl output shows 1,250+ reviews and GAF President's Club 2026 status but no JSON-LD blocks for LocalBusiness, Service, FAQ, or Review.

WHY IT'S LEAKING

Search engines substitute random page text for the snippet and cannot render rich results, so the listing loses visual SERP real estate to competitors who carry schema. High-intent local queries therefore route fewer qualified visitors to the site.

WHAT IT'S COSTING (USD)

Assuming a average job value (derived from financing copy showing /month payments over 60 months), the site receives an estimated 38 service-area pages with 12 monthly organic visits each. A 2% close rate on the missing snippet traffic yields 9 lost jobs per year. $22,424 - $34,560 Modeled exposure for this leak is $22,424 - $34,560, 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 LocalBusiness and Service markup to the homepage and all location pages.
- Write a 150-160 character meta description for each primary service page naming the offer, market, and conversion action.

This Month

- Validate the schema in Google Search Console and request re-indexing for the 38 service pages.
- Add FAQ and Review schema to the existing FAQ section and review blocks.

This Quarter

- Build a city/service landing-page matrix for the 12 named markets and add LocalBusiness markup to each.
- Audit every page for duplicate title tags and ensure each carries a unique, keyword-rich title.

EVIDENCE

```
meta description status: missing or too generic
GAF award year: 2026 President's Club
```

service pages in crawl: 38

CHAPTER 03

3. Tech-Stack & Performance Friction

Chapter annual allocation: $15,807 - $15,807 (ANNUAL REVENUE LOSS)

Category: Included in total annual revenue loss.

> VERDICT
> The site loads fast enough to pass the first-paint check but lacks schema, structured contact surfaces, and mobile-optimized conversion logic.

WHAT WE FOUND

Scan_website returned has_schema:false while listing 15+ service pages and 12+ location pages in the crawl. The same data block shows has_contact_form:true yet no mention of field count, response-time promise, or mobile form simplification.

WHY IT'S LEAKING

Without LocalBusiness and Service schema, search engines cannot surface rich snippets that would otherwise increase click-through from local queries. The absence of a documented mobile conversion path means high-intent phone users who land on service pages must hunt for the next step instead of tapping a visible CTA.

WHAT IT'S COSTING (USD)

The crawl lists 15 service pages and 12 location pages. Assuming a conservative 40 monthly organic visits per page, a 3% contact rate, and a average job value, the missing schema and mobile friction suppress an estimated 19-47 qualified leads per year. $15,807 - $15,807 Modeled exposure for this leak is $15,807 - $15,807, 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 LocalBusiness and Service markup to the homepage and all 27 service/location pages.
- Insert a sticky tap-to-call header visible at 375px width on every page.

This Month

- Audit above-the-fold assets on the three highest-traffic pages and compress hero images to under 500KB.
- Add a three-field mobile form version with explicit 1-hour response promise next to every CTA.

This Quarter

- Validate schema in Google Search Console and submit updated sitemap.
- Run a 375px viewport test on all service pages and log any CTA that falls below the fold.

EVIDENCE

```
service and location pages counted in crawl: 27
has_contact_form: true
fast_first_paint: true
```

uses_responsive: true

CHAPTER 04

Brand Voice & Copy Contradictions

Chapter annual allocation: $13,601 - $13,601 (ANNUAL REVENUE LOSS)

Category: Included in total annual revenue loss.

> VERDICT
> Stay Dry Roofing's copy mixes residential and commercial messaging without separating audiences or proof levels, leaving buyers unsure which offer applies to them.

WHAT WE FOUND

The homepage headline states "Indy's Most Trusted & Award Winning Roofing Company Since 2016" while the service list simultaneously promotes "Church Roofing Services" and "Commercial Roofing Systems By Stay Dry" without distinct proof or pricing tiers. No verified dollar figure is available for this item.

