

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 ROMO

Growth Strategist · CritterClick™

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

“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

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

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

1/10

PASS



AFTER

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

10/10

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

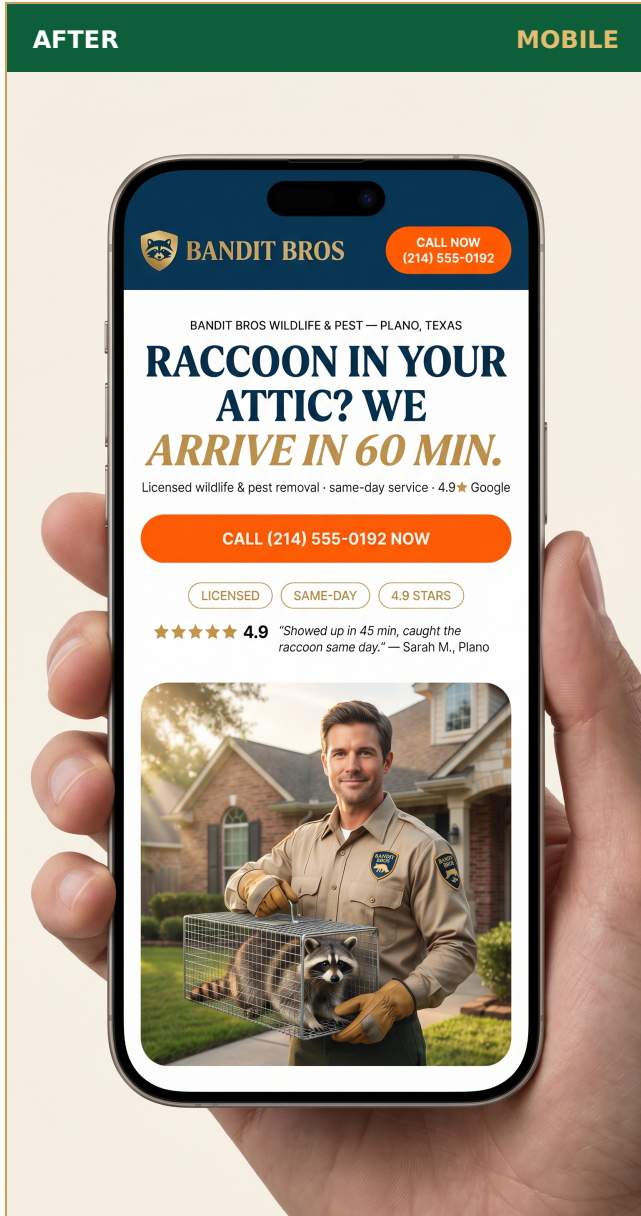
+\$9,333/mo
new revenue, starting month 2

+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>CRO SCORE</p> <p>38 → 84 composite / 100</p> | <p>CVR LIFT</p> <p>5.0× 1.8% → 9-11%</p> |
|---|--|

| | |
|--|--|
| <p>NEW REVENUE</p> <p>+\$9,333/mo projected month 2+</p> | <p>BOOKED CALLS</p> <p>12 → 62 /mo +50 jobs/mo</p> |
|--|--|

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 |



- **400+** landing pages scored
- **\$10M+** ad spend managed
- **7 days** ship time

Stop Paying Critters to Watch.

Get your own CritterCRO™ audit — free, 48 hrs, no retainer.

| | |
|-----------------------------|---------------------------|
| BOOK A CALL | TEXT TONY |
|-----------------------------|---------------------------|