

Executive Speed Teardown: Apex Roofing

DATE: October 13, 2026

AUDITED TARGET WEBSITE	TESTED FROM	ESTIMATED MOBILE LOAD	BENCHMARK STANDARD
https://apexroofingoshawa.ca	Toronto / Canadian Edge	~5.4s Delay	Sub-0.3s (Pass Guarantee)

CURRENT MOBILE SPEED RATING

Grade F: 24 / 100

CRITICAL MOBILE BOTTLENECK

Visitors wait an estimated **5.4 seconds** on phones before content finishes painting. Slow response times cause high bounce rates.

DURHAM WEB DESIGN STANDARD

Grade A+: 99 / 100

SUB-0.3s INSTANT LOAD

Handcrafted, zero-bloat code hosted on high-frequency NVMe cloud edge servers. Delivers instantaneous page renders and 100/100 Core Web Vitals.

VISITOR ABANDONMENT RATE BY MOBILE LOAD TIME

(Source: Google Mobile Consumer Research)

< 1.0s (Durham Web Design Standard): 95% Stay (0% Lost Calls)

1.0s - 3.0s (Typical Business Site): 70% Stay (30% Abandon)

3.0s+ (Current Apex Roofing Speed): 53% GIVE UP & CALL A COMPETITOR!

PAGE WEIGHT & SLOWNESS BREAKDOWN

Total Measured Weight: 3.85 MB (Clean Target: <0.5 MB)



- 65% — Uncompressed Photos & Media: Oversized images stalling mobile phones on LTE/5G
- 25% — Plugin & Framework Bloat: Unused WordPress/Wix code freezing mobile processors
- 10% — Usable Core Content: The only actual text and photos your customers came to see

WHAT THIS MEANS FOR YOUR BUSINESS & REVENUE

- 1. You are losing over half of your mobile clicks before they even see your phone number.**

Over 70% of local customers in Durham Region search for services on mobile phones. Research proves that if a page takes longer than 3 seconds to load, 53% of prospects hit back and call a competitor instead.
- 2. Sluggish mobile speed actively hurts your Google Local Rankings.**

Google uses mobile speed as a direct ranking factor for the Google Maps 3-Pack. When your website loads slowly, Google pushes faster competitors ahead of your business in local search results.
- 3. Fixing your speed instantly increases phone calls without spending more on marketing.**

By upgrading to a handcrafted sub-second website, you capture the 53% of prospects currently abandoning your site. More phone calls, more booked appointments, and higher conversion rates.

HIGH-PERFORMANCE ARCHITECTURAL SOLUTION

Durham Web Design engineers modern web assets from the ground up to eliminate bloated plugins, deliver sub-0.3s response times, and convert local mobile traffic into paying clients across Durham Region.

TRADITIONAL AGENCY APPROACH

- Heavy WordPress / Wix templates + 30+ plugins
- Slow shared hosting with 3.5s+ mobile delays
- Drag-and-drop code bloat & sluggish scrolling
- Frequent security plugin crashes & updates
- 53% of mobile visitors give up before calling

DURHAM WEB DESIGN HANDCRAFTED ARCHITECTURE

- 100% Handcrafted semantic code (Zero bloat)
- Dedicated Ashburn/Toronto NVMe cloud cluster
- Sub-0.3s TTFB & 100/100 Core Web Vitals guarantee
- Automated Telegram & SMS instant lead alerts
- Maximum conversion rate and local Google ranking

THE SUB-SECOND CORE WEB VITALS GUARANTEE

Every website engineered by Durham Web Design is backed by a strict performance guarantee: **Sub-0.3s TTFB and 100/100 Core Web Vitals on mobile at launch**. If your production site fails to achieve sub-second speeds, our engineers optimize and tune it until it does at zero extra cost.

RECOMMENDED ENGINEERING PACKAGES

PACKAGE TIER	INVESTMENT & TERMS	TECHNICAL DELIVERABLES INCLUDED
STARTER LAUNCH Fast-Track 5-Page	\$1,499.99 CAD 50% Deposit: \$749.99 Retainer: \$49.99/mo	• Up to 5 Handcrafted High-Performance Pages • Sub-0.3s TTFB & 100/100 Core Web Vitals Guarantee • Local SEO Schema Markup & Google Profile Alignment • Lead Capture with Instant Telegram / SMS Alert Hook
GROWTH ENGINE Most Popular Choice	\$2,899.99 CAD 50% Deposit: \$1,449.99 Retainer: \$129.99/mo	• Up to 10 Custom Pages + Regional Service Silos • Interactive Cost Estimator or Project Calculator • Google Reviews Widget & Social Proof Integration • Ops Dashboard Lead Tracker & GA4 Conversion Funnel
CUSTOM ENTERPRISE Bespoke Full-Stack	\$4,999.99+ CAD 50% Deposit: \$2,499.99 Retainer: \$249.99+/mo	• Custom Web Application, Client Portal & Database • CRM Webhook Pipelines (Jobber, HubSpot, QuickBooks) • Dedicated NVMe Edge Cloud Node + 24/7 Watchdog SLA

NEXT STEPS: INITIATE SPRINT & SECURE BUILD SLOT

DIRECT CONTACT & SCHEDULING

To eliminate your speed bottlenecks and lock in this month's production schedule, book your 15-minute technical review with lead engineer Dane. We build the staging site first—zero downtime to your existing business.

Dane · Durham Web Design
Web: durhamweb.design
Direct Audit: durhamweb.design/audit
Client Billing: billing.stripe.com