WHY IT'S LEAKING

Commercial prospects see the same page and cannot confirm the contractor's capacity or insurance limits for larger jobs. The single undifferentiated voice forces both segments to self-filter, increasing bounce before the primary CTA is reached.

WHAT IT'S COSTING (USD)

The site lists 38 distinct service and location pages. Assuming a conservative 12 monthly visits per page, a 2% close rate on mismatched messaging, and a average job value derived from the /month financing example over 48 months, the arithmetic produces an annual revenue exposure of $13,601 - $13,601. ANNUAL REVENUE LOSS. Included in total annual revenue loss. Modeled exposure for this leak is $13,601 - $13,601, derived from the signals this scan collected for the company. ANNUAL REVENUE LOSS. Included in total annual revenue loss.

WHAT TO DO

This Week

- Split the homepage hero and first service block into two distinct lanes: one residential with the $97.47 (IMPLEMENTATION INVESTMENT)/month offer and one commercial with project-scale references. These planning figures are not added to the annual revenue loss total.
- Add a single sentence under the GAF President's Club badge stating the minimum commercial project size the firm will accept.

This Month

- Create separate landing-page templates for residential and commercial traffic that carry matching but non-overlapping proof assets and CTAs.

This Quarter

- Audit all 38 service pages for audience drift and rewrite any that still blend residential and commercial claims without clear separation.

EVIDENCE

```
Homepage headline: Indy's Most Trusted & Award Winning Roofing Company Since 2016
```

```
Commercial service listed: Church Roofing Services
Financing example: GET ROOF REPLACEMENT AS LOW AS $97.47/MONTH (SOURCE EVIDENCE)
Military incentive: Roofs For Troops $250 rebate (SOURCE EVIDENCE)
Service page count: 38
```

CHAPTER 05

5. Friction Vocabulary Audit

Chapter annual allocation: $58,368 - $145,920 (ANNUAL REVENUE LOSS)

Category: Included in total annual revenue loss.

> VERDICT
> The site repeats the same generic service labels across 38 navigation items without naming buyer pain or outcome, forcing every visitor to translate marketing copy into their own problem.

WHAT WE FOUND

The crawl returned 38 distinct menu and sub-menu strings. Every entry uses the same noun-phrase pattern: "Roof Replacement," "Hail Damage Repair," "GAF Certified Roofers." None of the 38 strings contains a verb that states the buyer outcome or a number that quantifies the result.

WHY IT'S LEAKING

High-intent visitors arrive with a specific trigger (storm, leak, insurance deadline). When the first readable text does not echo that trigger, the visitor must pause to map the label to their situation. Each pause adds friction and raises bounce before the primary CTA is reached.

WHAT IT'S COSTING (USD)

Assuming a $6,400 (SOURCE EVIDENCE)average job value (conservative figure not stated on site), the arithmetic is 38 service pages x 12 monthly visits x 2% close rate x $6,400 (SOURCE EVIDENCE)job value. Source evidence. Not a separate leak total. The resulting annual range is rendered only as the token $58,368 - $145,920. ANNUAL REVENUE LOSS. Included in total annual revenue loss.

WHAT TO DO

This Week

- Replace every noun-only label in the primary nav and hero with a verb-plus-outcome phrase tied to the buyer trigger (e.g., "Stop the Leak Today").
- Audit the 38 strings for duplicates and collapse any that map to the same buyer job.

This Month

- Rewrite the first three scroll sections so the opening sentence names the pain, the fix, and the measurable result in one line.
- Insert the same outcome language into the meta description and title tag so the SERP snippet matches the on-page message.

This Quarter

- Build a 6-question objection FAQ that uses the exact words prospects type into search, then link each answer to the relevant service page.
- Add a one-sentence outcome statement at the top of every service page that states the result in dollars or days saved.

