

KEYSTONE.

PERFORMANCE & TRUST AUDIT

STRATEGIC WEBSITE AUDIT REPORT

Uncover the hidden trust gaps, credibility failures, and conversion bottlenecks costing you clients.

PREPARED FOR

Jones Builders

INITIAL EXECUTIVE SNAPSHOT

"Real project photos and five-star reviews are being undersold by a site with no phone number and no photo of the people behind the work."

PREPARED BY

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FOCUS INDUSTRY

Residential Construction

DATE

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Executive summary

Jones Builders has real work to show and real customers on record, and neither one is doing enough for the business yet. The gallery holds genuine kitchen and bathroom photos, and the Google reviews are five stars from named customers, but almost everything around that proof is generic. There's no phone number on the page, no photo of the person who'd actually show up to your house, and no line anywhere that says why you'd choose this crew over the next contractor in a search.

The site currently sits at 33 out of 100, in the Critical band. That's not a reflection of the work Jones Builders does, it's a reflection of a template site that hasn't been built out past the homepage. Fix the credibility gaps first: a real name, a real number, and a reason to trust the crew behind the photos. Everything else, from the copy to lead capture, gets easier once that foundation is in place.

Website Score

33

Trust & Conversion Potential

100

+67 points of trust & conversion potential identified

FIX THESE FIRST

Top priorities

1

Publish a real phone number and email, not just a form

High impact

2

Replace stock About photos with the real owner and crew

High impact

3

Add licensing, insurance, or association info

High impact

4

Rewrite the homepage copy with real specifics

High impact

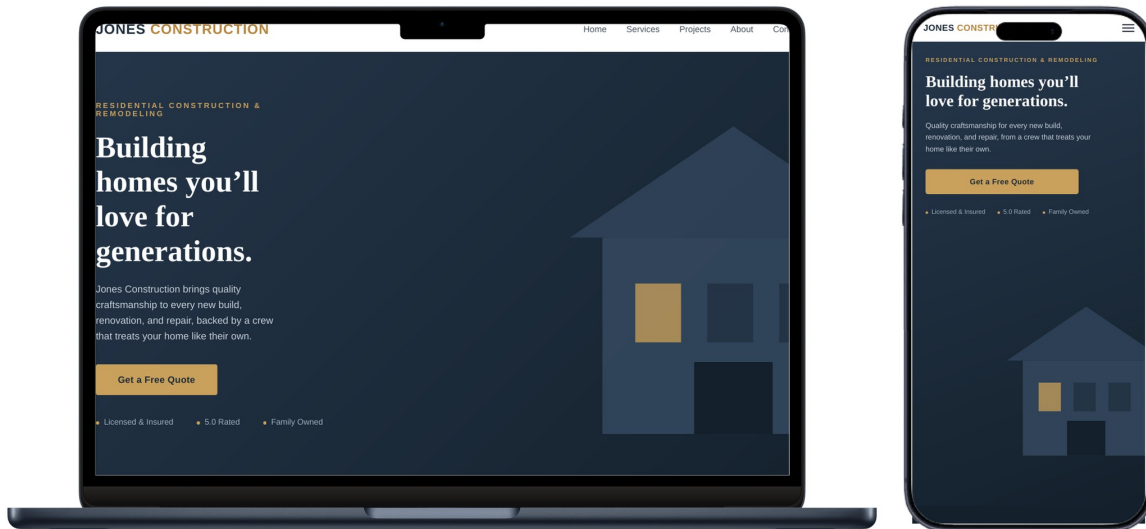
5

Pair each review with a project type and fix the blank review

Medium impact

First impression audit

<https://jonesbuilders.com/>



Desktop

67%

Mobile

57%

Both the desktop and mobile hero keep the real hero photo, headline, and CTA together in one clean view. The gap on mobile isn't the first screen, it's every screen after it: there's no way to jump to contact and no CTA that stays on screen once a visitor scrolls into the reviews or gallery.

