

# CONVERSION RATE OPTIMIZATION AUDIT REPORT

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AA Plumbing · aaplumbing.com

Fairfield & Greater Cincinnati, OH

Prepared: March 2026

**4/10**

Hero Section

**4/10**

CTAs & Conversion

**6/10**

Trust & Social Proof

**5/10**

UX & Mobile

**3/10**

Lead Forms

**5/10**

Content & Messaging

**5/10**

Navigation

**4.6/10**

Overall CRO Score

*Scores reflect current conversion optimization effectiveness (1 = poor, 10 = excellent)*

## Executive Summary

AA Plumbing has served the Greater Cincinnati area since 1972, building a strong reputation backed by excellent Google reviews and over five decades of community trust. However, the current website leaves significant conversion potential unrealized. Visitors arriving with urgent plumbing needs — the core audience for this business — face friction at every step: a weak hero section, a bare-bones appointment form, missing trust signals, and no emergency-focused messaging.

This audit identifies 24 specific CRO issues across six categories, ranked by urgency. Addressing the top-priority items alone could meaningfully increase call and lead form conversion rates. Plumbing is a high-intent, emergency-driven category — visitors who land on this site are often ready to hire immediately. The site must be optimized to capture that intent without hesitation.

### Key Finding

The single biggest revenue leak: a plumbing emergency visitor lands on the site at 11pm, sees a vague hero section, clicks 'Schedule Appointment,' and finds a basic 4-field form with no expected response time. They call a competitor instead. This must be fixed first.

## Priority Matrix — Issues at a Glance

The table below summarizes all identified issues ranked by urgency and estimated effort to fix.

Issue	Impact	Priority	Effort
No emergency CTA above the fold	Very High — lost calls	<b>CRITICAL</b>	Low (1–2 days)
Lead form too sparse & no expectations	Very High — lost leads	<b>CRITICAL</b>	Low (1–2 days)
Hero headline not benefit-driven	High — low engagement	<b>CRITICAL</b>	Low (hours)
No response time commitment	High — trust gap	<b>CRITICAL</b>	Low (hours)
Phone number not sticky on mobile	Very High — lost mobile calls	<b>CRITICAL</b>	Low (1 day)
No live chat or callback widget	High — lost leads	<b>HIGH</b>	Medium (1 week)
Remodeling links leave the domain	Medium — lost traffic	<b>HIGH</b>	Medium (3–5 days)
No pricing transparency	Medium — hesitation	<b>HIGH</b>	Low (1 day)
Review count not displayed	Medium — missed trust signal	<b>HIGH</b>	Low (hours)
About page lacks story & team photos	Medium — low trust	<b>HIGH</b>	Medium (1 week)
Service pages lack conversion elements	Medium — missed leads	<b>HIGH</b>	Medium (1–2 weeks)

Issue	Impact	Priority	Effort
No FAQ section	Medium — reduces objections	HIGH	Low (1–2 days)
Hero images missing (SVG placeholders)	Medium — poor impression	HIGH	Low (1 day)
No before/after project gallery	Low-Medium	MEDIUM	Medium (1–2 weeks)
Footer email is 'sales@' — off-putting	Low-Medium	MEDIUM	Low (hours)
No service area map	Low-Medium	MEDIUM	Low (1 day)
CTA copy is generic	Medium	MEDIUM	Low (hours)
No financing mention	Medium	MEDIUM	Low–Medium
Certifications not visible on homepage	Low-Medium	MEDIUM	Low (hours)
No blog/educational content	Low — long term SEO	LOW	High (ongoing)

## 1. Hero Section & Above-the-Fold

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The hero section is the most critical real estate on any website. It must immediately answer three questions for a visitor: Who are you? What do you do? What should I do next? For a plumbing company, where many visitors arrive in an emergency, this section must also convey urgency and availability.

### 1.1 Headline Is Not Benefit-Driven

Current headline: "Dedicated Plumbing Contractor Serving Fairfield and The Greater Cincinnati Area"

#### Problem

This headline describes the business, not the benefit to the customer. It does nothing to motivate action. It could apply to any plumbing company in Ohio.

Recommended replacement:

- **"Fast, Reliable Plumbing — 24/7 Emergency Service in Cincinnati"**
- "Cincinnati's Trusted Plumber Since 1972 — We Fix It Right, Fast"
- "Emergency Plumbing in Fairfield & Cincinnati — Same-Day Service Available"

The tagline 'If water runs through it, We Do It!' has personality but is buried — it should be front and center, or used as a supporting subheadline below a stronger primary headline.

### 1.2 No Emergency-Specific CTA Above the Fold

The current above-the-fold area has one CTA: 'CALL 513-PLUMBER.' While this is appropriate, there is no visual differentiation between a routine appointment and an emergency call. For the large segment of visitors with urgent needs, there is no reassurance that 24/7 service is available immediately.