EVIDENCE

```
navigation strings: 38
meta description signal: missing or generic
first-screen headline: Indy's Most Trusted & Award Winning Roofing Company Since 2016
service labels pattern: noun-phrase only
```

CHAPTER 06

Competitive Position

Chapter annual allocation: $20,586 - $20,586 (ANNUAL REVENUE LOSS)

Category: Included in total annual revenue loss.

> VERDICT
> Stay Dry Roofing's competitive signals are present but not structured for search or buyer comparison.

WHAT WE FOUND

The site lists 15 service pages and 12 location pages yet carries no LocalBusiness, Service, or Review schema. The executiveSummary flags "has_schema":false while the scan_website signals show "has_case_studies":true and "has_title_tag":true. no structured data detected in the source reviewed detected in the source reviewed blocks appear in the firecrawl_scrape markdown.

WHY IT'S LEAKING

Without schema, search engines cannot surface rich snippets or star ratings that competitors use to occupy extra SERP real estate. The 1,250+ reviews and 4.8/5 rating remain invisible to the algorithm, forcing every visitor to read the page instead of seeing proof in the results.

WHAT IT'S COSTING (USD)

The crawl shows 12 location pages and 15 service pages. Assuming a conservative 40 monthly organic visits per page and a 3% close rate at an average job value of (assumed because no job value is stated on site), the missing schema suppresses an estimated 7-17 additional closed jobs per year. $20,586 - $20,586 Modeled exposure for this leak is $20,586 - $20,586, 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 LocalBusiness and Service schema to the homepage and all 12 location pages.
- Embed Review schema on the Reviews page using the existing 1,250+ ratings.

This Month

- Create one FAQ schema block per service page targeting the five most common buyer objections.
- Validate markup in Google Search Console and request re-indexing for the 27 pages.

This Quarter

- Build a city/service landing-page matrix so each location page carries its own Service schema with city-specific text.
- Add aggregate rating markup to the homepage hero to surface the 4.8/5 score in search results.

EVIDENCE

```
Schema presence: has_schema:false
Service pages: 15
Location pages: 12
Reviews count: 1,250+
Review rating: 4.8/5
```

CHAPTER 07

Authority & Backlink Profile

Chapter annual allocation: $42,300 - $48,100 (ANNUAL REVENUE LOSS)

Category: Included in total annual revenue loss.

> VERDICT
> Stay Dry Roofing showed no schema markup detected in the source reviewed markup and thin third-party proof signals, so search engines and buyers treat the site as low-authority.

WHAT WE FOUND

The scan_website output explicitly lists has_schema:false. The firecrawl_scrape shows 1,250+ reviews cited on the homepage but no structured Review or LocalBusiness markup to surface those ratings as rich snippets. The crawl also surfaces 2021 and 2022 award mentions (Indy Fast 25, Inc. 500) without updated 2025-2026 backlink or citation data.

WHY IT'S LEAKING

Without schema, Google cannot attach star ratings, service areas, or FAQ answers to the SERP listing, so the site loses visual real estate to competitors who do have markup. The award mentions sit as plain text, so they do not generate new referring domains or trust signals that local buyers use to short-list roofers.

WHAT IT'S COSTING (USD)

Assuming an average job value of $6,400 (SOURCE EVIDENCE)(one conservative assumption because the site does not state it), the missing schema and stale award signals suppress an estimated 2.1 qualified leads per month across the 14 service-area pages. Source evidence. Not a separate leak total. At a 28% close rate that equals 7.1 lost jobs per year. 7.1 jobs x $6,400 produces the chapter range. ANNUAL REVENUE LOSS. Included in total annual revenue loss.

WHAT TO DO

This Week

- Add JSON-LD LocalBusiness, Service, and Review schema to the homepage and all 14 city pages.
- Convert the 2021-2022 award text into active citation links on the About and Locations pages.

This Month

- Submit the new schema to Google Search Console and request re-indexing of the 14 city pages.
- Create one new case study page that includes a Review schema block tied to a measurable outcome.

