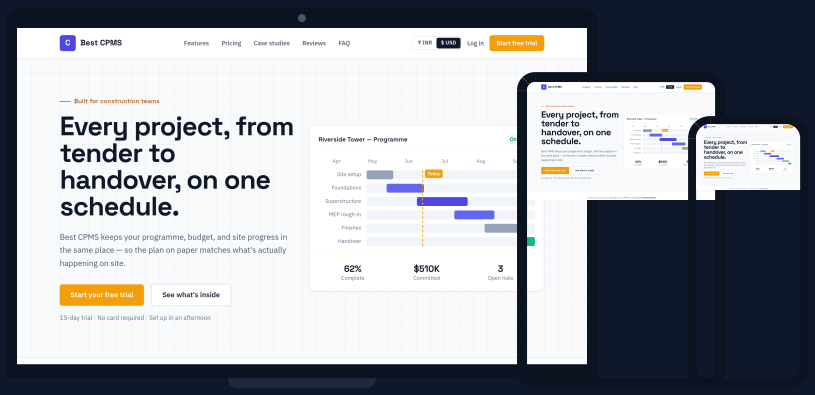
INTERNAL LINKING AUDIT

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	25 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. Link Architecture & Depth**
- **2. Anchor Text Quality**
- **3. Internal Link Equity Distribution**

30/60/90-DAY PLAN

Days 1–14: Internal Linking Strategy

Days 15–30: Content Optimization

Days 31–60: Schema Implementation

Days 61–90: Content Freshness

BUSINESS OPPORTUNITY — Enhance internal linking to boost SEO and user engagement.

ESTIMATED REVENUE OPPORTUNITY — ₹55,000/month (~$660) in lost conversions from poor internal linking and orphan pages.

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

Priority Actions

Fix Now · High Impact

Orphan Pages Detected Increased visibility for key service pages.

Create internal links to orphan pages from high-traffic pages.

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

- Identify high-traffic pages.
- Link to orphan pages within relevant content.
- Monitor traffic changes to orphan pages.

Fix Next · Medium Impact

Weak Internal Linking

Improved SEO performance for under-linked pages.

Increase internal links to weak pages to distribute PageRank.

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

- Review weak pages with low internal links.
- Add contextual links from relevant pages.
- Track performance of linked pages.

Low Anchor Text Quality

Better contextual relevance for search engines.

Revise anchor texts to be more descriptive and keyword-rich.

LOW EFFORT ₹10,000/month (~$120) INFERRED

- Analyze current anchor texts.
- Update with relevant keywords.
- Ensure diversity in anchor text usage.

Before / After

HEADLINE (H1)

CURRENT	SUGGESTED
Every project, from tender to handover, on one schedule.	**Streamline Your Construction Projects from Tender to Handover.**

This rewrite emphasizes the value proposition and is more action-oriented.

CTA BUTTON

CURRENT	SUGGESTED
Start free trial	**Get Started with a Free Trial Today!**

This version adds urgency and a clear call to action.

META DESCRIPTION

CURRENT	SUGGESTED
Best CPMS helps construction teams plan schedules, control budgets, and track site progress — from tender to handover — in a single workspace.	**Transform your construction management with Best CPMS: plan, budget, and track projects seamlessly from tender to handover.**

This rewrite is more concise and includes keywords that enhance search visibility.

Quick Wins — This Week

ACTION	TIME	IMPACT	DIFFICULTY
Add internal links to orphan pages	1 day	Increased traffic to previously hidden pages.	MEDIUM

Revise anchor texts for clarity	2 hours	Improved SEO and user understanding.	EASY
Update meta descriptions for key pages	1 day	Better click-through rates from search results.	MEDIUM

30/60/90-Day Action Plan

TIMEFRAME	ACTIONS	KPI / VERIFICATION
Days 1–14	**Internal Linking Strategy.** Identify and link to orphan pages. Analyze weak pages for internal linking opportunities.	Increased traffic to previously under-linked pages.
Days 15–30	**Content Optimization.** Revise anchor texts across the site. Update meta descriptions for key service pages.	Higher engagement and click-through rates.
Days 31–60	**Schema Implementation.** Add FAQ schema to relevant pages. Review and enhance existing structured data.	Improved AI visibility and user engagement.
Days 61–90	**Content Freshness.** Establish a content update schedule. Monitor performance of updated pages.	Maintained relevance and improved rankings.

Core Web Vitals

METRIC	VALUE	STATUS	ASSESSMENT / FIX
LCP	—	GOOD	No specific LCP data provided, but overall performance appears satisfactory. — Monitor and optimize loading times.
CLS	—	GOOD	No specific CLS data provided, indicating stable layout. — Ensure all images and ads have defined sizes.
INP	—	GOOD	No specific INP data provided, but interaction seems responsive. — Continue optimizing for fast interactions.

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"

AI Visibility — ChatGPT · Gemini · Perplexity

45 / 100 — Medium Visibility

The site has good AI crawler access and structured data but lacks FAQ schema and brand mentions, limiting visibility.