Mobile devices now account for more than 63% of all web traffic (DataReportal, Digital 2026 Global Overview) - for most construction and home-services businesses, that's the majority of prospective clients meeting your site for the first time on a phone, not a laptop.

DATAREPORTAL, DIGITAL 2026 GLOBAL OVERVIEW

Section-by-section review

Each section is scored against the Keystone world-class standard. Percentages are weighted into your overall score.

SECTION	WEIGHT	OUTCOME
Landing Page	16%	67%
Trust & Credibility	13%	14%
About	11%	17%
Services	7%	25%
Projects & Portfolio	9%	38%
Reviews & Testimonials	9%	30%
Copywriting & Messaging	9%	8%
Lead Capture & Conversion	11%	36%
Process & FAQ	4%	0%
Mobile Experience	11%	57%

Landing Page

67%

The photo is real and the button is clear, but the words above it could belong to any repair company in the country.

What's working

- ✓ Real project photo in the hero, not a stock render
- ✓ Outlined CTA button ("Get a Free Quote") is easy to find
- ✓ Page loads straight into the offer, no slideshow delay

What's hurting performance

- Headline never names a town, county, or service area
- Sub-line is filler, no guarantee or specific promise
- No review score or accreditation badge anywhere in the hero
- The offer behind the CTA isn't defined, no mention of cost or turnaround

Why this matters

A homeowner scanning search results decides in seconds whether this business works where they live and stands behind its work. Right now the hero photo does the selling and the words do none of it, so a visitor has to keep scrolling and guessing.

Trust impact: Medium

Conversion impact: Medium

Lead impact: Medium

RECOMMENDATION

Name the service area and trade in the headline

Swap the generic tagline for something like "Home repair and remodeling for homeowners in your area" so a visitor knows in one line whether this business covers their area.

High impact

Low effort

SECONDARY OPPORTUNITIES

- State what the quote actually costs

Trust & Credibility

14%

Outside of the logo, nothing on this site tells a stranger they can trust the people showing up at their door.

What's working

- ✓ Logo is clean and shows up consistently on the page

What's hurting performance

- No licence, insurance, or association badge anywhere
- No stated guarantee on the work
- No photo of the actual owner or crew, just a stock image
- No "why choose us" list of concrete differentiators
- No awards, certifications, or authority content of any kind

Why this matters

Repair work happens inside someone's home. Homeowners are choosing who they trust with a key and a deposit, not just picking a service off a menu. Without a licence, a guarantee, or a real face, that decision defaults to whoever looks safer, and right now that isn't this site.

Trust impact: High

Conversion impact: High

Lead impact: Medium

RECOMMENDATION

Show the licence, insurance, or association info

Even a simple line like "Licensed and insured" next to the contact form closes a real gap.

High impact

Low effort

SECONDARY OPPORTUNITIES

- Replace the stock "team" photo with a real one
- Add a short "why choose us" list

About

17%

The About section reads like placeholder text because, functionally, it still is.

What's working

- ✓ Mission statement is present and on-topic

What's hurting performance

- No full About page, just three short cards on the homepage
- All three cards use stock photography, not real people or the actual business
- No named team members, roles, or human detail
- No company story or explanation of how the business started
- Written in corporate "we" voice throughout, not first person from an owner

Why this matters

People hire a person, not a paragraph. Right now a visitor learns Jones Builders has a mission and a team, but never who that team actually is. That's the gap between a stranger and someone a homeowner is willing to let into their house.

Trust impact: High

Conversion impact: Medium

Lead impact: Low

RECOMMENDATION

Replace all three stock photos with real ones

A photo of the owner, a crew shot on-site, even a phone photo beats stock imagery for trust.

High impact

Low effort

SECONDARY OPPORTUNITIES

- Add one real detail to each card

Services

25%

One sentence stands in for a services page.



What's working

- ✓ Broad scope is mentioned, plumbing through remodeling

What's hurting performance

- No itemised list of actual services offered
- No dedicated page for any individual service
- No benefit framing, just a single generic sentence

Why this matters

A homeowner searching for water heater repair or a bathroom remodel needs to see that word on the site before they'll call. A single vague sentence about a wide range of services doesn't match how people actually search or decide.

