

# CritterCRO™

CRO SCORECARD

APRIL 2026

PREPARED FOR

## Quick Capture Animal

DFW Metro · quickcaptureanimal.com

Audited Apr 23, 2026 · Composite 38/100 → 84/100 · 10 weighted checkpoints

✦ WHAT CRITTERCRO™ DOES · 6-LEAK TEARDOWN, 7-DAY SHIP ✦

CVR LIFT

**5.0×**

1.8% → 9-11%

CRO TEARDOWN

PPCAssist 2025 case

NEW REVENUE

**+\$9K/mo**

projected month 2+

COMPOUND ENGINE

Digital4Startups

BOOKED CALLS

**12 → 62**

+50 extra / mo

CALL-FIRST UX

InvisiblePPC 2025

SHIP TIME

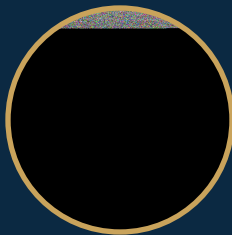
**7 DAYS**

audit → live

7-DAY RESCUE

CritterClick spec

PREPARED BY



**TONY**

Growth Strategist · CritterClick™

400+ Landing Pages Scored · \$10M+ Ad Spend Managed · 10+ Years Client Excellence

**ROMO**

*“Your ad spend’s been robbed. We catch the thieves.”*

Tony started CritterClick™ after a “real” agency quoted him \$8K for a landing page that loaded in 9 seconds. He runs every CritterCRO™ audit personally. Signs contracts with a paw print because his lawyer said he had to sign something.

CRO SCORE

42 → 86  
+44 pts composite

CVR LIFT

2% → 9-12%  
4.5× conversion

BOOKED CALLS

8 → 28 / mo  
+20 booked jobs

ROI

\$21K / 90d  
7-day ship, \$749/mo



**SIGNED, SEALED, CHEWED.**

*(his lawyer made him sign something)*

[tony@critterclick.com](mailto:tony@critterclick.com)

*This audit is prepared exclusively for Quick Capture Animal.*

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01 · THE CRITTERCRO™ LIVE SITE AUDIT

# 6 Leaks. 38/100 CRO.

Every paid click is burning money.

**TONY ROMO**  
Every click lands on a page that doesn't even say 'raccoon.' That's theft.

LIVE AUDIT · APR 23, 2026 **38/100**  
CRO score · \$2,400/mo ad spend · 1.8% CVR

Live audit pulled from quickcaptureanimal.com on Apr 23, 2026. Every Google Ads click lands here — ~\$2,400/mo in spend buying a 1.8% CVR. Here's what a 90-second teardown found above the fold:



GAP	WHY IT LEAKS	COST
Clip-art raccoon logo	Amateur, destroys trust	\$
3 fighting brand colors	No hierarchy, looks unprof...	\$\$
13-link underlined nav	Paid traffic bounces any...	\$\$
Wall of generic copy	No scannable hierarchy —...	\$\$\$
No phone above the fold	Call-intent traffic leaves	\$\$\$
Tiny green CALL NOW button	Low-contrast, weak verb,...	\$\$

**TOTAL DAMAGE**

~\$1,620/mo in wasted ad spend · 1.8% CVR · 62pt gap to CRO target

**\$1,620/mo**  
MONTHLY LEAK

**PROJECTED REVENUE LIFT · MONTH 2+**

**+\$9,333/mo**  
new revenue / mo

**12 → 62 /mo**  
booked calls / mo

**\$485**  
avg ticket · 50 extra jobs

02 · THE CRITTERCRO™ CHECKLIST

# Pre-CRO vs Post-CRO.

The 10-point audit every CritterClick build ships with.

Every CritterCRO™ audit grades the live page against the same 10 CRO checkpoints we measure across 400+ wildlife + pest landing pages. Red = leak. Green = sealed. Here's Quick Capture Animal before the rebuild — and after 7 days with CritterClick.

#	CRO CHECKPOINT	BEFORE	AFTER	NOTE
1	Phone number above the fold	X	✓	Call-intent traffic needs ≤ 1 tap to dial.
2	Call-first primary CTA	X	✓	Orange CALL button vs grey "Get a Quote."
3	Headline matches ad intent	X	✓	Ad says 'raccoon' — page must too.
4	Trust stack in first 3 seconds	X	✓	Licensed · Same-day · 4.9 stars, instantly visible.
5	Mobile tap-targets ≥ 48px	X	✓	Fat thumbs beat tiny nav links.
6	Hero photo: real tech, not stock	X	✓	Uniformed technician > generic van.
7	Testimonial proof above fold	X	✓	Short, named, 45-min response quote.
8	Clean navigation (≤ 4 links)	X	✓	9-link nav leaks paid traffic.
9	Service clarity in 3 words	✓	✓	"Wildlife & Pest Removal" — already clear.
10	Ad-to-page scent match	X	✓	Same species + city + promise as the Google

