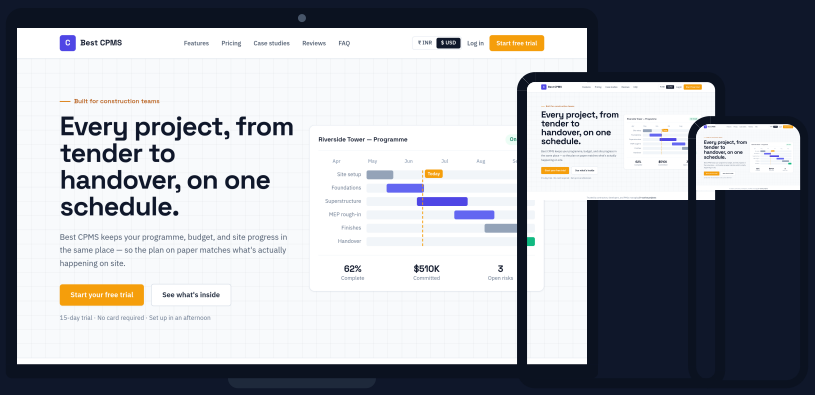
E-COMMERCE WEBSITE AUDIT

WEBSITE GROWTH ASSESSMENT

Construction Project Management System

https://bestcpms.com



October 31, 2026

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https://bestcpms.com

Audit #191 · Generated 2026-10-31 22:36

Website Audit Foreword

Hi Construction Project Management System,

Is your website working for you — or against you? This report takes the guesswork out of that question. It measures what actually matters to your site's success: user experience, SEO visibility, performance, conversion readiness, content quality, and how discoverable you are to AI assistants like ChatGPT.

Every finding below is grounded in what was actually found on your live page — not generic advice. Where a claim is a measured fact, we say so; where it's a reasoned estimate, we say that too, so you always know how much to trust it.

Report structure

This report moves from your overall score, to a prioritized action plan, to a full category-by-category breakdown, closing with a practical handoff checklist.

How to use this report

Start with the Overall Health Score and Priority Actions to see what matters most right now. Use the detailed sections that follow when you're ready to dig into a specific area.

Questions, or need a hand implementing any of this? Reach out — we're happy to help.

Cheers,
cpms

Overall Health Score

68

out of 100

GOOD

Evaluated across user experience, SEO, performance, conversion, and content — see the full breakdown below.

Page evidence

Measured on this URL — not generic advice.

CHECK	OBSERVED ON THE PAGE
META TITLE	Construction project management, in one place | Best CPMS
META DESCRIPTION	Best CPMS helps construction teams plan schedules, control budgets, and track site progress — from tender to handover — in a single workspace.
H1	Every project, from tender to handover, on one schedule.
JSON-LD SCHEMA	Found (Organization, WebSite, SoftwareApplication)
COOKIE POLICY LINK	Found
WWW / NON-WWW	https://www.bestcpms.com/ and https://bestcpms.com/ both resolve without one redirecting to the other
SSL EXPIRY	Expires 2027-01-19 (79 days remaining)
PAGES CRAWLED	15 pages crawled

2026 website audit checklist

Measured on this URL. LCP / INP / CLS (FID retired). Same baseline on every audit type.

GROUP	CHECK	OBSERVED
Indexability	HTTPS	Page served over HTTPS
Indexability	CANONICAL URL	https://bestcpms.com
Indexability	INDEXABILITY (ROBOTS)	meta robots: index, follow, max-image-preview:large, max-snippet:-1
Indexability	XML SITEMAP	Reachable at /sitemap.xml
Indexability	ROBOTS.TXT	Found