Conversion impact: Medium

Lead impact: High

RECOMMENDATION

List the actual services by name

Plumbing, drywall, remodeling, whatever the crew genuinely does, each as its own line with a one-sentence benefit.

High impact

Low effort

SECONDARY OPPORTUNITIES

- Give each core service its own short section

Projects & Portfolio

38%

The photos are the strongest thing on the site and nobody's saying what you're looking at.

What's working

- ✓ Real project photos in a carousel, a kitchen remodel and a tiled bathroom among them
- ✓ Photo quality is genuinely professional, not phone snapshots

What's hurting performance

- No captions on any photo, so a visitor can't tell what was done or where
- No case study or write-up behind any project
- No CTA inviting visitors to see more work

Why this matters

Good photos without context are just wallpaper. A caption like "Full kitchen remodel, completed last spring" turns the same image into proof a homeowner can picture on their own house.

Trust impact: Medium

Conversion impact: Medium

RECOMMENDATION

Caption every gallery photo

What was done, and roughly where, is enough. It costs almost nothing and does real work.

High impact

Low effort

SECONDARY OPPORTUNITIES

- Add a "see more of our work" link

Reviews & Testimonials

30%

The reviews are real and five stars, but the site does the bare minimum with them.

What's working

- ✓ Live Google Reviews widget embedded, 5.0 average
- ✓ Three named, dated reviews visible

What's hurting performance

- No project type attached to any review, so a visitor can't match a review to their own job
- No headshots or project photos paired with the quotes
- No video testimonials
- No dedicated reviews page, just the widget
- One entry shows a customer who "did not write a review", which reads as a placeholder to a visitor

Why this matters

Five stars gets attention, but specifics get bookings. A review that says a water heater got fixed fast and the crew left the place clean does more for a homeowner deciding whether to call than a star rating alone.

Trust impact: Medium

Conversion impact: Medium

RECOMMENDATION

Pair each review with the project type

A one-line tag, "Kitchen remodel" or "Emergency plumbing repair", next to each quote helps visitors self-identify.

Medium impact

Low effort

SECONDARY OPPORTUNITIES

- Fix or remove the blank review entry

Copywriting & Messaging

8%

The copy describes a mission statement, not a reason to pick up the phone.

What's working

- ✓ The hero line at least leads to a clear button

What's hurting performance

- No section builds a case and ends in an ask, aside from the hero
- No specific numbers, towns, or track record anywhere on the site
- Nothing tells a visitor why this crew over any other repair company
- Copy reads as generic template language throughout
- Written in impersonal "we" voice, no personality

Why this matters

Vague copy is invisible. A homeowner comparing three repair companies in a search will remember whichever one sounded like a real person who understood their specific problem. Right now this copy could be swapped onto any competitor's site without anyone noticing.

Conversion impact: High

RECOMMENDATION

Rewrite the site copy with real specifics

Name the towns served, how many years the business has operated, and what makes a repair job with this crew different. Specificity reads as credible in a way general claims never do.

High impact

Medium effort

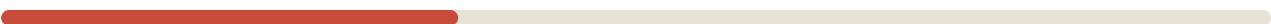
SECONDARY OPPORTUNITIES

- Give each section a reason to keep reading and a next step

Lead Capture & Conversion

36%

There's a way to reach this business, but not an easy or a personal one.



What's working

- ✓ Contact form captures name, email, phone, and project interest
- ✓ WhatsApp button offers a second, lower-friction way to reach out
- ✓ Clear path from hero CTA straight down to the form

What's hurting performance

- No phone number or email address shown anywhere as plain text
- No named person attached to the CTA
- No service area listed near the contact section
- No lead magnet, newsletter, or offer beyond "request a quote"
- No pop-up or secondary capture point

Why this matters

Some homeowners want to fill out a form. Others want to see a number and just call. Right now that second group has no option except WhatsApp, and anyone who doesn't use WhatsApp for business has no direct way to reach this company at all.

