Website Content Audit

idahofallsbasementaccess.com — Idaho Falls Basement Windows & Walkouts

Prepared by Elite Business Tools · November 3, 2026

Scope: homepage, egress window installation page, contact page, and one article read in full; sitemap and remaining pages spot-checked. Findings are quoted from the live site on the date above.

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1. Verdict summary

This is a knowledgeable site that under-converts. The educational content is genuinely strong — clearer and more honest than most local contractor sites — but the pages ask for the lead too late, too softly, and with too little proof. A homeowner can read 1,500 words of good advice and still never see a button.

- Content and expertise: **B+** — real depth, dragged down by one placeholder block and one duplicated section.
- Conversion mechanics: **C+** — the estimate request is the whole point of the site, and it is the hardest thing to find on it.
- Technical hygiene: **C+** — a sitemap that disagrees with the live URLs, and one article living under another city's name.

The three fixes that matter most: (1) put the estimate request in the hero and repeat it, (2) answer the cost question somewhere on the site, (3) remove the duplicated and placeholder content that undercuts the expertise everywhere else.

2. What is working

The niche is unmistakable. The homepage title ("Idaho Falls Basement Windows & Walkouts") and headline ("Basement Windows & Walkout Entrances in Idaho Falls, ID") tell a visitor — and a search engine — exactly what this is and where, in one line each. Many local sites never manage this.

The four services map to real searches. Walkout entrances, egress window installation, window well replacement, and window well drainage are the four jobs a homeowner would actually type into Google, each with its own page and a plain-English summary. The service taxonomy is right.

The education is honest. The homepage explains the IRC emergency-escape requirement for basement bedrooms, compares walkouts against egress windows without pushing the bigger job, and says plainly: "We do not guarantee code compliance, as every home and municipality differs." That restraint builds more trust than any badge.

Local detail is specific, not decorative. Snowmelt, freeze-thaw cycles, roof runoff, and settled grading are the actual enemies of below-grade work in Eastern Idaho, and the copy names them. The service-area list (Idaho Falls, Ammon, Iona, Ucon, Shelley, Rigby) is concrete.

Internal linking is deliberate. Service pages link sideways to the related services a homeowner is likely to need next (a failing well points to drainage; a window points to a walkout). That is good for readers and for search.

3. Findings

F1 — The homepage hero has no call to action (high impact, low effort)

The hero offers a headline, one descriptive line, and no button and no phone number. The first call to action on the page — "Request a Basement Egress Estimate" — appears at the very bottom, after the full educational text. On a lead-generation site, the estimate request should be reachable in the first screen and repeated after each major section. Most visitors will never scroll far enough to find the current one.

F2 — The phone number is invisible until the page ends (high impact, low effort)

On the pages read in full, the phone number (208) 516-2102 appears once, at the bottom. A homeowner on a phone — the majority of local search traffic — should see a tappable call button in the header or as a sticky bar. Every competitor who makes calling one tap away wins the leads this site educates.

F3 — A whole section is duplicated on the egress window page (medium impact, low effort)

The "Service overview" block appears twice on the egress window installation page — once at the top and again near the bottom, word for word. It reads as a template error, doubles the page's length without adding information, and dilutes the page's focus for search engines. Delete the second instance.

F4 — The "What to consider" block is placeholder text (medium impact, low effort)

The three numbered considerations on the egress page each carry the identical sentence: "Details here can change the appropriate approach, scope, and next steps." That is filler where the site's expertise should be. The specifics exist elsewhere on the site — opening size, sill height, well clearance, ladder access — and belong here, in concrete terms.

F5 — The site never addresses cost (high impact, medium effort)

Cost is the first question a homeowner has about cutting a hole in their foundation, and no page touches it — not a range, not even a "what drives the price" section. Homeowners will leave to find the number elsewhere, and the sites that publish honest typical ranges (with the site-conditions caveat this site already writes well) capture the "egress window cost" searches and the leads that follow.

F6 — One article lives under another city's name (medium impact, low effort)

The article at /articles/basement-egress-options-for-queen-creek-homeowners is written for Idaho Falls — Queen Creek is in Arizona. The content was localized; the URL was not. Anyone who sees the link sees another city's name, search engines see a keyword slug that matches nothing on the page, and the site looks templated. Rename the slug to match the article and redirect the old address.