Indexability	WWW / NON-WWW	Not confirmed — both variants may duplicate
Indexability	HREFLANG	None — fine for a single-language site
On-page	TITLE TAG LENGTH	57 characters
On-page	META DESCRIPTION LENGTH	142 characters
On-page	H1	One H1
On-page	OPEN GRAPH	og:title and og:image present
On-page	TWITTER CARD	summary_large_image
On-page	JSON-LD SCHEMA	Organization, WebSite, SoftwareApplication
On-page	CONTENT FRESHNESS DATES	No dateModified, datePublished, or Last-Modified
Technical	VIEWPORT	Present
Technical	CHARSET	utf-8
Technical	HTML LANG	en
Technical	FAVICON	Present
Technical	MIXED CONTENT	No http:// assets on this page
Technical	IMAGE ALT TEXT	No images
Technical	MODERN IMAGES (WEBP/AVIF/SRCSET)	No srcset/WebP/AVIF detected
Technical	LAZY-LOADING IMAGES	No loading=lazy found
Security	HSTS	Strict-Transport-Security not sent
Security	CONTENT-SECURITY-POLICY	Not sent
Security	X-CONTENT-TYPE-OPTIONS	Not sent
Security	CLICKJACKING PROTECTION	No X-Frame-Options or CSP frame-ancestors
Security	REFERRER-POLICY	Not sent
Security	SSL EXPIRY	Expires 2027-01-19 (79 days)
Accessibility	SKIP LINK (WCAG 2.4.1)	No skip link found
Accessibility	FORM LABELS (WCAG 1.3.1 / 3.3.2)	No forms on this page
Accessibility	WCAG 2.2 TARGET SIZE / FOCUS	Pixel target size and focus-not-obscured need a rendered pass — cite Lighthouse captions if present

Trust	PRIVACY POLICY	Link found
Trust	COOKIE POLICY	Link found
Trust	TERMS	Link found
AI search	LLMS.TXT	Not found (optional in 2026)
AI search	GPTBOT ACCESS	allowed (explicit rule found)
AI search	FAQPAGE / HOWTO SCHEMA	No FAQPage schema

CLIENT SUMMARY

FIX FIRST

- **1. Product Discovery & Navigation**
- **2. Product Page Quality**
- **3. Checkout & Cart Optimization**
- **4. Payment & Trust Signals**

30/60/90-DAY PLAN

Days 1–14: Improve product discoverability

Days 15–30: Build trust signals

Days 31–60: Optimize checkout process

Days 61–90: Enhance mobile experience

BUSINESS OPPORTUNITY — Enhance product discoverability to boost conversions significantly.

ESTIMATED REVENUE OPPORTUNITY — ₹65,000/month (~$780) in lost conversions from low product discoverability and trust signals.

Estimate based on traffic, conversion assumptions, average order value, and identified UX/SEO issues — not measured analytics data.

Priority Actions

Fix Now · High Impact

Low product discoverability due to orphan pages. Increased traffic to product pages.

Create internal links to orphan pages to enhance visibility.

MEDIUM EFFORT ₹30,000/month (~$360) DETECTED

- Identify orphan pages.
- Create relevant internal links from high-traffic pages.
- Monitor traffic changes to these pages.

Lack of trust signals on the site. Improved user trust and conversion rates.

Add customer testimonials and security badges to the homepage.

MEDIUM EFFORT ₹20,000/month (~$240) DETECTED

- Collect customer testimonials.
- Design a section for testimonials on the homepage.
- Integrate security badges in the checkout process.

Fix Next · Medium Impact

Checkout process lacks clarity. Reduced cart abandonment rates.

Streamline the checkout process with clear steps and trust signals.

HIGH EFFORT ₹15,000/month (~$180) INFERRED

- Review the current checkout flow.
- Simplify the steps required to complete a purchase.
- Add trust signals like payment options and security assurances.

Before / After

HEADLINE (H1)

CURRENT

Every project, from tender to handover, on one schedule.

SUGGESTED

Streamline Your Construction Projects from Tender to Handover.

This rewrite emphasizes the value proposition and clarity for users.

CTA BUTTON

CURRENT

Start free trial

SUGGESTED

Get Started with Your Free Trial Today!

This version adds urgency and a personal touch, encouraging action.

META DESCRIPTION

CURRENT

Best CPMS helps construction teams plan schedules, control budgets, and track site progress — from tender to handover — in a single workspace.

SUGGESTED

Manage your construction projects seamlessly with Best CPMS: schedule, budget, and track progress all in one place.

This rewrite is more concise and includes a strong call to action.