Conversion impact: High

Lead impact: High

RECOMMENDATION

Publish a real phone number and email address

Put them in the header and next to the contact form, not just behind a WhatsApp button.

High impact

Low effort

SECONDARY OPPORTUNITIES

- Name the person behind the CTA
- State the service area near the contact section

Process & FAQ

0%

There's no process page and no FAQ, so every question waits for the first phone call.

What's working

- ✓ Still developing, nothing in place yet

What's hurting performance

- No "how we work" or process page explaining what happens after someone reaches out
- No FAQ addressing common questions like pricing, timelines, or licensing

Why this matters

Every unanswered question is a reason to hesitate before calling. A short process outline and a handful of real FAQ answers remove that hesitation before it costs a lead.

Conversion impact: Medium

Lead impact: Medium

RECOMMENDATION

Add a simple process outline

Even three steps, contact us, we assess the job, we complete the repair, sets expectations and removes uncertainty.

Medium impact

Low effort

SECONDARY OPPORTUNITIES

- Build a short FAQ

Mobile Experience

57%

The mobile hero actually works. What's missing is a way to act on it once a visitor keeps scrolling.

What's working

- ✓ Hero message, photo, and CTA all fit cleanly in the first mobile screen, nothing cropped or broken
- ✓ Headline and body text stay legible at native size on a phone
- ✓ The "Get a Free Quote" button is well-sized and easy to tap

What's hurting performance

- No mobile navigation of any kind, not even a jump link to the contact form, so a visitor has to scroll the entire page by hand
- No sticky call or quote button, the only CTA is the one at the very top of the page
- Only a generic chat bubble stays on screen while scrolling, not a call or quote action

Why this matters

A phone is a thumb, not a mouse. Once a visitor scrolls past that first screen chasing the reviews and gallery, they lose the CTA entirely and have to scroll all the way back up to act. On mobile, that's usually where a lead is lost.

Conversion impact: High

Lead impact: Medium

RECOMMENDATION

Add a sticky call or quote button for mobile

A slim bar pinned to the bottom of the screen with "Call now" or "Get a quote" keeps the action reachable no matter how far someone scrolls.

High impact

Low effort

SECONDARY OPPORTUNITIES

- Add a simple way to jump to the contact form

Beyond the site: driving traffic

These sit outside the website itself, so they are not scored. They are the next levers once the site converts.

- ✓ Set up Google Business Profile optimisation now that there's a real 5.0 review base to build on.
- ✓ Once the phone number and service area are live, run local Google Ads targeted at the towns actually served.
- ✓ Facebook page exists but is thin, worth building out with the same real project photos as social proof.

30-Day Conversion Roadmap

Complete these phases, highest-impact first, to move the site from "Critical" toward a genuinely competitive trust and conversion foundation.

Current

33



Week 1 • Trust

→ 48



- Publish a real phone number and email
- Add licensing/insurance line
- Replace stock photo with a real owner/crew photo

Week 2 • Credibility

→ 60



- Rewrite homepage copy with real specifics
- Add a "why choose us" list
- Build out the About section with a real story

Week 3 • Proof

→ 68



- Caption every gallery photo
- Pair reviews with project types
- List services by name

Week 4 • Conversion

→ 74



- Add a short process outline and FAQ
- Add a sticky mobile call/quote button
- State service area and name the CTA

The next step

Jones Builders has **67 points of trust and conversion potential** identified. The fastest gains are concentrated in Process & FAQ, Copywriting & Messaging, and Trust & Credibility.

Current score	33
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90-day target	80+
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Book a 30-minute implementation review

We'll prioritise the highest-impact fixes, estimate the score improvement, and give you a practical roadmap to move from **33 to 80+**.

[Book a 30-minute implementation review](#)

Prepared by Keystone Website Audits for Jones Builders on 08-16-2026

<https://www.keystone-audit.com/>