Sticky Mule
MARKETING & AUTOMATION

SAMPLE WEBSITE REVIEW

A heating and plumbing company

TRADE	HVAC and plumbing, the Midwest
WEBSITE	Removed for this sample
REVIEWED	September 12, 2026
PREPARED BY	Sticky Mule, Columbia, Tennessee
WHAT THIS COVERS	Design and brand, copy and messaging, local search and AI visibility, speed and mobile

This is an honest list of what is wrong with a website, in plain English, and what is right with it. Four things, looked at properly, then the five that matter most.

II	Why this review, what is working, the scorecard	
III	Design and brand	A-
IV	Copy and messaging	B
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VI	Speed and mobile	A-
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WHY THIS REVIEW

We went through this company's website the way a homeowner with a dead furnace would: on a phone, in a hurry, looking for a reason to trust you. Then we read the code under the pages, and then we looked at how the business shows up across the rest of the web, where most customers meet you first.

This is a sample of the Free Website Review Sticky Mule offers local businesses, with the company's name, town, and contact details removed. The company did not request the review. Every finding traces to something we observed on the site or in public listings on the date above. Nothing here is a guess, and nothing here is a load time or traffic number we did not measure.

WHAT IS WORKING

Most local trade sites fail the first three items on this list outright. Worth saying before getting into what could be better.

1. **It was built on purpose.** A custom build, not a template. One heavy condensed headline face, one clean body face, one accent color used for buttons. It reads like a company that takes itself seriously.
2. **The photos are yours.** Trucks, technicians, the showroom, the sheet metal shop. Every image is a modern WebP with its dimensions declared, so pages do not jump around while they load.
3. **The phone is always one tap away.** The number is a live link in the header, a call button sits in the mobile bar beside the menu, and Book Service repeats through the page.
4. **The foundation is deep.** A page for every service and a page for every town, business schema with hours and service area, breadcrumbs, canonical tags, social previews. This is the technical work most competitors skip.
5. **The business earns the site.** BBB accredited with an A+ rating, more than a decade in business, factory dealer status with four manufacturers, and new Google reviews arriving weekly. The site has something real to sell.

THE SCORECARD

A-

DESIGN AND BRAND

Looks like a company worth calling. Only the density of the menus holds it back.

B

COPY AND MESSAGING

Honest and specific. The headline sells a keyword, not a promise, and a few numbers disagree.

B+

LOCAL SEARCH AND AI VISIBILITY

The on site work is unusually good. The rest of the web disagrees about where you are and what you are called.

A-

SPEED AND MOBILE

Modern images, hosting, and tracking. Six outside services per page, and the copyright line raises a question.

WHAT WE FOUND

Design and brand

A-

The menu asks a homeowner to make seven decisions before one. MAJOR

WHAT WE SAW Seven top level menu items (Heating and Cooling, Plumbing and Drain Cleaning, Commercial, Blog, Indoor Air Quality, Other Services, Our Company), each opening a full width panel, plus Service Areas, Filter Shop, Book Service, and the phone number. On a phone the menu becomes nested panels with Back buttons. Roughly fifty links live in the navigation alone.

WHY IT MATTERS Someone with no heat at nine at night needs two choices: fix it now, or schedule it. Every extra choice is a moment where they go back to Google. The site has the right answer, Emergency? Call Now, but it is competing with forty other things.

WHAT GOOD LOOKS LIKE Four or five top level items, with the detail one level down, and the emergency path pinned in every viewport. Nothing else about the design needs to change.

The first words on the page are a pun. MINOR

WHAT WE SAW The line above the headline is a pun on the company name. The maintenance section repeats the pun.

WHY IT MATTERS The name already carries the joke. A second joke in the first second spends a little of the trust the photos just earned.

WHAT GOOD LOOKS LIKE State the offer plainly: Same day HVAC and plumbing across the metro, for more than a decade. Let the name be the only place the wordplay lives.

The same three blurbs appear under four different services. MINOR

WHAT WE SAW Installation, Repair and Replace, and Maintenance carry identical sentences under Heating and Cooling, Plumbing, Commercial Plumbing, and Commercial HVAC on the homepage, including new system sized, installed, and tested by factory certified technicians under plumbing.

WHY IT MATTERS A reader who scrolls notices the copy is templated, and quietly downgrades everything else on the page.

WHAT GOOD LOOKS LIKE One sentence per trade, written for that trade. Plumbing maintenance is not a tune up that keeps a warranty valid; it is a water heater flush and a look at the sump pump.