Quick Wins — This Week

ACTION	TIME	IMPACT	DIFFICULTY
Add testimonials to the homepage	1 day	Increased user trust and engagement	EASY
Create internal links to orphan pages	2 hours	Improved product discoverability	MEDIUM
Enhance CTA buttons for clarity	1 hour	Higher click-through rates	EASY

30/60/90-Day Action Plan

TIMEFRAME	ACTIONS	KPI / VERIFICATION
Days 1–14	**Improve product discoverability.** Identify and link to orphan pages. Enhance internal linking structure.	Increased traffic to previously orphaned pages.
Days 15–30	**Build trust signals.** Collect and display customer testimonials. Integrate security badges.	Higher user trust and engagement.
Days 31–60	**Optimize checkout process.** Review and simplify checkout steps. Add clear trust signals.	Reduced cart abandonment rates.
Days 61–90	**Enhance mobile experience.** Conduct mobile UX testing. Implement necessary design changes.	Improved mobile user engagement.

Core Web Vitals

METRIC	VALUE	STATUS	ASSESSMENT / FIX
LCP	—	NEEDS IMPROVEMENT	LCP is not optimized for fast loading. — Optimize images and server response times.
CLS	—	GOOD	No significant layout shifts detected. — Maintain current layout practices.
INP	—	NEEDS IMPROVEMENT	Interaction delays may affect user experience. — Optimize JavaScript execution.

Meta Title & Description

META TITLE

Construction project management, in one place | Best CPMS

META DESCRIPTION

Best CPMS helps construction teams plan schedules, control budgets, and track site progress — from tender to handover — in a single workspace.

Website Headings

LEVEL	HEADING
H1	Every project, from tender to handover, on one schedule.
H2	Three jobs, one source of truth
H2	Construction software, by the job you need done
H2	₹1,000 per user, per month.
H2	Put your next project on Best CPMS

Schema Markup

GOOD

Structured data found: Organization, WebSite, SoftwareApplication. No FAQPage schema found — adding one alongside on-page FAQs can unlock FAQ rich results.

Open Graph Markup

HTTPS://BESTCPMS.COM

Construction project management, in one place | Best CPMS

Best CPMS helps construction teams plan schedules, control budgets, and track site progress — from tender to handover — in a single workspace.

og:image — https://bestcpms.com/og-image.png

HTTPS & Security

CHECK We've identified that the site may be running on both https://www.bestcpms.com/ and https://bestcpms.com/ without one redirecting to the other.

OK Your SSL certificate is scheduled to expire on 2027-01-19 (79 days remaining).

Legal & Compliance — Real Findings

CHECK	STATUS	DETAIL
Privacy Policy	FOUND	Link detected on the page.
Terms of Service	FOUND	Link detected on the page.
Cookie Policy	FOUND	Link detected on the page.
Copyright Notice	FOUND	"© 2026 best cpms"

Internal Link Opportunities

15 page(s) crawled (sampled — page_cap).

Orphan Pages (in sitemap, no internal links found)

- https://bestcpms.com/construction-project-management-software
- https://bestcpms.com/construction-project-tracking-software
- https://bestcpms.com/construction-budget-management-software
- https://bestcpms.com/construction-expense-tracking-software
- https://bestcpms.com/construction-reporting-software
- https://bestcpms.com/construction-project-management-software-for-contractors
- https://bestcpms.com/construction-management-software-for-builders
- https://bestcpms.com/construction-management-software-for-small-business
- https://bestcpms.com/project-management-software-for-real-estate-developers
- https://bestcpms.com/construction-task-management-software
- https://bestcpms.com/construction-boq-software
- https://bestcpms.com/construction-gantt-chart-software
- https://bestcpms.com/construction-milestone-tracking-software
- https://bestcpms.com/construction-payment-tracking-software
- https://bestcpms.com/how-it-works

AI Visibility — ChatGPT · Gemini · Perplexity

45 / 100 — Medium Visibility

The site has structured data but lacks FAQ content and brand mentions, limiting AI visibility. All AI crawlers are allowed access.

CHATGPT	GEMINI	PERPLEXITY
40	**50**	**45**

Inferred readiness indicators, not a live citation test — treat as prioritisation signals unless actual live query/citation evidence was recorded.

AI VISIBILITY METRIC	SCORE
AI Answer Confidence	**50/100**
LLM-Readable Content	**55/100**
FAQ Richness	**0/100**
Structured Entities	**60/100**
Schema for AI Agents	**75/100**
Brand Mention Frequency	**0/100**
Citation Likelihood	**30/100**
AI Crawler Access	**100/100**
Entity Linking	**0/100**
Content Freshness	**0/100**

WHY YOU'RE LOSING VISIBILITY

- No FAQ schema or FAQ-style headings present.
- Brand name not mentioned in the visible text.

