Marketing Report Card

Prepared for **SRS Building Products**

C

Overall grade

Area	Grade	What we saw
Visibility	B	Shows up near the top of local results (position 1).
Reputation	B	A solid review profile (4.4★ / 97 reviews).
Website	C	The site loads but parts of it could not be fully verified.
Tracking	—	No tag audit has run yet — a static scan can't confirm whether pixels are present. Run the tag audit to grade tracking.
Advertising	C	We could not confirm any active advertising.

Homeowners search online for local roofers or ask friends. They trust businesses with many positive reviews and clear contact details. They scroll past vague listings or those lacking a professional online presence, seeking reliable, established local help.

Where you stand locally

In our scan of the roofing contractors market, **SRS Building Products** appeared at position **1**. Most customers choose from the top few results, so every spot matters.

	You	Competitor A	Competitor B	Competitor C	Competitor D
Overall grade	**C**	B	C	C	C
Working website	**Yes**	Yes	Yes	Yes	Yes
Tracking	**—**	—	—	—	—
Reviews	**97**	—	6	301	7
Rating	**4.4**	—	5	4.7	4

Competitors are anonymised and drawn from the same local scan.

Reputation & the cost of the gaps

Reputation grade B. A solid review profile (4.4★ / 97 reviews).

Good news — on the specific items we checked, we didn't find an obvious revenue leak. There may still be room to grow; the fixes on the next page show where.

Your three highest-impact fixes

1

Turn on visitor tracking
Right now you can't see which visits or ad clicks turn into customers, so money gets spent blind.
Stop wasting ad spend

2

Run a small local ad test
Competitors advertising in your area are catching ready-to-buy customers before they find you.
Capture demand you're missing

3

Climb the local map results
Most people pick from the top few results, and you're currently ranked below them.
Get found first

Want these handled for you?
We can walk you through this report and fix the biggest items first — no obligation. Reply to this email or book a 15-minute call.

This report reflects a point-in-time scan of public information. Figures are conservative estimates of recoverable value, not guarantees.