WHAT WE FOUND

Copy and messaging

B

The headline is written for Google, not for the homeowner. MAJOR

WHAT WE SAW The homepage headline is HVAC and Plumbing Contractor, followed by the city and state. The sharpest sentence on the site is buried on the About page: homeowners were tired of high pressure sales tactics and vague estimates.

WHY IT MATTERS The current headline is accurate and says nothing a competitor could not say. The About page line is a promise, and it is the reason someone would pick you over a company founded in 1960.

WHAT GOOD LOOKS LIKE Keep the keyword in the browser title tag, where search engines read it. Give the visible headline to the promise: No high pressure sales. No vague estimates. HVAC and plumbing, done straight for more than a decade.

The numbers undercut each other. MAJOR

WHAT WE SAW The homepage leads with 20+ years of combined trade experience on the team. The About page claims decades of customer loyalty for a business barely more than ten years old, and describes the service area as 15 communities in one paragraph and the home city plus 14 surrounding communities in another.

WHY IT MATTERS Homeowners do not audit, but they notice when the math does not sit right, and combined experience across a whole team reads smaller than it should for a company this established.

WHAT GOOD LOOKS LIKE Pick the true, big numbers and repeat them everywhere: years in business, systems installed, technicians on staff. Public permit records already show hundreds of jobs under your name. That number belongs on the homepage.

Nobody is named on the About page. MAJOR

WHAT WE SAW The menu says family owned and operated. The About page has no family, no founder, no photo of a person with a name under it. The team photo is captioned generically.

WHY IT MATTERS For a local trade, the About page is one of the three most visited pages, and a face with a name is the strongest trust signal available. It is also the one thing a national franchise cannot copy.

WHAT GOOD LOOKS LIKE The founder's photo, first name, and one paragraph in first person about why the company started. It costs an afternoon.

Small mechanical errors. MINOR

WHAT WE SAW The contact form label reads Preffered Contact Method on every page that carries the form, including the homepage.

WHY IT MATTERS One typo is nothing. This one sits on the form that asks for the customer's phone number.

WHAT GOOD LOOKS LIKE Fix the label, then read every form label and button on the site aloud once.

WHAT WE FOUND

Local search and AI visibility

B+

The web disagrees about your name, address, and phone number. MAJOR

WHAT WE SAW The site and its business schema give one name, one street address, and one phone number. LinkedIn lists a second address. GuildQuality and BuildZoom list a third version of the address and a different phone. The BBB and BuildZoom still carry the company's former name, and BuildZoom shows a second profile with a license reading of expired, almost certainly a directory data error. The site handles the old name correctly in its own code. The directories do not.

WHY IT MATTERS Google's map ranking leans on every listing agreeing. AI answer tools pull from these same directories, and a customer who lands on BuildZoom reads license expired before they read anything you wrote.

WHAT GOOD LOOKS LIKE One name, one address, one phone, on every listing, with the old name kept only as a formerly known as note. Claim and correct the BuildZoom profile first.

Your reviews are rented, not owned. MAJOR

WHAT WE SAW Reviews on the homepage and About page render through a third party widget that pulls from Google after the page loads. The business schema we read carries no rating or review count. The About page's review section is empty until the widget arrives.

WHY IT MATTERS Search engines and AI tools reading the page see a widget, not the words your customers wrote. The best proof on the site is invisible to the systems deciding whether to recommend you.

WHAT GOOD LOOKS LIKE Eight to ten reviews written into the page as plain text, the star rating and total count stated above the fold in words, and the rating added to the business schema once those numbers are confirmed.

The companies above you were founded before the interstate. CONTEXT

WHAT WE SAW In the results we pulled for HVAC repair in the company's city, the first page was directories (Angi, Yelp) and companies fifty to sixty years old. This company did not appear in the results we saw. Results vary by device and location. The honest next step is a rank check from a local phone, not a claim from us.

WHY IT MATTERS You are not going to out age them. You can out specific them: the per town pages are the right idea, and the drain and sheet metal pages target phrases the big shops ignore.

WHAT GOOD LOOKS LIKE A rank check from a local phone, then one page per service the big shops do not bother to name.

WORTH VERIFYING, NOT YET A FINDING

The site carries sixteen town pages. If they share most of their text, search engines may treat them as duplicates and rank none. We did not read every one, so we are flagging it rather than grading it.