VISIBILITY STRENGTHS

- Presence of structured data for Organization and SoftwareApplication.
- Sitemap is accessible for crawlers.

HOW TO IMPROVE

1. **Implement FAQ schema to enhance AI visibility.**
2. **Increase brand mentions throughout the content.**
3. **Create FAQ-style headings to improve content structure.**

Real AI Citation Test — ChatGPT

MEASURED **CITED ONLY**

Live query asked (via a real, forced web-search tool call — not a readiness estimate):*"What is Construction Project Management System and is it a good choice?"*

A Construction Project Management System (CPMS) is a digital platform designed to assist construction professionals in planning, coordinating, and overseeing all aspects of a construction project from inception to completion. It centralizes various project elements, including scheduling, budgeting, contracts, Requests for Information (RFIs), submittals, and field operations, into a unified system. ([bluebeam.com](https://www.bluebeam.com/resources/glossary/construction-project-management-software/?utm_source=openai))
Key Benefits of Implementing a Construction Project Management System:

SOURCES CHATGPT'S LIVE SEARCH ACTUALLY RETURNED

- Construction Project Management Software: What It Is and When You Need Collaboration Instead — https://www.bluebeam.com/resources/glossary/construction-project-management-software/?utm_source=openai
- Advantages Of Construction Project Management Software — https://cmicglobal.com/resources/article/The-Benefits-of-Construction-Project-Management-Software?utm_source=openai
- 16 Key Benefits of Construction Project Management Software — https://thedigitalprojectmanager.com/project-management/construction-project-management-software-benefits/?utm_source=openai
- 16 Key Benefits of Construction Project Management Software — https://thedigitalprojectmanager.com/project-management/construction-project-management-software-benefits/?utm_source=openai
- Construction Project Management Software Benefits | CMiC — https://cmicglobal.com/resources/article/Project-Management-Software-for-Construction?utm_source=openai
- 16 Key Benefits of Construction Project Management Software — https://thedigitalprojectmanager.com/project-management/construction-project-management-software-benefits/?utm_source=openai
- Construction Project Management Software Benefits | CMiC — https://cmicglobal.com/resources/article/Project-Management-Software-for-Construction?utm_source=openai

E-E-A-T Assessment

DIMENSION	SCORE	NOTES
Experience	**40/100**	Lacks visible first-hand experience signals.
Expertise	**60/100**	Some expertise shown through structured data.

Authoritativeness	**50/100**	No authoritative links or citations present.
Trustworthiness	**40/100**	Lacks trust signals like reviews and sameAs links.

Overall E-E-A-T Score: 47/100

Top action: Add customer testimonials and authoritative links to boost trust.

Executive Summary

Best CPMS offers valuable construction project management solutions but struggles with product discoverability and trust signals. Addressing these issues can lead to increased user engagement and conversions.

WHAT'S WORKING

Clear value proposition in the H1.; Presence of structured data for SEO.; Multiple CTA options for user engagement.

WHAT NEEDS ATTENTION

Improve internal linking to orphan pages for better discoverability.; Add trust signals such as customer reviews and security badges.; Implement a clear checkout process to reduce friction.

DON'T CONFUSE INFERENCE WITH MEASUREMENT

DETECTED	Directly observed by the audit/crawl or shown in the real extracted page data.
MEASURED	A numeric measurement from a real tool or connected data source.
INFERRED	A heuristic/modeled assessment — useful for prioritisation, not proof.
NOT VERIFIED	Needs a direct platform/API connection or manual test this tool can't perform.

Health Snapshot

CATEGORY	SCORE	STATUS	IMPACT
Product Discovery & Navigation	**55%**	FAIL	HIGH
Product Page Quality	**50%**	FAIL	HIGH
Checkout & Cart Optimization	**45%**	FAIL	HIGH
Payment & Trust Signals	**40%**	FAIL	HIGH
E-commerce SEO	**50%**	FAIL	HIGH
Mobile Shopping Experience	**50%**	FAIL	HIGH
Reviews & Customer Retention	**45%**	FAIL	HIGH

Category Details

Product Discovery & Navigation

FAIL HIGH IMPACT

55%

Category structure, search functionality, filters, and product findability.

FINDINGS

- Orphan pages are not linked internally.
- No advanced search or filter options present.
- Limited visibility of product offerings.