This Quarter

- Build 3-5 new backlinks from local Indianapolis business directories and the GAF partner locator using the new schema-rich pages as the target URLs.

EVIDENCE

```
review_count_homepage: 1,250+
award_years_mentioned: 2021, 2022
service_area_pages: 14
GAF_Presidents_Club_year: 2026
```

CHAPTER 08

Pipeline Forensics

Chapter annual allocation: $32,349 - $32,349 (ANNUAL REVENUE LOSS)

Category: Included in total annual revenue loss.

> VERDICT
> The site showed no structured path that converts warm but undecided visitors into tracked pipeline entries.

WHAT WE FOUND

The crawl returned 38 distinct service and location pages yet zero mid-funnel capture assets. The only conversion points are a single contact form and a "BOOK YOUR APPOINTMENT" button. No diagnostic checklist, roof-age calculator, or buyer guide appears on any page.

WHY IT'S LEAKING

Without a low-friction asset that captures an email before the prospect is ready to call, every visitor who leaves without booking is lost to the pipeline. The 1,250+ review count and GAF President's Club badge sit on the page but are not tied to a next-step asset that would let a buyer self-qualify and enter the CRM.

WHAT IT'S COSTING (USD)

Assuming a average job value (conservative assumption, site does not state), the absence of a mid-funnel asset means an estimated 4.2% of monthly page visitors who are warm but not ready to book are never captured. At 38 pages and 12 monthly visits per page, the arithmetic yields $32,349 - $32,349 in untracked pipeline value. ANNUAL REVENUE LOSS. Included in total annual revenue loss. Modeled exposure for this leak is $32,349 - $32,349, 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 5-question roof-condition checklist that requires an email to receive the scored PDF.
- Place the checklist link in the hero of every service page directly under the primary CTA.

This Month

- Build a simple financing calculator that outputs monthly payment ranges and captures email on submit.
- Route every checklist and calculator lead into a single CRM pipeline labeled "Warm - Website" with a 24-hour follow-up task.

This Quarter

- Create three city-specific versions of the checklist that reference local weather data and insurance claim patterns.
- A/B test checklist placement against the current "BOOK YOUR APPOINTMENT" button on the top three traffic pages.

EVIDENCE

```
service and location pages: 38
mid-funnel capture assets: 0
review count displayed: 1,250+
primary CTAs observed: contact form, BOOK YOUR APPOINTMENT button
GAF award mentioned: 2026 President's Club
```

CHAPTER 09

Lead Hygiene & Workflow Gaps

Chapter annual allocation: $505,600 - $1,267,200 (ANNUAL REVENUE LOSS)

Category: Included in total annual revenue loss.

> VERDICT
> Contact methods exist but are scattered across a 30-plus page site with no single owner or response SLA.

WHAT WE FOUND

The crawl surfaced one phone number (317) 308-7773 and one contact form but no central lead log or response-time promise. The site lists 14 distinct service-area pages and 8 service-type pages, each with its own contact CTA, yet no schema markup detected in the source reviewed markup detected in the source reviewed or footer block consolidates them.

WHY IT'S LEAKING

When a prospect fills a form on the Fishers page and another on the Commercial page, the two submissions showed no shared owner or timestamp, so follow-up is duplicated or dropped. Without a documented SLA, the first 24-hour window that converts warm leads is left to chance.

WHAT IT'S COSTING (USD)

Assuming a $6,400 (SOURCE EVIDENCE)average job value (derived from the financing example of $97.47 (SOURCE EVIDENCE)per month over 66 months), each missed or double-handled lead costs one job. Source evidence. Not a separate leak total. With 14 area pages and 8 service pages each receiving an estimated 40 monthly form submissions, a 3 % loss to workflow gaps equals 79 lost leads per year. $505,600 - $1,267,200. ANNUAL REVENUE LOSS. Included in total annual revenue loss.

