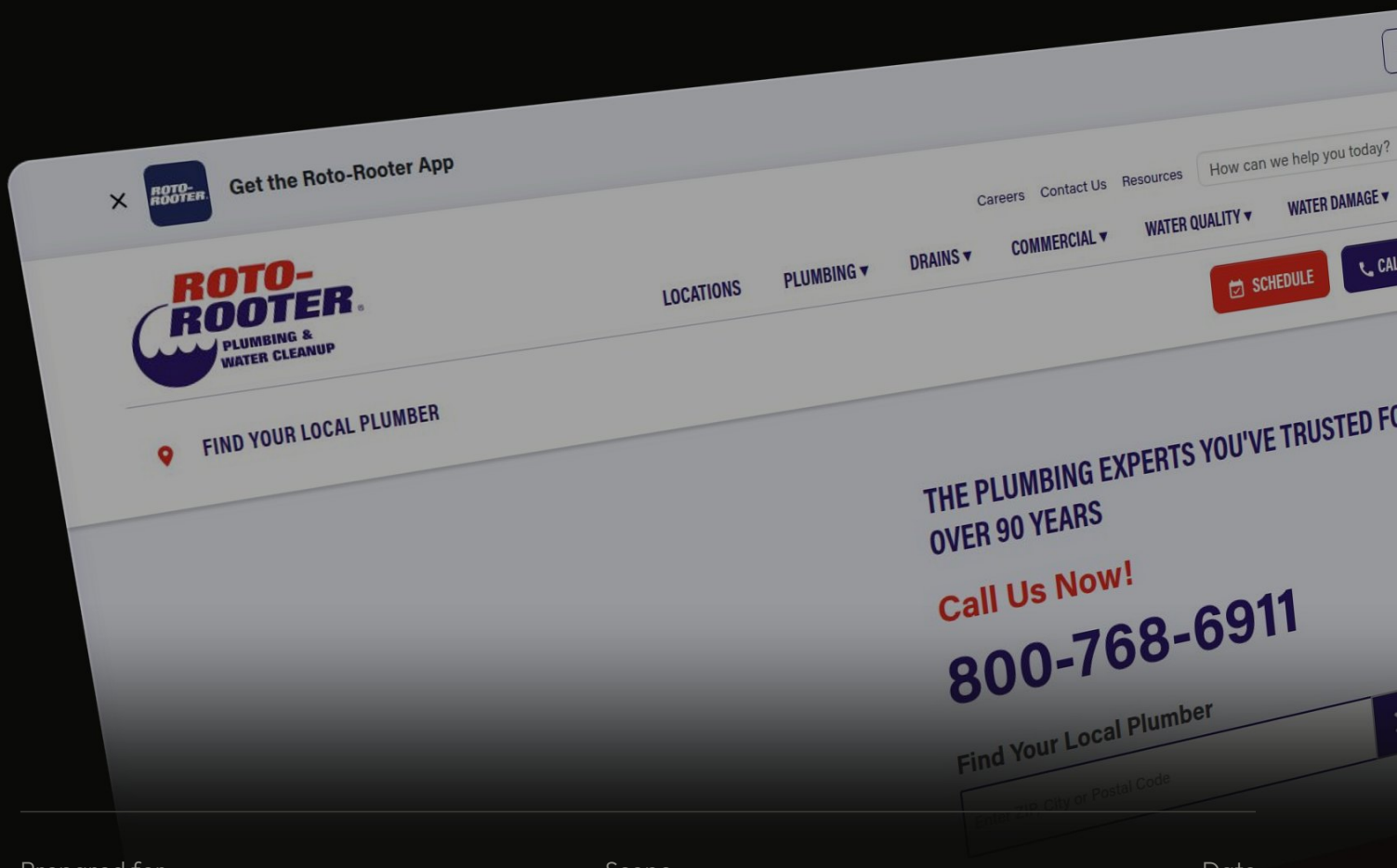
Integrity + Skill

Conversion review

rotorooter.com · Homepage and key pages

Where your site is *losing customers.*

3 changes that could bring you more calls, starting with the one on your homepage right now.



Prepared for
Roto-Rooter

Scope
Homepage and key pages

Date
November 6, 2026



Your next steps

Specific. Prioritized. Actionable.