F7 — The sitemap disagrees with the live URLs (medium impact, low effort)

The sitemap lists all 15 pages without a trailing slash (for example, /contact), while the live pages resolve to the slashed versions (/contact/). When the sitemap, the canonical tags, and the actual URLs disagree about a page's address, search engines get mixed signals about which version to index — a plausible contributor when pages are crawled but not indexed cleanly. Pick the slashed form the site already serves and make the sitemap match it exactly.

F8 — The FAQs deflect every question (medium impact, medium effort)

Each FAQ answer ends at "requirements vary — confirm with the building department." The caution is understandable, but the homepage already states the general IRC rule confidently; the FAQs can do the same: the typical clear-opening size, the maximum sill height, and the well dimensions, each flagged as "typical — confirm locally." An FAQ that answers nothing teaches visitors that the form is where answers live, but many will not bother asking.

F9 — No proof, and no "what happens next" (medium impact, medium effort)

There are no reviews, testimonials, or project photos anywhere on the site — the imagery is generic. And the contact page never says what happens after the form is sent: who calls back, how fast, whether photos help. One short line ("We reply within one business day; sending photos of the window and well helps us give a useful first answer") removes the main reason homeowners abandon lead forms. Even two or three real project photos with a sentence each would out-persuade the current stock-style imagery.

F10 — The call to action changes its name (low impact, low effort)

The same action is labelled "Request a Basement Egress Estimate" on the homepage and "Request an evaluation" on the service page, while the surrounding copy leans on soft phrasing ("A measured next step", "Let's look at the right question"). The measured voice is a genuine strength in the educational copy; in the moments that ask for the lead, pick one direct label and use it everywhere.

4. Priority fix list, with example rewrites

In order. Impact and effort are judged for a site of this size.

1. **Hero call to action** (impact high, effort low). Add one button and the phone number to the hero. Example: keep the current headline, add the sub-line "Planning a basement bedroom or a separate entrance? Get a straight answer on what your home needs — and what it costs." Button: "Request a Basement Egress Estimate".
2. **Sticky call button on mobile** (impact high, effort low). One tap to (208) 516-2102, visible while scrolling.
3. **Delete the duplicated overview block** on the egress page (impact medium, effort low).
4. **Rewrite "What to consider" with specifics** (impact medium, effort low). Example, item 01: "Existing opening and wall conditions — most older Idaho Falls basements have small, high windows. Enlarging the opening means cutting the foundation wall, which is exactly what makes a legal bedroom window possible — and what the site visit needs to measure first."
5. **Add a cost section** to the egress and walkout pages (impact high, effort medium): typical ranges if the business can stand behind them, or at minimum the five factors that move the price, ending with the estimate CTA.
6. **Fix the sitemap to the slashed URLs** and confirm canonicals match (impact medium, effort low).
7. **Rename the Queen Creek slug** with a redirect (impact medium, effort low).
8. **Answer the FAQs with the typical numbers**, caveated once (impact medium, effort medium).
9. **Add proof**: reviews, two or three real project photos, and a "what happens next" line on the contact page (impact medium, effort medium).

10. **Standardize one CTA label** site-wide (impact low, effort low).

5. A 30-day order of work

- **Week 1:** hero CTA, sticky call button, sitemap correction (F1, F2, F7). These are configuration-level changes with the largest expected effect on leads.
- **Week 2:** remove the duplicated block, rewrite "What to consider", standardize the CTA label (F3, F4, F10).
- **Week 3:** cost sections and FAQ answers (F5, F8) — the only items needing new copy of any length.
- **Week 4:** proof and contact-page reassurance, slug rename with redirect (F9, F6).

6. Method and limits

Pages read in full on November 3, 2026: homepage, /egress-window-installation, /contact, and /articles/basement-egress-options-for-queen-creek-homeowners, plus the full sitemap. Remaining service and article pages were spot-checked for the sitewide findings (CTA labels, phone placement). This audit covers content, messaging, and on-page conversion mechanics, and observable URL/sitemap consistency. It does not include Search Console or analytics data (held by the site owner), page-speed lab testing, or a backlink review, and it offers recommendations, not a guarantee of rankings, traffic, or leads.

Sample report — produced for the site's owner as the demonstration of the Website Content Audit offered by Elite Business Tools.