

Where Studio Desk (sample report) is losing leads.

An automated check of how easily a Marietta, GA customer can find, trust and contact you from your website — based only on what we could actually measure.

Website

<https://studiodesk.jsonanalytix.com/>

Service · City

Web design · Marietta, GA

Report date

October 15, 2026

Report ID

dryrun



Leaking some leads

Lead-capture score across 15 verified checks; 2 not checked (excluded from the score).

✓ 9 pass

🕒 2 needs work

✗ 4 missing

○ 2 not checked

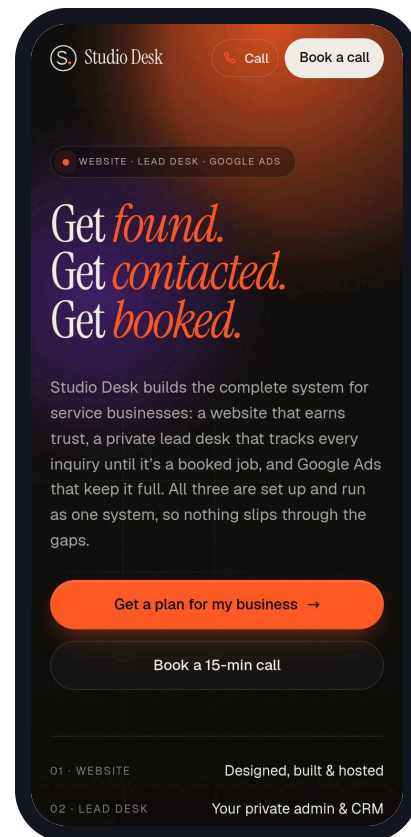
Leads you're likely missing

Plain English, based on what we found. We don't guess at numbers we can't measure.

Texters and missed calls. There's no text or chat option. When you're on a job and miss a call, nothing follows up automatically, and that caller usually tries someone else.

Comparison shoppers. Your Google reviews aren't linked and aren't shown on the site. Visitors comparing 3–4 companies tend to pick the one that shows proof.

Searchers who never find you. Gaps in your search title, business details or structured data make it harder for Google to show you for Web design searches in Marietta, GA.



What a customer sees first on a phone
(390px wide, before scrolling)

What to fix first

Ordered by how directly each item costs you calls and form fills.

- 1 LocalBusiness structured data** Medium impact
Add LocalBusiness (or e.g. Plumber/HVACBusiness) JSON-LD with your name, phone, address, hours, service area and review rating.
- 2 Link to Google Business Profile / Maps** Low impact
Link to your Google profile ("See our reviews on Google") and embed a map on your contact page.
- 3 Text / chat option** Low impact
Add a "Text us" button and a missed-call text-back so after-hours and on-the-job calls still get answered.
- 4 Reviews / social proof on site** Low impact
Show your live Google star rating and recent reviews near the top of the page.
- 5 Google search title & description** Medium impact
Write a title like "Web design in Marietta, GA | Studio Desk (sample report)" and a 140–160 character description with a reason to call.
- 6 Name, address & phone (NAP)** Medium impact
Show your exact business name, one primary phone and address/service area in the footer — matching your Google Business Profile exactly.

Want these fixed without thinking about it?

Grab a free 15-minute call and we'll walk through this report together, no pressure. Or have Studio Desk handle it: a new website package **from \$1,500** that covers almost every item above.

- Mobile-first site, up to 5 pages
- Lead form + tap-to-call
- Text & email lead alerts
- Missed-call text-back
- Local SEO + Google Business Profile
- Conversion tracking
- First year hosting & domain

studiodesk.jsonanalytix.com → · or just reply to the email this report came with.

THE DETAILS

Every check, and what we found

Pass / needs work / missing come from live data collected October 15, 2026. "Not checked" means we couldn't verify it, so it's excluded from your score rather than guessed.

Tap-to-call phone link	Pass	Found 1 tap-to-call link (+12296697410).
Phone number visible on first mobile screen	Pass	Visible without scrolling on a 390px-wide phone: Call.
Lead / quote request form	Pass	Lead form found on the homepage (Calendly).
Mobile load speed (measured in our phone browser)	Pass	Google PageSpeed was unavailable for this run, so we measured a real page load in our phone-sized browser: largest content visible at 0.4s, first content at 0.4s, layout shift 0.00, 19 requests, ~97 KB. This was on a fast data-center connection, so real phones on cellular will usually be slower.
Text / chat option	Missing	No chat widget or text-us link found.
Secure site (HTTPS / SSL)	Pass	Loads over HTTPS. http:// redirects to https://.
Mobile-friendly layout	Pass	Mobile viewport tag present.
Reviews / social proof on site	Missing	No reviews, testimonials or rating widget found on the homepage.
Link to Google Business Profile / Maps	Missing	No link to your Google Business Profile or Google Maps on the homepage.

THE DETAILS (CONTINUED)

Google search title & description	Needs work	Title: "Websites & Google Ads for Local Businesses Studio Desk". Description: "Studio Desk builds the complete system for service businesses: a custom website, a private lead desk (admin + CRM) for every inquiry, and Google Ads with conver...". Issues: meta description is long (226 chars); "Marietta, GA" isn't in the title or description.
Name, address & phone (NAP)	Needs work	Name found, phone found, address not found (fine if you're a service-area business, but list your service area). We did not compare against your Google listing.
LocalBusiness structured data	Missing	No LocalBusiness schema found.
Website analytics (GA4 / Tag Manager)	Pass	Google Analytics 4 detected (G-CXBPH9PES3).
Conversion tracking (Google Ads / Meta pixel)	Pass	Detected: Google Ads tag. We can't see which actions are counted as conversions from outside.
Core Web Vitals (real Chrome users)	Not checked	Google did not return real-user (Chrome UX Report) data for this run, which is common for smaller local sites. Not checked, so it is excluded from your score.
Desktop speed (Google PageSpeed)	Not checked	Google PageSpeed was busy or unavailable during this run. Not checked, so it is excluded from your score. (Mobile speed, which matters more for calls, is covered above.)
Broken links on homepage	Pass	Checked 3 of 3 unique links: 0 broken.

Method: homepage HTML fetched directly; a headless phone browser (390×844) loaded the page to check what's visible before scrolling and which tracking requests fire; speed data from the Google PageSpeed Insights API when available (otherwise measured in our own browser and labeled as such); up to 30 homepage links tested. We only looked at the homepage (plus your contact page if the homepage had no form) and did not compare against your Google Business Profile listing.