Here's what I'd fix first.

This review covers your homepage, products page and schedule page, on a phone and a computer.

Good news first: a lot is working.

Your call button stays at the top of every phone screen. "Over 90 years" is right up front. All 60 links work.

But a homeowner with water on the floor needs one answer fast: can you come today?

Right now, that answer is two screens down.

A cookie notice also covers a third of the phone screen, and your schedule button just says "START."

Each fix is small. Together, they make it easier for homeowners to see that you can help today.

The three changes, in order

1 Same-day service promise is hidden below the first screen.
Homepage, phone. About 30 minutes. *Page 5*

2 Cookie notice covers a third of the phone screen.
Homepage, phone. About 30 minutes. *Page 6*

3 Schedule button says only "START".
Schedule page, phone and computer. About 20 minutes. *Page 7*

3	87	80
Pages reviewed	Individual checks run	Minutes to fix all three

Biggest payoff, *smallest effort first.*

Each change is placed by how long it takes and whether it is a high-impact change or a quick win. All three fit in about 80 minutes.

Less work

More work →

• Do first	Plan for
Big payoff, little work	Big payoff, more work
1	
Quick extras	**Later**
Smaller payoff, little work	Smaller payoff, more work
2 3	

1 **Same-day up top**
About 30 minutes

2 **Shrink cookie notice**
About 30 minutes

3 **Name the button**
About 20 minutes

11 checks.
7 pass, 3 to watch, 1 to fix.

A quick summary of the checks that matter most to your next caller.

Check	What I measured	Result	What to do
Mobile page speed	Real visitors: 2.2s Slow-4G test: 3.9s	Pass	Products and schedule pages tested slower in the lab; real visitors saw 0.9s and 2.5s.
Desktop page speed	Real visitors: 2.5s Lab test: 2.5s	Watch	Your biggest file is a 264 KB tracking script. Check whether it can load later.
Broken links	60 tried; all 60 work. 0 errors; 0 blank pages.	Pass	No action needed.
Tap-to-call on mobile	Tappable CALL button on the first phone screen.	Pass	No action needed.
Easy to read and tap	Text is easy to read. LOCATION button: 29px tall.	Fix	The LOCATION button is a little small for a thumb.
Main form length	1 zip code field on the booking page; required/optional label not detected.	Pass	The form is already short.
Rating on first screen	No star rating found on the reviewed pages.	Watch	Three customer quotes appear lower down, without a star rating or review count.
Proof on first screen	Over 90 years of experience stated above the fold on phone and computer.	Pass	Keep that credibility near the next step.
Easier next step	DOWNLOAD appears near the top.	Pass	The app gives visitors another option before calling.
Secure connection	All reviewed pages secure.	Pass	No action needed.
Call and form tracking	Google Tag Manager found. No call tracking detected. Conversion recording not tested.	Watch	Confirm calls and form submissions are being counted.

Measured November 6, 2026 | Google PageSpeed Insights | Real visitors: 28 days of Chrome data

Priority 3

Replace "START" with "SCHEDULE MY SERVICE".

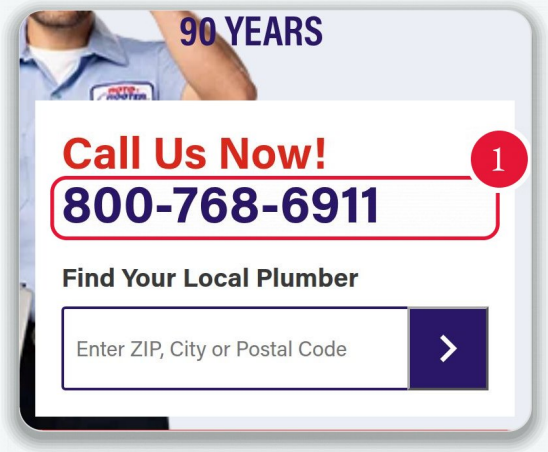
See the full recommendation on page 7.

