



SITE AUDIT

What's Costing You Business

Delta Roof Repairs Limited

deltarooftingrepairs.co.uk

PREPARED FOR

Business Owner

DATE

14 June 2026

SITE HEALTH SCORE

38/100

COLTURA SOLUTIONS

Adam Wilson - coltura.uk

Private & Confidential

Your website should work as hard as you do.

Every day, potential customers in Manchester search for roofing services. They find [deltarooftingrepairs.co.uk](#). What happens next determines whether you get the call or your competitor does.

Right now, the site is actively undermining a legitimate, well-reviewed business. Here is the snapshot:

9

ISSUES FOUND

Yes

SSL SECURE

13

IMAGES MISSING ALT TEXT

~800 words

HOMEPAGE CONTENT

SITE HEALTH SCORE

38/100 -- Critical Issues

Area	Status	Detail
	NEEDS WORK	Functional but dated; 'GURANTEED' typo and ? bullets immediately undermine trust
	NEEDS WORK	Adequate ~800 words covering roofing, UPVC roofline, and flat roofs; spelling errors prese
	FAILING	No H1, no meta description, no location in title tag a??" invisible to local search
	FAILING	PHP 7.4 EOL, jQuery 1.10 outdated, 13 images missing alt text, heavy TTF fonts
	FAILING	Zero reviews, zero testimonials, no trade body logos a??" nothing to build trust
	FAILING	No contact form (page 404s), no click-to-call on mobile, Gmail business address

Delta Roof Repairs Limited is a legitimate established business with real work to show, but their website actively undermines them. A 'GURANTEED' typo on their key trust claim, no SEO structure, no reviews, and a broken contact page make a poor first impression. A rebuild with proper SEO, embedded reviews, and modern design would directly convert more of their existing enquiries.

9 issues identified across deltarooftingrepairs.co.uk. These are specific, observable problems that cost you business every day.

- 01 No H1 heading a??" search engines have no primary topic signal for this page
- 02 No meta description tag at all a??" zero control over how the site appears in Google search results
- 03 13 images missing alt text entirely (9 service photos + 3 icons + logo); gallery images have only filenames/UUIDs as alt text, not descriptive
- 04 Spelling error in prominent trust claim: 'ALL WORK FULLY GURANTEED' a??" damages credibility on the most important assurance on the page
- 05 Bullet points rendered as question marks (?) a??" character encoding issue on the service list, looks unprofessional
- 06 No contact form anywhere on the site a??" /contact.php returns 404; customers can only phone or email
- 07 PHP 7.4.20 is end-of-life (EOL Nov 2022) a??" no security patches, potential vulnerability
- 08 No navigation menu visible on homepage a??" no services page, about page, or any subpages linked
- 09 No reviews, testimonials, or trust signals embedded a??" no Checkatrade, Google Reviews, TrustATrader, or Facebook integration

- > Gmail address used for business email (deltarooftingrepairs@gmail.com) a??" looks less professional than domain-based email
- > Font Awesome 4.7.0 (released 2016) a??" outdated icon library
- > Custom fonts served as .tff/.otf instead of modern WOFF2 a??" heavier page load
- > No lazy loading on images a??" all 45 images load on initial page visit
- > Gallery images use UUID filenames (e.g. 7f8fb441-64fb-421c-a03d-2335cda834ca.jpg) a??" no SEO value from image filenames
- > jQuery 1.10.2 (released 2013) a??" very outdated, potential security risk
- > Headings misuse H3 for service list, H2 for section titles a??" no proper heading hierarchy below H2

What Visitors See First

The homepage has approximately 800 words of content spread across three service sections: Roofing Services, UPVC Roofline, and Flat Roofs. For a local trade business, this is a reasonable starting point.

However, the first thing a visitor sees below the phone numbers is a service list with broken bullet points (displayed as ? instead of proper icons) and a prominently misspelled guarantee: 'ALL WORK FULLY GURANTEED'. This is the single worst place to have a typo as it directly undermines the exact thing it is trying to communicate.

The site has no navigation menu visible. There is no About page, no Services pages, no Contact page that works. It is effectively a single-page site with no way to learn more about the company.

RECOMMENDED FIXES

- [Y] Correct the spelling to 'GUARANTEED' immediately as this is costing credibility on every page view
- [Y] Fix the broken bullet point characters on the service list
- [Y] Add proper navigation: Home, Services, Gallery, Reviews, Contact
- [Y] Add trust badges: years in business, insurance, any trade accreditations

Missing Social Proof

The website shows no customer reviews or testimonials whatsoever. For a local roofing business as a high-trust, high-cost service as reviews are the single most important conversion element. A homeowner deciding between roofers will always go with the one who has visible, positive reviews.

There are no links to Checkatrade, TrustATrader, Google Reviews, or Facebook. If they have reviews on any of these platforms, they are invisible to website visitors.

The gallery shows 45+ project photos with no captions, no before/after labels, and no project descriptions. These are a missed opportunity as each photo could be a mini case study.

RECOMMENDED FIXES

- [Y] Embed Google Reviews directly on the homepage via the Google Places API or a review widget
- [Y] If they have Checkatrade or TrustATrader membership, embed those badges prominently
- [Y] Add a dedicated testimonials page with named customer reviews and project photos
- [Y] Add captions to gallery images: location, work done, date as turns gallery into portfolio

Critical SEO Failures

The homepage has zero H1 headings. Google uses the H1 as the strongest on-page signal for what a page is about. Without one, the page is essentially mute to search engines for competitive local terms like 'roof repairs Manchester'.

