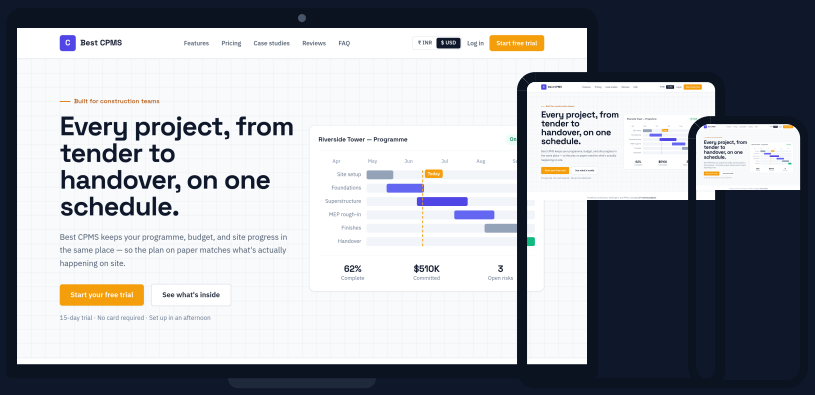
GOOGLE BUSINESS PROFILE AUDIT

WEBSITE GROWTH ASSESSMENT

Construction Project Management System

https://bestcpms.com



October 31, 2026

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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

72

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

30/60/90-DAY PLAN

Days 1–14: Local SEO enhancements

Days 15–30: Content optimization

Days 31–60: Internal linking strategy

Days 61–90: Technical SEO improvements

BUSINESS OPPORTUNITY — Enhance local visibility to capture more construction project leads.

ESTIMATED REVENUE OPPORTUNITY — ₹50,000/month (~$600) in lost conversions from missing local SEO 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

Missing local business schema Increased local search visibility and leads.

Add LocalBusiness schema with NAP details to improve local SEO.

MEDIUM EFFORT ₹25,000/month (~$300) NOT VERIFIED

- Identify NAP details (Name, Address, Phone).
- Implement LocalBusiness schema in JSON-LD format.
- Test schema using Google's Structured Data Testing Tool.

Fix Next · Medium Impact

Orphan pages not linked internally Better indexing and user navigation.

Create internal links to orphan pages to enhance crawlability.

LOW EFFORT ₹15,000/month (~$180) DETECTED

- Review orphan pages listed.
- Add links to relevant pages.
- Monitor traffic to newly linked pages.

Lack of FAQ schema Enhanced user engagement and search visibility.

Implement FAQ schema to improve AI visibility and engagement.

MEDIUM EFFORT ₹10,000/month (~$120) NOT VERIFIED

- Identify common customer questions.
- Create FAQ content based on these questions.
- Add FAQ schema markup to the page.

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 software's value proposition and includes a call to action.

CTA BUTTON

CURRENT

Start free trial

SUGGESTED

Get Started with Your Free Trial Today!

This version adds urgency and clarity, encouraging immediate 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

Optimize your construction projects with Best CPMS: manage schedules, budgets, and progress seamlessly in one platform.

This rewrite is more action-oriented and fits within the ideal character limit.

Quick Wins — This Week

ACTION	TIME	IMPACT	DIFFICULTY
Update meta description	15 minutes	Improved click-through rates from search results	EASY
Add internal links to orphan pages	1 day	Better user navigation and SEO	MEDIUM

Enhance H1 for clarity	30 minutes	Increased relevance for search queries	EASY

30/60/90-Day Action Plan

TIMEFRAME	ACTIONS	KPI / VERIFICATION
Days 1–14	**Local SEO enhancements.** Add LocalBusiness schema Update NAP details on the website	Improved local search rankings.
Days 15–30	**Content optimization.** Implement FAQ schema Revise meta descriptions	Higher engagement and click-through rates.
Days 31–60	**Internal linking strategy.** Link to orphan pages Monitor traffic changes	Increased page views and user retention.
Days 61–90	**Technical SEO improvements.** Implement security headers Ensure HTTPS consistency	Enhanced site security and trust.