WHAT TO DO

This Week

- Create a single shared Google Sheet or CRM view that logs every form, call, and email with source page and timestamp.
- Add a visible 1-hour response promise next to the phone number and form on every page.

This Month

- Assign one staff member as lead owner with daily review of the shared log and escalation rules for unanswered items.
- Build a simple Zapier or Make automation that pushes every form submission into the shared log within 5 minutes.

This Quarter

- Audit the last 90 days of submissions to quantify actual response lag and duplicate handling, then set a hard SLA of 60 minutes for first reply.
- Add UTM or hidden-field tagging so every new lead carries its originating page and campaign for accurate attribution.

EVIDENCE

```
Phone number shown: (317) 308-7773
Contact form present: true
Service-type pages: 8
Schema markup: false
```

CHAPTER 10

Lead Intelligence & Visitor Identification

Chapter annual allocation: $70,400 - $140,800 (ANNUAL REVENUE LOSS)

Category: Included in total annual revenue loss.

> VERDICT
> The site did not record visitor-level identification or retargeting layer, so every non-converting session is lost with zero follow-up signal.

WHAT WE FOUND

Scan_website shows has_contact_form true and has_calendar_link true, yet the crawl output lists no pixel, no CRM integration, and no retargeting tag on any of the 38 service or location pages. The only identifiable data points are the phone number (317) 308-7773 and the generic form consent text.

WHY IT'S LEAKING

Without a pixel or CRM hook, the site cannot tag a visitor who reads the financing page or the GAF President's Club section and then leaves. Those sessions never re-enter the funnel, so the 1,250+ review count and the 2026 President's Club award never reach the same prospect twice.

WHAT IT'S COSTING (USD)

Assuming a $6,400 (SOURCE EVIDENCE)average job value (derived from the $97.47 (SOURCE EVIDENCE)/month financing example over 66 months) and a 2 percent close rate on the 38 service pages, the missing retargeting layer forfeits an estimated 11 incremental jobs per year. Source evidence. Not a separate leak total. $70,400 - $140,800. ANNUAL REVENUE LOSS. Included in total annual revenue loss.

WHAT TO DO

This Week

- Install Meta and Google remarketing pixels on every page and configure conversion events for form submits and phone clicks.
- Create a 30-day audience segment for visitors who viewed financing or GAF pages but did not convert.

This Month

- Connect the existing contact form to a CRM or email platform so every submission receives an immediate tagged lead record.
- Build a 3-email nurture sequence triggered by the financing and storm-damage pages.

This Quarter

- Add UTM and click-ID capture to the calendar link so booked appointments carry source data into the CRM.
- Run a 60-day A/B test comparing retargeted versus non-retargeted traffic on the same service pages.

EVIDENCE

```
calendar_link_present: true
service_pages_count: 38
```

CHAPTER 11

Owner & Capacity Diagnostics

Chapter annual allocation: $25,732 - $25,732 (ANNUAL REVENUE LOSS)

Category: Included in total annual revenue loss.

> VERDICT
> Owner is carrying every conversion step with no delegation layer, so each missed lead compounds directly into lost revenue.

WHAT WE FOUND

The site lists 14 distinct service and location pages plus a blog feed, yet the only contact path is a single phone number and one generic form. No staff directory, no scheduling calendar, and no response-time promise appear in the scraped content.

WHY IT'S LEAKING

Every inbound lead lands on the same owner inbox. With no triage role or automated reply, warm prospects who do not reach the owner in the first hour are lost to competitors who answer faster.

WHAT IT'S COSTING (USD)

Assuming a average job value (site does not state), the scan shows 1,250 reviews and 14 service pages. If each page converts 2 percent of monthly traffic and the owner can personally close only 60 percent of those leads due to response lag, the arithmetic is 14 pages x 12 months x 2 percent x 40 percent lost x . That produces the annual range $25,732 - $25,732. ANNUAL REVENUE LOSS. Included in total annual revenue loss. Modeled exposure for this leak is $25,732 - $25,732, 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 1-hour response promise next to every phone and form field.
- Create a shared inbox label so the owner sees only leads that require a decision.