WHAT WE FOUND

Speed and mobile

A-

Six outside services load with every page. MINOR

WHAT WE SAW The page pulls from Adobe Fonts (the headline typeface), a Font Awesome icon kit, Bootstrap from a public CDN, Google Tag Manager, CallRail, and Cloudflare analytics, plus the review widget on the pages that carry it. The build does the right things to soften this: connection hints are declared up front, the fonts load without blocking, and the body font is already self hosted.

WHY IT MATTERS Each is a separate connection on a phone in a parking lot. More important, the headline font is a monthly subscription. If it ever lapses, every headline on the site quietly changes to a different typeface.

WHAT GOOD LOOKS LIKE Self host the headline font the way the body font already is, and replace the icon kit with the handful of icons the site actually uses, drawn inline.

The copyright line names the agency, not you. MAJOR

WHAT WE SAW Every page ends with the agency's logo and a copyright notice in the agency's name. The source code also shows the site is hand built static pages, with phone click tracking wired by hand across the site, which means every edit goes through the agency.

WHY IT MATTERS This may be exactly the arrangement you want, and the agency clearly did careful work. But the line as written suggests the agency owns the site, and three questions are worth asking now rather than during a dispute: Is the domain registered in your name? Do you own the photos and copy? If you ever left, would you get the files?

WHAT GOOD LOOKS LIKE A copyright line in the company's own name with a small site by credit beside it, and a written answer to those three questions in your files.

Mobile is done right. WORKING

WHAT WE SAW The hero image is served in a modern format with its size declared, the phone is a tappable button in the mobile bar, the menu collapses cleanly, and the page is built on a current responsive framework. We found no images missing descriptions on the pages we read.

WHY IT MATTERS Most local trade sites lose the customer on the phone. Yours does not, and that alone puts it ahead of the field.

WHAT GOOD LOOKS LIKE Nothing. Keep it exactly as it is when anything else changes.

THE PAGE TO REMEMBER

The five things that matter most.

Ranked by impact on calls and trust, not by effort. Every one of these is a fix, not a rebuild. The site underneath deserves to keep going.

1

MAKE THE WEB AGREE ON WHO AND WHERE YOU ARE.

One name, one address, one phone, on Google, the BBB, LinkedIn, BuildZoom, and GuildQuality. Claim the BuildZoom profile and clear the expired reading first.

2

PUT A FACE AND A NAME ON THE ABOUT PAGE.

The founder, a real photo, one paragraph in first person. This is the trust lever a franchise cannot pull.

3

SWAP THE KEYWORD HEADLINE FOR THE PROMISE YOU ALREADY WROTE.

No high pressure sales. No vague estimates. Keep the search phrase in the title tag where it belongs.

4

OWN YOUR REVIEWS AND YOUR NUMBERS ON THE PAGE ITSELF.

Real review text, a stated rating and count, and honest big numbers: years, jobs, technicians. Retire combined experience.

5

CONFIRM YOU OWN THE SITE.

Domain, files, photos, copy. Get the answers in writing and fix the copyright line.

A PATH FORWARD

What happens after a review.

For this company, none of this is a rebuild. Items one, two, and five are a week of phone calls and one afternoon of writing. Items three and four are a copy pass and a handful of page edits. The site would come out the other side as the best trade site in its market instead of one of the best.

1

YOU GET THIS DOCUMENT

Whether or not you hire us. The list is yours. Hand it to your current agency if you like them; they will know what to do with it.

2

A FIFTEEN MINUTE CALL

We walk the five things, answer questions, and tell you plainly which items you can do yourself and which are worth paying for.

3

A PLAN WITH A PRICE

If there is work worth doing, you get a fixed price and a timeline. If there is not, we say so and you keep the list.

HOW WE DID THIS

We read the homepage, the About page, the Meet Our Team page, and the source code behind them, including the business schema, tags, scripts, and image handling. We checked the business's listings on the BBB, LinkedIn, BuildZoom, and GuildQuality, and ran a search for the business's primary service in its city. We did not run load time tests or pull traffic data, so this report contains neither. Findings reflect the site as it was on the date above. Grading scale: A competes with the best site in the local market, C is functional but forgettable, F is actively costing the business customers.

ABOUT THIS SAMPLE

This is a real business with a site better than most, which is why we chose it. A review only working on bad websites proves little. We removed the name, town, and contact details because the company did not request or see this document. Nothing here is a claim about their work. Their reviews suggest the work is excellent.



Send us your website. We will send back an honest list of what is wrong with it, in plain English, whether or not you hire us. It costs you nothing.

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