#### Recommended Fix

Add a red-background emergency strip or badge above or alongside the hero CTA that reads: '🔥 24/7 Emergency Service — We Answer the Phone.' This alone can significantly increase calls from emergency-intent visitors.

### 1.3 Hero Service Images Are Not Loading

The hero and most service card images are rendering as SVG placeholder elements rather than actual photos. This is a significant visual credibility issue. A plumbing company with no imagery appears unestablished and unprofessional to first-time visitors.

- Audit all image paths and restore broken image sources immediately
- Replace stock imagery with real photos of AA Plumbing technicians, vehicles, and work
- Real photos increase trust and differentiate from competitors

## 1.4 No Response Time Promise

Competitors in this market commonly offer 'Same-Day Service' or '60-Minute Response' guarantees. AA Plumbing's homepage makes no such commitment. This leaves value on the table for visitors who are comparing options.

- Add a specific promise: 'Same-Day Service for Most Jobs' or 'We Respond Within the Hour'
- Back it up with a short sentence about your dispatch process

## 2. Calls-to-Action (CTAs) & Conversion Pathways

### 2.1 Phone Number Not Sticky on Mobile

On mobile devices — which likely account for 60–70% of plumbing search traffic — the phone number disappears when the user scrolls past the header. This is a critical conversion killer. A user in an emergency should always see a tap-to-call button regardless of scroll position.

#### Fix (High Priority)

Implement a sticky footer bar on mobile with a large tap-to-call button and optionally a 'Request Appointment' button. This is a 1-day development task with measurable impact on call volume.

### 2.2 CTA Copy Is Generic

Every CTA on the site reads either 'CALL NOW,' 'Schedule Appointment,' or 'CALL TODAY.' These are generic and do not reflect the benefit of taking action. Compare:

#### Current (Generic)

Schedule Appointment  
CALL NOW  
CALL TODAY!

#### Improved (Benefit-Driven)

Get a Free Quote Today  
Call for Emergency Service  
Fix My Plumbing Problem

### 2.3 No Live Chat or Callback Widget

Some visitors will not call — especially in business or non-emergency contexts. No live chat, no SMS option, and no callback request widget means those leads are lost. A simple chat widget or 'Text Us' button can capture this segment effectively.

- Consider tools like Podium, Birdeye, or a simple Facebook Messenger plugin
- Even a 'Text Us for a Free Quote' button can convert hesitant visitors

### 2.4 'Schedule Appointment' Placed in Header — Weak Visual Weight

The 'Schedule Appointment' link in the header is styled as plain text, making it visually indistinct from navigation items. It should be a high-contrast button to draw attention.

## 3. Lead Capture Form

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The appointment request form is one of the most important pages on the site — it is where visitors convert. The current form has significant issues that will cause drop-offs.

### 3.1 The Form Is Too Sparse — Yet Lacks Key Fields

The current form captures: Name, Email, Phone, Message. This creates two problems simultaneously: it looks low-effort, which reduces perceived professionalism, and it lacks the fields that would actually help AA Plumbing qualify and route the lead efficiently.

Recommended form fields:

- Name (required)
- Phone (required) — with note: 'We'll call to confirm your appointment'
- Email (required)
- Service Type (dropdown: Plumbing Repair, Drain Cleaning, Water Heater, Remodeling, Emergency, Other)
- Residential or Commercial (radio button)
- Preferred Contact Time (dropdown: ASAP / Morning / Afternoon / Evening)
- Brief Description (textarea)

### 3.2 No Expected Response Time Stated

The form page says 'an AA Plumbing representative will contact you the same business day.' This is a good start but falls short for emergency visitors and does not set expectations for after-hours submissions.

#### Fix

Add a dynamic message below the form: 'Submitted before 4pm? Expect a call within 2 hours. After hours? We'll call first thing in the morning — or call us now at 513-PLUMBER for immediate help.'

### 3.3 No Trust Elements Near the Form

The form page shows a list of 'Why Choose Us' bullet points, but they are generic and unformatted. The reviews section is far below. Trust signals should be immediately adjacent to the form submit button.

- Add 'Over 50 Years in Business' badge near the submit button
- Add a star rating widget showing your Google rating (e.g., ★★★★★ 4.9 — 150 Reviews)
- Add a 'Licensed & Insured' badge next to the form
- Add a brief privacy note: 'We never share your info. No spam.'

### 3.4 Form Has No Confirmation or Thank-You Experience

After submission, there is no visible confirmation message or redirect to a thank-you page. This creates uncertainty — did the form go through? A thank-you page also allows for conversion tracking in Google Analytics and Google Ads.