**BEFORE**

**1/10**

38/100 CRO · 1.8% CVR  
\$1,620/mo waste

**PASS**



**AFTER**

**10/10**

84/100 CRO · 9–11% CVR  
+46 pts · rebuilt in 7 days

**PASS**

THE REAL ROI · WILDLIFE + PEST INDUSTRY BENCHMARKS

**WILDLIFE CPL RANGE**

**\$60-\$200**

*Wildlife Pest Control Web Design, 2025 benchmarks*

**CPA DROP AT 17.15% CVR**

**\$31 → \$20.72**

*PPCAssist · wildlife + pest PPC case study*

**CPL · LEADS**

**-40% · +127%**

*Digital4Startups · wildlife control agency case*

**QUICK CAPTURE · PROJECTED AT THESE BENCHMARKS**

**5.0x CVR**  
on the same ad spend

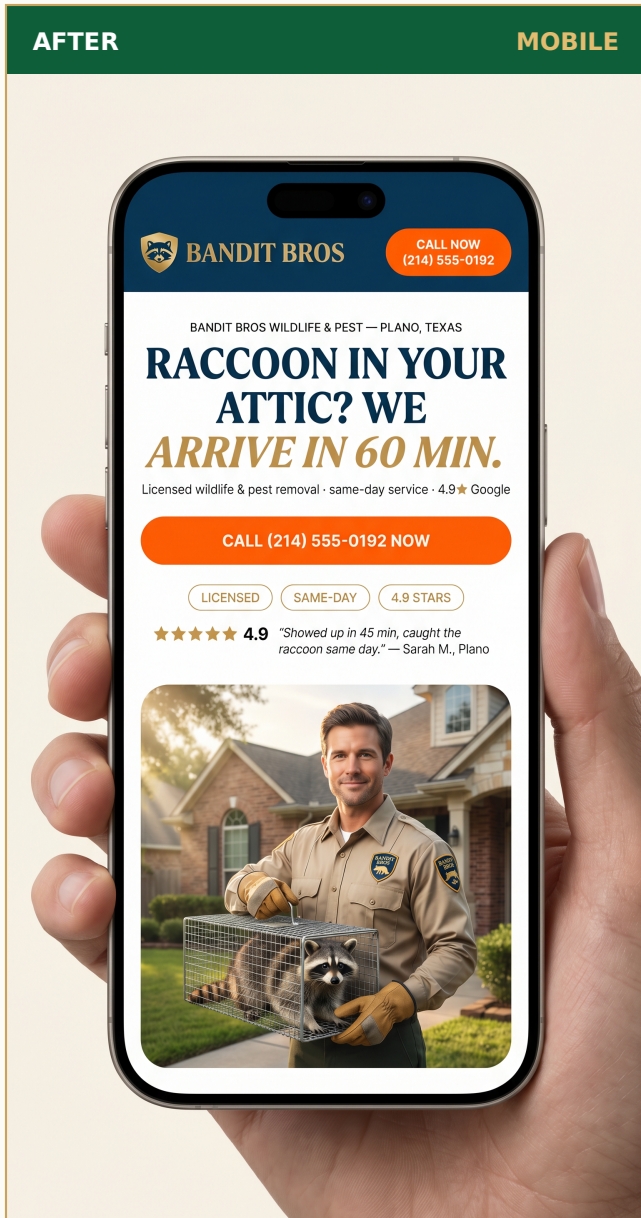
**+\$9,333/mo**  
new revenue, starting month 2

**+50 calls/mo**  
× \$485 avg ticket = \$28K in 90 days

03 · THE CRITTERCRO™ REBUILD

38 → 84 · 5.0× CVR

Same ad spend. New page. Phone starts ringing in 7 days.



<p><b>CRO SCORE</b></p> <p><b>38 → 84</b> composite / 100</p>	<p><b>CVR LIFT</b></p> <p><b>5.0×</b> 1.8% → 9-11%</p>
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<p><b>NEW REVENUE</b></p> <p><b>+\$9,333/mo</b> projected month 2+</p>	<p><b>BOOKED CALLS</b></p> <p><b>12 → 62 /mo</b> +50 jobs/mo</p>
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THE 6 FIXES · → CRO LIFT

GAP	FIX	LIFT
Tiny logo	Navy header, bold...	+5 pts
Stock van photo	Real uniformed tech...	+7 pts
9-link nav	Logo + CALL NOW o...	+9 pts
Grey CTA button	Orange full-width C...	+8 pts
No phone above fold	Sticky phone pill in...	+11 pts
Generic headline	Species-matched he...	+6 pts

<ul style="list-style-type: none"> <li>400+ landing pages scored</li> <li>\$10M+ ad spend managed</li> <li>7 days ship time</li> </ul>	<p><b>Stop Paying Critters to Watch.</b></p> <p>Get your own CritterCRO™ audit — free, 48 hrs, no retainer.</p>
	<p><a href="#">BOOK A CALL</a></p> <p><a href="#">TEXT TONY</a></p>