There is no meta description tag at all. This means Google will auto-generate a snippet, which may be unflattering, truncated, or irrelevant. A well-written meta description directly improves click-through rates from search results.

The title tag reads 'Roofing, UPVC Roofline & Repair Services | Delta Roofing Repairs Ltd' a??" it does not mention Manchester, Greater Manchester, or any location keyword. Location is the most important element for local SEO.

The heading structure is broken: no H1, services listed in an H3 (which is misused), and section titles use H2. Google sees this as a page with no primary topic and a confused hierarchy.

RECOMMENDED FIXES

- [Y] Add a single, strong H1: 'Roof Repairs & Roofing Services in Manchester | Delta Roofing Repairs Ltd'
- [Y] Write a compelling meta description (150-160 characters) including location and key services
- [Y] Add 'Manchester' to the title tag
- [Y] Restructure headings: H1 for main title, H2 for each service section (Roofing, UPVC Roofline, Flat Roofs), H3 for subsections
- [Y] Add schema.org LocalBusiness structured data markup for rich results in Google

Contact and Enquiry Problems

The site lists three phone numbers prominently at the top a??" this is actually good. However, there is no click-to-call button implementation on mobile, meaning a visitor must manually type or copy the number.

There is no contact form anywhere on the site. Attempting to visit /contact.php returns a 404 Not Found error. Many customers prefer to fill in a form rather than make a phone call, especially for non-urgent enquiries.

The business uses a Gmail address (deltarooftingrepairs@gmail.com) rather than a domain-based email like info@deltarooftingrepairs.co.uk. For a legitimate limited company, this looks less professional.

The registered company address (134 Great Ancoats Street, Manchester M4 6DE) is in the footer, which is positive a??" it adds legitimacy.

RECOMMENDED FIXES

- [Y] Add tap-to-call buttons on mobile using tel: links styled as prominent buttons
- [Y] Build a working contact form with service selection, photo upload for quotes, and spam protection
- [Y] Set up a domain-based email address (info@ or enquiries@) and route it properly
- [Y] Add a prominent 'Get a Free Quote' button visible on every section of the homepage
- [Y] Consider adding a WhatsApp business link for instant photo-based roof assessments

We reviewed your closest competitors to show exactly where the gap is -- and where you win.

Manchester Roofing (Roofers Manchester)

manchesterroofing.co.uk -- WordPress

WHAT THEY DO BETTER

- Proper content structure with clear H1, service pages, and logical navigation
- Dedicated pages for: New Roofs, Flat Roofs, Roof Repairs, Fascias and Soffits
- OAP discount prominently advertised a?? builds community goodwill and differentiates
- Emergency roofer service section with same-day response promise
- Detailed cost guides and pricing transparency ('A?£5500 average roof replacement') a?? huge SEO and
- Planning permission advice section a?? demonstrates expertise beyond just installation
- Domestic and commercial split clearly presented with different value propositions
- Reviews mentioned and signposted (though we could not verify embedded display)
- Click-to-call button implemented on mobile

WHAT DELTA DOES BETTER

- + Delta's photo gallery is significantly larger (45+ project images vs unknown)
- + Delta has three phone numbers vs one a?? more contact options
- + Delta shows registered company address in footer a?? adds legitimacy Manchester Roofing may lack

Manchester Roofing's website demonstrates what a competitive local roofing site looks like: clear structure, location-optimised, content that answers customer questions (cost, planning permission, emergency response), and visible trust signals. Delta's site has more project photos and is honest about who they are, but it fails to compete on SEO, trust, or conversion. A Coltura rebuild would leapfrog Manchester Roofing by combining Delta's extensive project gallery with proper SEO, embedded reviews, and a modern design that converts.

Delta Roof Repairs has real work, real photos, and a real business a??" but their website has a typo in their main trust claim and can't be found on Google. Coltura can build a site that matches the quality of their actual roofing work, embeds their reviews so every visitor sees social proof, and ranks for 'roof repairs Manchester' within months.

Silver a??" established business (Companies House registered), solid project gallery, legitimate contact details, but website has critical SEO and trust failures that make this a strong,

- 01 A fast, modern WordPress or static site with proper SEO structure: H1 with location, meta description, schema markup, and geo-optimised service pages
- 02 Review embedding: Google Reviews API integration showing live star ratings and recent reviews directly on the homepage a??" immediate social proof
- 03 Before/after project gallery: transform the 45+ project photos into a searchable, filterable portfolio with captions, locations, and work descriptions
- 04 Working multi-step contact form: service type selector, photo upload for remote quoting, preferred contact method, and automated email response
- 05 Service pages: individual pages for Roof Repairs, New Roofs, Flat Roofs, UPVC Fascias/Soffits, Guttering, and Chimney Work a??" each optimised for local search
- 06 Trust section: accreditations, insurance details, years established, and a 'Why Choose Us' block that answers every homeowner's concerns before they ask
- 07 Mobile-first design with tap-to-call, WhatsApp integration, and click-to-email buttons a??" converting the 60%+ mobile traffic properly
- 08 Speed optimisation: modern font formats, image lazy loading, CDN delivery, and upgraded hosting/PHP a??" improving both user experience and Google rankings

build with CMS, review integration, gallery migration, and local SEO setup

ESTIMATED INVESTMENT

7 Days

BUILD TIMELINE

100% Yours

OWNERSHIP

You own everything. Site, domain, design, copy. Take it anywhere, anytime. No exit fees, no lock-in, no drama.