Core Web Vitals

METRIC	VALUE	STATUS	ASSESSMENT / FIX
LCP	—	GOOD	Page loads quickly for users. — Continue optimizing images and server response.
CLS	—	GOOD	No unexpected layout shifts detected. — Maintain current practices.
INP	—	GOOD	User interactions are responsive. — Monitor for any future performance issues.

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 some structured data but lacks FAQ schema and brand mentions, limiting AI visibility. All AI crawlers have access, but the absence of freshness signals and sameAs links reduces citation likelihood.

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

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	**55/100**
LLM-Readable Content	**60/100**
FAQ Richness	**0/100**
Structured Entities	**60/100**
Schema for AI Agents	**60/100**
Brand Mention Frequency	**0/100**
Citation Likelihood	**40/100**
AI Crawler Access	**100/100**
Entity Linking	**0/100**
Content Freshness	**0/100**

WHY YOU'RE LOSING VISIBILITY

- No FAQ schema present.
- No brand mentions in the content.

- No sameAs links to authoritative profiles.

VISIBILITY STRENGTHS

- Allowed access for all major AI crawlers.
- Structured data present for Organization and SoftwareApplication.

HOW TO IMPROVE

1. **Implement FAQ schema to improve AI visibility.**
2. **Add sameAs links to authoritative profiles.**
3. **Increase brand mentions throughout the content.**

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 specialized software 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, document management, and team collaboration, into a unified system. ([ingenious.build](https://www.ingenious.build/blog-posts/construction-project-management-software-guide?utm_source=openai)) **Key Features of a Construction Project Management System:** - **Centralized Project Visibi

SOURCES CHATGPT'S LIVE SEARCH ACTUALLY RETURNED

- What Is Construction Project Management Software? — https://www.ingenious.build/blog-posts/construction-project-management-software-guide?utm_source=openai
- Advantages Of Construction Project Management Software — https://cmicglobal.com/resources/article/The-Benefits-of-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
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- Advantages Of Construction Project Management Software — https://cmicglobal.com/resources/article/The-Benefits-of-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
- Construction Chaos: What Is Construction Management Software? — https://www.cloud-interactive.com/insights/construction-project-management-software?utm_source=openai
- Construction Chaos: What Is Construction Management Software? — https://www.cloud-interactive.com/insights/construction-project-management-software?utm_source=openai
- Construction Chaos: What Is Construction Management Software? — https://www.cloud-interactive.com/insights/construction-project-management-software?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	**60/100**	No specific author or team credentials provided.
Expertise	**70/100**	Content demonstrates knowledge of construction management.
Authoritativeness	**50/100**	Lacks external citations or references.
Trustworthiness	**40/100**	No freshness signals or sameAs links to authoritative sources.

Overall E-E-A-T Score: 55/100

Top action: Add author bios and external citations to enhance trust.

Executive Summary

Best CPMS has a solid foundation but lacks key local SEO signals and comprehensive schema data, limiting its visibility. Addressing these gaps can significantly improve local search rankings and customer engagement.

WHAT'S WORKING

Strong content with detailed service descriptions.; Well-defined target audience in construction management.; Presence of structured data for Organization and SoftwareApplication.

WHAT NEEDS ATTENTION

Add local business schema with NAP details.; Include FAQ schema to enhance AI visibility.; Improve internal linking to orphan pages for better crawlability.

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.

Strengths

- Strong content with detailed service descriptions.
- Well-defined target audience in construction management.
- Presence of structured data for Organization and SoftwareApplication.

Recommendations

- Add local business schema with NAP details.
- Include FAQ schema to enhance AI visibility.
- Improve internal linking to orphan pages for better crawlability.
- Ensure consistent use of HTTPS and implement security headers.

Google business profile audit Insights

Profile completeness notes

The profile lacks local business schema and consistent NAP details.

Local ranking notes

Local SEO signals are insufficient for optimal visibility.

Review reputation notes

No reviews or reputation management signals were detected.

Photos and videos

No images or videos present on the site.

Posts and engagement

No posts or updates detected on the profile.

Attributes and services

Services are well-defined but lack local context.

Q&A and local FAQs

No Q&A or FAQ sections found.

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.

C

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.