- Create a dedicated /thank-you page after form submission
- Include: what happens next, the phone number, and a secondary offer like 'While you wait, check our Google reviews'
- Set up Google Analytics goal tracking on this page

## 4. Trust Signals & Social Proof

AA Plumbing has genuine trust assets — 50+ years in business, Google reviews, BBB membership, Master Plumber certification. These are not being leveraged effectively.

### 4.1 Review Count Not Displayed

Customer reviews are visible on the homepage, but the total number of reviews and the overall star rating are not shown prominently. A visitor skimming the page has no idea whether AA Plumbing has 12 reviews or 1,200.

- Add a prominent badge near the top of the page: '★★★★★ 4.9 Stars — 200+ Google Reviews'
- Link this badge directly to your Google Business Profile

### 4.2 BBB & Master Plumber Badges Are Not on the Homepage

The About page mentions BBB membership and Master Plumber association — but these are buried one click deep. These are strong trust signals that should appear on the homepage, ideally in the hero area or just below it.

- Display BBB accreditation logo with a link to your BBB profile
- Display Master Plumber certification badge
- Consider adding local awards (2019 Community Appearance Award is worth showing)

### 4.3 About Page Lacks Personality & Team Photos

The About page is a sparse structured list of facts (year established, services, payment types). There are no photos of the team, no founder story, no explanation of what makes AA Plumbing different from other plumbers that have been around since 1972.

#### Why This Matters

Local service businesses win trust through personality. A photo of a smiling technician and a one-paragraph story about the company's history is more persuasive than a list of accepted credit card types.

- Write a 2–3 paragraph company story: how it started, the family/team, the values
- Add professional photos of key staff members with names and titles
- Highlight 'locally owned and operated' — this resonates strongly in Cincinnati

### 4.4 Testimonials Are Only On Homepage & Appointment Page

Review snippets appear at the bottom of the homepage and appointment page, but not on individual service pages. A visitor researching water heater replacement, for example, should see a review from a water heater customer.

- Add 1–2 relevant testimonials to each service page
- Include the reviewer's first name, neighborhood if possible, and the specific service



## 5. UX, Navigation & Mobile Experience

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### 5.1 Remodeling Links Exit the Domain

Both 'Kitchen Remodeling' and 'Bathroom Remodeling' navigation items link to bathandkitchenbyaa.com — a completely separate website. This means visitors interested in remodeling leave aaplumbing.com entirely, taking their traffic and conversion opportunity with them.

#### Problem

When a visitor clicks on 'Kitchen Remodeling' in the navigation, they land on a different domain with no clear connection back to AA Plumbing. This creates a disjointed experience and fragments your SEO authority.

- Create dedicated remodeling landing pages on aaplumbing.com
- If bathandkitchenbyaa.com must remain separate, open it in a new tab and add AA Plumbing branding
- Add canonical references and cross-linking between the two domains

### 5.2 Navigation Has Too Many Items

The top navigation includes 10+ items including dropdowns for Excavation and Remodeling. For a service business, navigation should guide users toward two actions: calling or submitting a lead. The current structure prioritizes completeness over conversion.

- Consider consolidating 'Excavation' sub-items into a single Services page
- Elevate the phone number and 'Emergency Service' visually in the header
- Test a simplified navigation: Home | Services | About | Contact | [Call Now button]

### 5.3 No Service Area Map

The site repeatedly mentions 'Greater Cincinnati area' and lists some cities (Fairfield, West Chester, Hamilton) but never shows a map. Many visitors want to quickly confirm that AA Plumbing serves their neighborhood before investing time in a call or form.

- Add an interactive Google Map embed showing the service area on the homepage or Contact page
- List specific cities served in the footer or a dedicated Service Area page

### 5.4 Page Load & Core Web Vitals

Several images are rendering as SVG placeholders suggesting lazy-load or image path issues. If actual images are present but loading slowly, this will hurt Core Web Vitals scores (LCP — Largest Contentful Paint), which directly affects both user experience and Google search ranking.

- Run a PageSpeed Insights audit at [developers.google.com/speed/pagespeed/insights](https://developers.google.com/speed/pagespeed/insights)
- Ensure all images are compressed and in WebP format
- Check that lazy loading is not blocking above-the-fold image renders



## 6. Content, Messaging & Offers

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### 6.1 No Pricing Transparency

The website mentions 'Competitively Priced' and 'Free Estimates for Large Jobs' but gives no further pricing context. Visitors comparison-shopping will often go with the competitor that gives them some pricing framework.

- Add a 'Pricing & Estimates' section explaining your pricing approach
- Clarify what 'free estimates' covers (in-home? Phone? Large jobs only?)
- Consider a 'Starting at' price range for common services like drain cleaning

### 6.2 No FAQ Section

There is no FAQ page or section anywhere on the site. FAQs serve two purposes: they reduce phone calls for routine questions AND they capture long-tail search traffic from people asking questions like 'How much does drain cleaning cost in Cincinnati?'