Same-day service promise is *hidden below the first screen.*

High impact

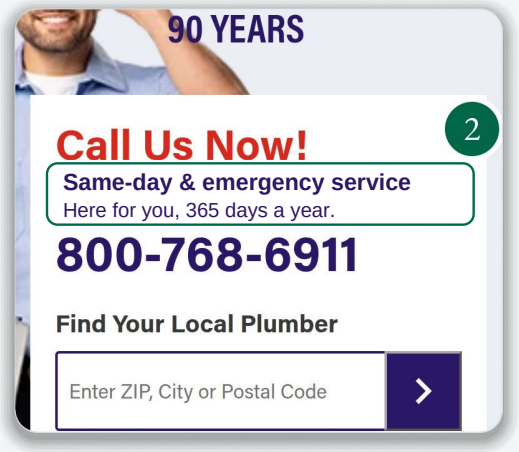
About 30 minutes

● Today Your page on a phone today



1 No same-day promise near this number

● After the fix Your page with the change, not live yet



2 Same-day, 365 days promise by the number

What I saw

The first phone screen says “Call Us Now!” and “800-768-6911”, but “Same-day and emergency service 365 days a year.” sits about 2.2 screens down. “Free onsite estimates” and “Special financing options available.” are also down there, about 2.5 screens down.

Why it matters

Someone with water on the floor isn’t comparing plumbers. They want the first one who can come today. If they can’t see that you can, they call someone who says it.

The fix

Move the line “Same-day and emergency service 365 days a year.” so it sits directly above the 800-768-6911 number in the first-screen box. You could also add “Free onsite estimates” there.

Done when

- [ ] The same-day line shows on the first phone screen.
- [ ] It sits directly next to the 800-768-6911 number.
- [ ] The number still opens the phone dialer when tapped.

● Do it yourself

About 30 minutes

1. Open the homepage banner section in your page editor.
2. Copy the line “Same-day and emergency service 365 days a year.” from the why choose us section.
3. Paste it just above the big 800-768-6911 number, under “Call Us Now!”.
4. Save, then check the homepage on your phone.

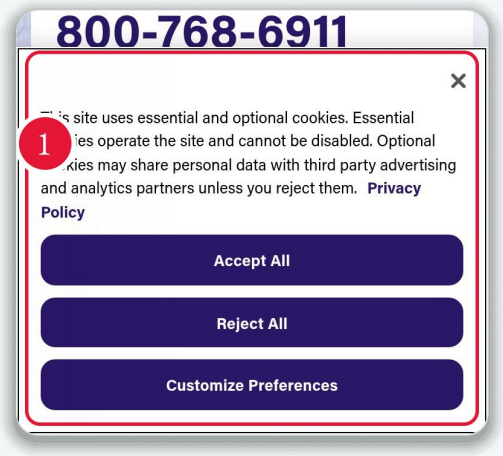
Rather have it done for you? Reply “fix it” and my team handles it.

Cookie notice covers a *third of the phone screen.*

Quick win

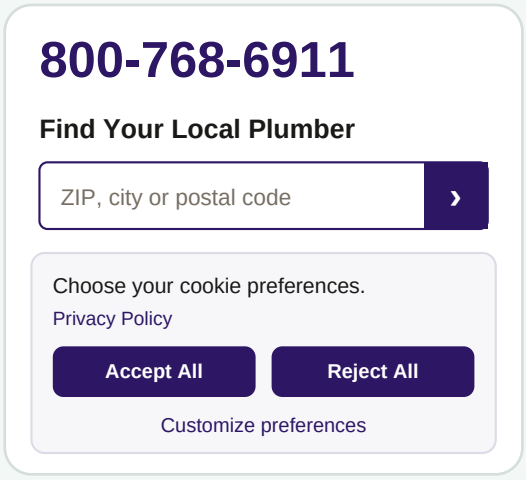
About 30 minutes

● Today Your page on a phone today



1 Covers 33% of screen, hides zip search

● After the fix Your page with the change, not live yet



2 Slim notice, zip search back in view

What I saw

On a phone, the cookie notice with “Accept All”, “Reject All” and “Customize Preferences” covers 33% of the first screen. It hides the “Find Your Local Plumber” zip box and cuts into the “800-768-6911” number.

Why it matters

Your phone number is your best salesperson. Right now, a cookie notice is standing in front of it.

The fix

Use a compact bottom notice that keeps the phone number and ZIP entry visible. Keep Accept All, Reject All and Customize accessible; preserve the existing consent settings.