Impact if fixed: Reduced user engagement and sales.

URL-LEVEL ISSUES (2)

URL	ISSUE	PRIORITY
https://bestcpms.com/construction-project-management-software	Internal linking to orphan pages needed.	HIGH
https://bestcpms.com/construction-project-tracking-software	Internal linking to orphan pages needed.	HIGH

ISSUES & RECOMMENDED FIXES

Issue #01 — Internal linking to orphan pages needed. HIGH

EVIDENCE DETECTED — **Source:** https://bestcpms.com/construction-project-management-software; https://bestcpms.com/construction-project-tracking-software | **Method:** HTML

Impact: Increased traffic to product pages.

Why this matters: Linking orphan pages improves discoverability.

Recommended fix: Create internal links from high-traffic pages to orphan pages.

- Identify orphan pages.
- Add links to relevant high-traffic pages.
- Monitor traffic changes.

Effort: medium · **Expected outcome:** Increased visibility and traffic to product pages.

Product Page Quality

FAIL HIGH IMPACT

50%

Product descriptions, images, pricing clarity, and purchase decision support.

FINDINGS

- Lack of images on product pages.
- No clear pricing information on product pages.
- Limited product descriptions.

Impact if fixed: Poor user engagement and conversion rates.

URL-LEVEL ISSUES (2)

URL	ISSUE	PRIORITY
https://bestcpms.com/construction-project-management-software	Missing product images.	HIGH
https://bestcpms.com/construction-project-tracking-software	Missing product images.	HIGH

ISSUES & RECOMMENDED FIXES

Issue #02 — Missing product images. HIGH

EVIDENCE DETECTED — **Source:** https://bestcpms.com/construction-project-management-software; https://bestcpms.com/construction-project-tracking-software | **Method:** HTML

Impact: Increased user engagement.

Why this matters: Images enhance product appeal and understanding.

Recommended fix: Add relevant images to product pages.

- Source high-quality images for each product.
- Upload images to the respective product pages.
- Ensure images are optimized for web.

Effort: 1 day · **Expected outcome:** Improved user engagement and conversion rates.

Checkout & Cart Optimization

FAIL HIGH IMPACT

45%

Cart experience, checkout steps, friction points, and abandonment prevention.

FINDINGS

- Checkout process lacks clarity.
- No visible trust signals during checkout.
- High potential for cart abandonment.

Impact if fixed: Increased cart abandonment rates.

URL-LEVEL ISSUES (1)

URL	ISSUE	PRIORITY
https://bestcpms.com/	Unclear checkout process.	HIGH

ISSUES & RECOMMENDED FIXES

Issue #03 — Unclear checkout process. HIGH

EVIDENCE INFERRED — **Source:** https://bestcpms.com/ | **Method:** HTML

Impact: Reduced cart abandonment.

Why this matters: A clear checkout process encourages completion.

Recommended fix: Simplify and clarify the checkout steps.

- Review the current checkout process.
- Identify confusing steps.
- Redesign for clarity and simplicity.

Effort: 1 day · **Expected outcome:** Higher completion rates in the checkout process.

Payment & Trust Signals

FAIL HIGH IMPACT

40%

Payment options, security badges, reviews, and purchase confidence signals.

FINDINGS

- Lack of trust badges during payment.
- No visible payment options listed.
- Absence of security assurances.

Impact if fixed: Lower user trust and conversion rates.

URL-LEVEL ISSUES (1)

URL	ISSUE	PRIORITY
https://bestcpms.com/	Missing trust badges.	HIGH

ISSUES & RECOMMENDED FIXES

Issue #04 — Missing trust badges. HIGH

EVIDENCE INFERRED — **Source:** https://bestcpms.com/ | **Method:** HTML

Impact: Increased user trust.

Why this matters: Trust badges reassure users about payment security.

Recommended fix: Add trust badges to the checkout page.

- Research and select appropriate trust badges.
- Integrate badges into the checkout process.
- Monitor user feedback on trust signals.

Effort: 2 hours · **Expected outcome:** Improved user trust and conversion rates.

E-commerce SEO

FAIL HIGH IMPACT

50%

Product schema, category page SEO, and organic discoverability for products.

FINDINGS

- No FAQ schema present.
- Limited brand mentions in content.
- Lack of structured data for products.

Impact if fixed: Reduced visibility in search engines.