- Add a FAQ section to the homepage or a dedicated FAQ page
- Include questions like: Do you offer same-day service? Do you offer financing? Are you licensed and insured? What areas do you serve?

### 6.3 No Financing Mention

Larger plumbing jobs — sewer line replacement, water heater installation, bathroom remodels — can cost thousands of dollars. Many homeowners are looking for payment plan options. If AA Plumbing offers financing, it is not mentioned anywhere on the site.

- If financing is available, add 'Financing Available' badge to relevant service pages
- If not currently available, consider partnering with a service like GreenSky or Synchrony

### 6.4 Footer Contact Email Is 'sales@aaplumbing.com'

The footer email address reads 'sales@aaplumbing.com.' For a residential plumbing company, this creates a subtle but real disconnect — homeowners with a burst pipe don't think of themselves as a 'sales' prospect.

- Change to 'info@aaplumbing.com' or 'service@aaplumbing.com'
- Or simply remove the email from the footer and encourage phone contact

### 6.5 Service Pages Lack In-Page CTAs

Individual service pages (Drain Cleaning, Water Heaters, etc.) contain descriptive copy but lack in-page call-to-action elements between sections. A visitor reading about drain cleaning should not have to scroll back to the top to find the phone number or form link.

- Add a CTA block mid-page on every service page: 'Ready to book? Call 513-PLUMBER or request an appointment'
- Add a sidebar or sticky CTA on desktop service pages

## 7. Quick Wins — Implement This Week

The following improvements require minimal development time but can have immediate positive impact on conversion rates:

#	Action Item	Est. Time
1	Rewrite hero headline to be benefit/urgency-driven	2 hours
2	Add '24/7 Emergency' badge to hero area	2 hours
3	Add sticky mobile call button (tap-to-call footer bar)	4–8 hours
4	Display total Google review count & star rating prominently	2 hours
5	Add BBB and Master Plumber badges to homepage	2 hours
6	Add response time promise to appointment form page	1 hour
7	Fix broken/placeholder images on homepage service cards	4 hours
8	Change 'Schedule Appointment' in header to a button	1 hour
9	Change 'sales@' email to 'info@' or 'service@'	30 min
10	Add a mid-page CTA block to each service page	4–8 hours

## 8. Recommended 90-Day Implementation Roadmap

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### Days 1–30: Foundation & Urgency Fixes

- Rewrite hero headline and subheadline with urgency/benefit focus
- Add 24/7 emergency badge and sticky mobile call button
- Fix all broken images — restore service card photos
- Display Google star rating + review count prominently
- Add BBB and Master Plumber badges to homepage
- Upgrade appointment form with service type, urgency, and timing fields
- Add response time commitment to form page
- Create a /thank-you page with next steps + conversion tracking
- Change header 'Schedule Appointment' to a high-contrast button
- Change footer email to info@ or service@

### Days 31–60: Trust, UX & Content Depth

- Rewrite About page with company story, team photos, and values
- Add mid-page CTA blocks to all service pages
- Create a FAQ page covering pricing, service area, licensing, emergency response
- Add service area map to Contact or homepage
- Implement live chat or SMS/text widget
- Open remodeling links in new tab; consider building service pages on aaplumbing.com
- Add 1–2 relevant testimonials to each service page
- Run PageSpeed Insights and fix any Core Web Vitals failures

### Days 61–90: Conversion Optimization & Growth

- A/B test hero CTAs — emergency vs. general vs. free quote framing
- Set up Google Analytics 4 with goal tracking on form submissions and calls
- Set up call tracking (e.g., CallRail) to measure phone conversion by page
- Add before/after project photos gallery
- Add financing information if applicable
- Launch a Google Review follow-up sequence for recent customers
- Begin publishing monthly educational blog posts for long-tail SEO

## Conclusion

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AA Plumbing has a strong business foundation that its website is not yet fully reflecting. With over 50 years of experience, excellent customer reviews, and a broad service offering, the assets are there. The opportunity is to ensure that every visitor who lands on the site — whether from a Google search, a referral, or a moment of panic at 2am with a burst pipe — is immediately captured by a site that communicates trust, urgency, and an effortless path to getting help.

The changes recommended in this report are not cosmetic. They are structural conversion improvements rooted in how plumbing customers actually think and behave when choosing a plumber. Prioritize the critical items first — they are low-effort and high-reward — and work through the 90-day roadmap to build a website that consistently converts visitors into booked jobs.

### **Bottom Line**

Fixing the top 5 critical issues alone — emergency messaging, sticky mobile CTA, hero headline, form improvements, and trust badges — could increase your lead conversion rate by an estimated 20–40% without changing your traffic at all.

— *End of Report* —