Done when

- ☐ The notice takes up much less of the first phone screen.
- ☐ The full 800-768-6911 number and the zip box show with the notice open.
- ☐ Accept All and Reject All still work.

Do it yourself

About 30 minutes

1. Open your cookie-notice mobile layout settings.
2. Use a compact bottom notice; keep every consent choice accessible.
3. Keep the call number and ZIP entry visible with the notice open.
4. Test a fresh phone visit: call, ZIP and consent controls must work.

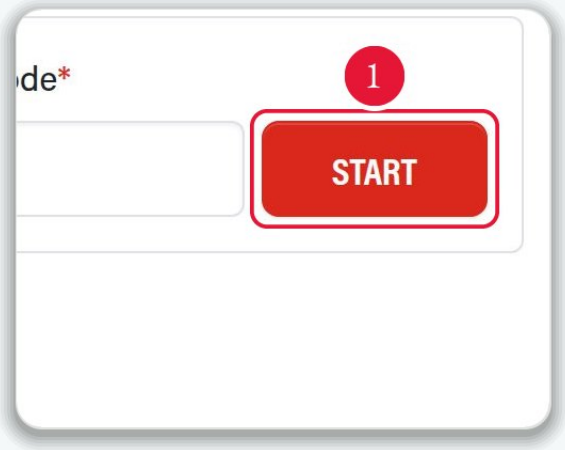
Rather have it done for you? Reply “fix it” and my team handles it.

Schedule button *says only "START".*

Quick win

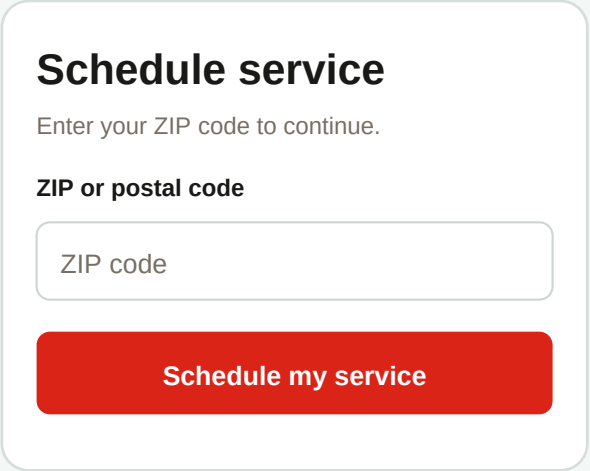
About 20 minutes

● Today Your page on a phone today



1 "START" doesn't say what happens next

● After the fix Your page with the change, not live yet



2 Button now names the next step

What I saw

The schedule page headline is "SCHEDULE SERVICE", and under "Zip or Postal Code*" the only button says "START". The page has no other content above the footer, so the button has to do all the work.

Why it matters

"START" sounds like the start of a long form. People in a hurry skip long forms. "SCHEDULE MY SERVICE" tells them exactly what they get.

The fix

Give the ZIP field a full-width row. Put a one-line "Schedule my service" button beneath it, with enough space to tap comfortably. Check that a valid ZIP reaches the next step and an invalid one gets a clear error.

Done when

- [ ] The button reads "SCHEDULE MY SERVICE" on phone and computer.
- [ ] The label is fully visible without clipping on a phone.
- [ ] Entering a zip code and tapping it still goes to the next step.

Do it yourself

About 20 minutes

1. Open the first scheduling step in your page editor.
2. Place the ZIP field on its own full-width row.
3. Add the one-line "Schedule my service" button underneath.
4. Test on a phone: full label, clear errors and a working next step.

Rather have it done for you? Reply "fix it" and my team handles it.

Want these done for you?

You can make these changes yourself with the steps above. Or my team and I can do them for you, and keep finding more.

Your plan

1. Put your same-day promise beside the phone number.
   About 30 minutes
2. Give your phone number room to sell.
   About 30 minutes
3. Make the next step clear: SCHEDULE MY SERVICE.
   About 20 minutes

A service-business result

Siam Legal

+361%

more qualified consultations

90 days before launch vs. months 4–6 after.

Read the case study →

Money-back guarantee

If you don’t love it, *you don’t pay.*

If you don’t love what we deliver, you get every penny back.



Jeremy McGilvrey

A clearer website. A more obvious next step. Let’s talk about what yours needs.

Book a call

Scan to book