

Local Presence Audit

Wilson and Sons Roofing · how the business appears to a customer on a phone, to Google, and to AI assistants. Every line below was observed on the live homepage on the date shown. Nothing is inferred.

WHAT A CUSTOMER SEES ON A PHONE



13.5s

to finish loading (iPhone, simulated)

1

tap-to-call links

Yes

image when the link is shared

0

contact forms on the homepage

No

structured business listing

5

accessibility rules failing (WCAG 2.1 A/AA)

Title: *Wilson and Sons Roofing | Residential & Commercial Roofing Contractors*

Description: *Looking for roofing experts? Wilson and Sons Roofing provides exceptional service and quality to protect your home.*

FINDINGS, IN ORDER OF WHAT THEY COST

COSTING CALLS

Slow to finish loading on a phone

Took 13.5 seconds to go quiet on a simulated iPhone. Most visitors leave well before that.

Evidence: 13529 ms to network idle

Fix: Compress hero images, defer third-party scripts, lazy-load below the fold.

COSTING IMPRESSIONS

6 images have no description

Search engines cannot tell what they show, and a screen reader skips them or reads the filename aloud.

Evidence: axe-core image-alt: 6 nodes

Fix: Add a one-line alt description to each image.

COSTING DISCOVERY

No structured business listing for machines

Search engines and AI assistants read a structured block for hours, address, phone and services. This page has none of that; the structured data present is: Article,BlogPosting, WebPage, ReadAction, BreadcrumbList.

Evidence: no LocalBusiness-type JSON-LD

Fix: Add LocalBusiness (or the specific subtype) JSON-LD with NAP, hours, geo, services.

ALREADY RIGHT

- Phone number is tap-to-call (1 tel: link).
- Shared links preview with an image.
- A description is written for Google.
- Homepage links to the Google listing.
- An llms.txt file is published for AI assistants.
- Sitemap is present.
- Renders inside a phone screen without sideways scroll.
- AI search assistants are allowed to read the site.

WHO IS ALLOWED TO READ THE SITE

GPTBot	allowed
ChatGPT-User	allowed
OAI-SearchBot	allowed
ClaudeBot	allowed
Claude-SearchBot	allowed
anthropic-ai	allowed
PerplexityBot	allowed
Perplexity-User	allowed
Google-Extended	allowed
Googlebot	allowed
Bingbot	allowed
CCBot	allowed
Applebot	allowed

ACCESSIBILITY, TOP ITEMS

- **6 images with no alt text.** A screen reader skips them or reads the filename aloud. `critical` · rule `image-alt`
- **Zooming disabled on phones.** Someone who needs larger text cannot get it. `critical` · rule `meta-viewport`

- **5 links with no readable name.** A screen reader announces each as just "link", so the person has no idea where it goes. `serious` · `rule link-name`
- **4 places where text fails the contrast minimum.** Hard to read for anyone with low vision, and the most common failure on the web. `serious` · `rule color-contrast`
- **2 embedded frames with no title.** Announced as "frame" with nothing else. `serious` · `rule frame-title`

RECOMMENDED FIRST THREE

1. **Slow to finish loading on a phone** — Compress hero images, defer third-party scripts, lazy-load below the fold.
2. **6 images have no description** — Add a one-line alt description to each image.
3. **No structured business listing for machines** — Add LocalBusiness (or the specific subtype) JSON-LD with NAP, hours, geo, services.

Method: homepage rendered in Chromium at 390×844 with an iOS user agent; axe-core 4.10.2 for WCAG 2.1 A/AA; robots.txt evaluated per user agent with longest-match rules; llms.txt and sitemap fetched directly. Google ranking and review counts are not measured in this report and are not claimed. Prepared by FatCat Strategies.