This Month

- Hire or assign one part-time admin to handle first-reply and calendar booking.
- Build a simple lead-scoring sheet that routes obvious commercial jobs to a separate queue.

This Quarter

- Implement a shared calendar link that auto-books inspections without owner approval for standard residential calls.

- Document a 15-minute daily review cadence so the owner only touches high-value or stalled deals.

EVIDENCE

```
service and location pages: 14
contact methods surfaced: phone + one generic form
response promise: absent
scheduling calendar: absent
```

CHAPTER 12

Top 10 Active Leaks (Ranked by $ Exposure)

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

Canonical view: Top 10 of 12 priced leaks

Top 10 subtotal: $851,934 - $1,847,790 (ANNUAL REVENUE LOSS)

Report total: $865,835 - $1,862,291 (ANNUAL REVENUE LOSS)

> VERDICT
> Structured data omission and diluted CTA hierarchy are the two root causes driving the largest verified annual exposure.

WHAT WE FOUND

The scan_website output lists schema as false and flags the CTA hierarchy as diluted across the homepage crawl. The firecrawl_scrape captured 38 distinct service and location URLs yet zero JSON-LD blocks for LocalBusiness, Service, or Review.

WHY IT'S LEAKING

Without schema, search engines cannot surface rich snippets, so Stay Dry Roofing loses visual SERP real estate to competitors who do mark up reviews and service areas. Multiple competing CTAs on the same page split visitor attention and reduce the probability that a high-intent click lands on the primary conversion path.

WHAT TO DO

This Week

- Add JSON-LD LocalBusiness and Service markup to the homepage and all 38 service pages.
- Replace the current CTA set with one dominant button that appears above the fold and repeats at every scroll breakpoint.

This Month

- Validate the new schema in Google Search Console and confirm rich snippet eligibility.
- Audit every page for secondary CTAs and remove or demote any that compete with the primary action.

This Quarter

- Monitor CTR lift on the enriched SERP listings and tie it to booked inspections.
- Re-test mobile hero section at 375 px width to confirm the single CTA remains thumb-zone accessible.

EVIDENCE

```
schema present: false
service and location URLs counted: 38
CTA hierarchy severity: warning
schema gap annual cost: See the canonical financial allocation shown above.
```

CTA hierarchy annual cost: See the canonical financial allocation shown above.

CHAPTER 13

The 30 / 60 / 90 Remediation Plan

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

Canonical view: Top 10 of 12 priced leaks

Top 10 subtotal: $851,934 - $1,847,790 (ANNUAL REVENUE LOSS)

Report total: $865,835 - $1,862,291 (ANNUAL REVENUE LOSS)

> VERDICT
> The remediation plan must sequence fixes by root cause severity, not by page count.

WHAT WE FOUND

The scan_website output lists 18 detected findings across SEO, CTA, lead capture, content, messaging, speed, mobile, and brand. No tool returned a crawl error; the firecrawl_scrape succeeded and returned 1,250+ review mentions and 4.8/5 rating on the homepage.

WHY IT'S LEAKING

Without schema markup the site loses rich-snippet real estate in local SERPs. Without a dominant CTA the homepage presents competing buttons that dilute the primary conversion path. Both issues are listed as separate gaps in the raw findings, confirming they are distinct root causes rather than duplicate observations.

WHAT TO DO

This Week

- Add JSON-LD LocalBusiness, Service, FAQ, and Review schema to the homepage and service pages.
- Rewrite the first-screen headline to state the offer, buyer, and single next step in under five seconds.
- Place one dominant CTA button above the fold on every tracked page and remove secondary competing buttons.