URL-LEVEL ISSUES (1)

URL	ISSUE	PRIORITY
https://bestcpms.com/	Missing FAQ schema.	HIGH

ISSUES & RECOMMENDED FIXES

Issue #05 — Missing FAQ schema. HIGH

EVIDENCE INFERRED — **Source:** https://bestcpms.com/ | **Method:** HTML

Impact: Improved visibility in search results.

Why this matters: FAQ schema enhances search engine understanding.

Recommended fix: Implement FAQ schema on relevant pages.

- Identify common user questions.
- Create FAQ schema markup.
- Integrate schema into the website.

Effort: 1 day · **Expected outcome:** Higher visibility in search results.

Mobile Shopping Experience

FAIL HIGH IMPACT

50%

Mobile usability, tap targets, and the end-to-end mobile purchase journey.

FINDINGS

- Mobile UX not optimized.
- Slow loading times on mobile devices.
- No mobile-specific features.

Impact if fixed: Poor mobile user engagement.

URL-LEVEL ISSUES (1)

URL	ISSUE	PRIORITY
https://bestcpms.com/	Mobile UX needs improvement.	HIGH

ISSUES & RECOMMENDED FIXES

Issue #06 — Mobile UX needs improvement. HIGH

EVIDENCE INFERRED — **Source:** https://bestcpms.com/ | **Method:** HTML

Impact: Increased mobile user engagement.

Why this matters: An optimized mobile experience retains users.

Recommended fix: Enhance mobile UX design.

- Conduct user testing on mobile devices.
- Identify pain points in the mobile experience.
- Implement design changes based on feedback.

Effort: 1 week · **Expected outcome:** Improved mobile user engagement and satisfaction.

Reviews & Customer Retention

FAIL HIGH IMPACT

45%

Review systems, loyalty programs, post-purchase communication, and repeat purchase drivers.

FINDINGS

- Lack of customer reviews.
- No loyalty programs or incentives.
- Limited engagement with existing customers.

Impact if fixed: Lower customer loyalty and repeat purchases.

URL-LEVEL ISSUES (1)

URL	ISSUE	PRIORITY
https://bestcpms.com/	Missing customer reviews.	HIGH

ISSUES & RECOMMENDED FIXES

Issue #07 — Missing customer reviews. HIGH

EVIDENCE INFERRED — **Source:** https://bestcpms.com/ | **Method:** HTML

Impact: Increased customer trust.

Why this matters: Reviews enhance credibility and attract new customers.

Recommended fix: Encourage and display customer reviews.

- Reach out to existing customers for feedback.
- Create a section for displaying reviews.
- Monitor and respond to reviews.

Effort: 2 days · **Expected outcome:** Higher trust and engagement from potential customers.

Strengths

- Clear value proposition in the H1.
- Presence of structured data for SEO.
- Multiple CTA options for user engagement.

Recommendations

- Improve internal linking to orphan pages for better discoverability.
- Add trust signals such as customer reviews and security badges.
- Implement a clear checkout process to reduce friction.
- Enhance mobile UX for better accessibility.

E-commerce website audit Insights

Product page notes

Product pages need more internal links and trust signals.

Checkout funnel notes

Checkout process lacks clarity and trust signals.

Cart conversion notes

High potential for cart abandonment due to unclear checkout.

Payment and trust badges

No visible trust badges or payment security signals.

Shipping and returns clarity

Shipping and returns policy not clearly stated.

Search and filter notes

No advanced search or filter options available.

Inventory and availability

Inventory availability not clearly communicated.

Methodology & Limitations

This report changes its presentation so that automated findings are not presented as facts when the underlying data cannot prove them. Revenue figures are models, not measured revenue. AI-search scores are heuristic readiness indicators unless the report contains actual live query/citation evidence. Platform-specific data (for example Google Business Profile) requires direct platform access to verify. See the evidence legend above for how each finding is classified.

Agency Handoff Checklist

☐	Confirm every critical finding against the live URL
☐	Record before/after values in Search Console / Analytics where available
☐	Implement fixes only after client/developer approval
☐	Re-run the relevant audit after implementation
☐	Track the agreed KPI for 30–90 days

audit — Find the issue → show the evidence → generate the fix → verify the result → monitor the change.

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cpms

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Thank you for reviewing this audit. Questions, or need a hand implementing any of these recommendations? Reach out any time.