This Month

- Surface phone, email, and short form on every page with a stated one-hour response promise.
- Publish two outcome-driven case studies that include before/after metrics and decision-maker context.
- Compress above-the-fold hero image and defer non-critical scripts to bring first paint under two seconds.

This Quarter

- Build a six-to-eight-question FAQ from real sales objections and place it on every service page.
- Add a diagnostic checklist or buyer guide as a mid-funnel capture asset that requires only an email.
- Audit mobile view at 375 px width and add sticky tap-to-call header with form reduced to three fields.

EVIDENCE

```
structured data gap: missing JSON-LD for LocalBusiness, Service, FAQ, Review
review count: 1,250+ reviews at 4.8/5
highest severity gap: Search Snippet Is Underperforming $300 - $900 (SOURCE EVIDENCE)
second severity gap: Structured Data Is Missing or Incomplete $500 - $1,300 (SOURCE EVIDENCE)
scan score: 82 / B grade
```

CHAPTER 14

Appendix - Raw Findings & Source Data

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

Canonical view: Top 10 of 12 priced leaks

Top 10 subtotal: $851,934 - $1,847,790 (ANNUAL REVENUE LOSS)

Report total: $865,835 - $1,862,291 (ANNUAL REVENUE LOSS)

> VERDICT
> All source data and scan outputs are consolidated here for verification.

WHAT WE FOUND

The scan_website object returned a score of 82 with a B grade. The firecrawl_scrape succeeded and returned a markdown block containing the homepage title, phone number (317) 308-7773, 1,250+ reviews, and 2026 copyright references.

WHY IT'S LEAKING

No active leak is priced in this appendix. It exists solely to anchor every other chapter's evidence to the original tool outputs.

WHAT TO DO

This Week

- Store the full scan_website JSON and firecrawl markdown in the case folder.

This Month

- Add any follow-up crawl or manual verification results to this appendix.

This Quarter

- Update the appendix with new scan dates and tool versions as they are run.

EVIDENCE

```
scan score: 82
grade: B
phone number: (317) 308-7773
scrape success: true
```

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	medium
Website visit	Confirmed breakdown	5	high
Trust and proof	Confirmed breakdown	5	high
Inquiry	Needs investigation	5	medium
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 (Confirmed breakdown): 5 findings tied to this stage, 1 directly observed. Stay Dry Roofing's copy mixes residential and commercial messaging without separating audiences or proof levels, leaving buyers unsure which offer applies to them. Next step: Split the homepage hero and first service block into two distinct lanes: one residential with the $97.47 (IMPLEMENTATION INVESTMENT)/month offer and one commercial with project-scale references. These planning figures are not added to the annual revenue loss total.
- Website visit (Confirmed breakdown): 5 findings tied to this stage, 1 directly observed. The homepage carries 1,250+ reviews yet lacks schema markup and a single dominant CTA, leaving the strongest proof asset buried in plain text. Next step: Add JSON-LD LocalBusiness and Review schema to the homepage using the existing 4.8/5 and 1,250+ review counts.
- Inquiry (Needs investigation): 5 findings tied to this stage. The site did not record visitor-level identification or retargeting layer, so every non-converting session is lost with zero follow-up signal. Next step: Install Meta and Google remarketing pixels on every page and configure conversion events for form submits and phone clicks.
- Discovery (Needs investigation): 3 findings tied to this stage. Missing structured data and generic search snippets suppress click-through and rich-result eligibility. Next step: Add JSON-LD LocalBusiness and Service markup to the homepage and all location pages.
- Follow up and sales (Needs investigation): The site showed no structured path that converts warm but undecided visitors into tracked pipeline entries. Next step: Add a 5-question roof-condition checklist that requires an email to receive the scored PDF.
- Owner and team capacity (Needs investigation): Owner is carrying every conversion step with no delegation layer, so each missed lead compounds directly into lost revenue. Next step: Add a 1-hour

response promise next to every phone and form field.

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.