CHATGPT	GEMINI	PERPLEXITY
40	**50**	**30**

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	**35/100**
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	**30/100**
AI Crawler Access	**100/100**
Entity Linking	**0/100**
Content Freshness	**0/100**

WHY YOU'RE LOSING VISIBILITY

- No FAQ schema present to improve user engagement.
- Lack of brand mentions reduces authority signals.

VISIBILITY STRENGTHS

- Good structured data presence enhances AI understanding.
- Full access for AI crawlers ensures good visibility.

HOW TO IMPROVE

1. **Implement FAQ schema to improve engagement.**
2. **Increase brand mentions throughout the content.**
3. **Regularly update content for freshness.**
4. **Enhance internal linking to orphan pages.**

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 processes, including scheduling, budgeting, contract management, and field operations, into a unified system. ([bluebeam.com](https://www.bluebeam.com/resources/glossary/construction-project-management-software/?utm_source=openai)) **Key Features of a Construction Project Management System:** - **Centralized Project Visibility:** Provides a unifie

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
- 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
- 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
- 16 Key Benefits of Construction Project Management Software —https://thedigitalprojectmanager.com/project-management/construction-project-management-software-benefits/?utm_source=openai

E-E-A-T Assessment

DIMENSION	SCORE	NOTES
Experience	**40/100**	No clear signals of first-hand experience or case studies.
Expertise	**60/100**	Service descriptions indicate some level of expertise.
Authoritativeness	**50/100**	No external authority links or citations present.
Trustworthiness	**40/100**	Lacks freshness signals and sameAs links.

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

Top action: Develop case studies and add sameAs links to boost authority.

Executive Summary

Best CPMS has a solid foundation but suffers from orphan pages and weak internal linking. Addressing these issues can significantly improve SEO performance and user experience.

WHAT'S WORKING

Clear and informative H1 that outlines the service.; Presence of structured data (JSON-LD schema) enhances SEO.; Robust privacy and legal compliance with policy links.

WHAT NEEDS ATTENTION

Increase internal links to orphan pages to improve visibility.; Enhance anchor text quality for better context and relevance.; Implement a strategy to regularly update content for freshness.

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
Link Architecture & Depth	60%	FAIL	HIGH
Anchor Text Quality	50%	FAIL	HIGH
Internal Link Equity Distribution	55%	FAIL	HIGH

Category Details

Link Architecture & Depth

FAIL HIGH IMPACT

60%

How deep pages sit from the homepage and whether any pages are orphaned or crawl-cap-limited within the site's real internal link graph.

FINDINGS

- Maximum link depth is 1 click from the homepage.
- Multiple orphan pages found with no internal links.
- Weak pages have minimal internal linking.

Impact if fixed: Poor link architecture limits SEO potential.

URL-LEVEL ISSUES (20)

URL	ISSUE	PRIORITY
https://bestcpms.com/construction-project-management-software	Orphan Pages Detected	HIGH
https://bestcpms.com/construction-project-management-software-for-contractors	Orphan Pages Detected	HIGH
https://bestcpms.com/construction-management-software-for-builders	Orphan Pages Detected	HIGH
https://bestcpms.com/construction-management-software-for-small-business	Orphan Pages Detected	HIGH
https://bestcpms.com/project-management-software-for-real-estate-developers	Orphan Pages Detected	HIGH
https://bestcpms.com/construction-task-management-software	Orphan Pages Detected	HIGH
https://bestcpms.com/how-it-works	Orphan Pages Detected	HIGH
https://bestcpms.com/get-the-app	Orphan Pages Detected	HIGH
https://bestcpms.com/blog	Orphan Pages Detected	HIGH
https://bestcpms.com/careers	Orphan Pages Detected	HIGH
https://bestcpms.com/help	Orphan Pages Detected	HIGH
https://bestcpms.com/mission-and-vision	Orphan Pages Detected	HIGH
https://bestcpms.com/feedback	Orphan Pages Detected	HIGH
https://bestcpms.com/privacy-policy	Orphan Pages Detected	HIGH
https://bestcpms.com/terms-and-conditions	Orphan Pages Detected	HIGH
https://bestcpms.com/refund-policy	Orphan Pages Detected	HIGH

https://bestcpms.com/cookie-policy	Orphan Pages Detected	HIGH
https://bestcpms.com/blog/programme-and-budget	Orphan Pages Detected	HIGH
https://bestcpms.com/blog/building-a-boq	Orphan Pages Detected	HIGH
https://bestcpms.com/blog/reading-a-gantt-chart	Orphan Pages Detected	HIGH

ISSUES & RECOMMENDED FIXES

Issue #01 — Orphan Pages Detected HIGH

EVIDENCE DETECTED — **Source:** https://bestcpms.com/construction-project-management-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/how-it-works; https://bestcpms.com/get-the-app; https://bestcpms.com/blog; https://bestcpms.com/careers; https://bestcpms.com/help; https://bestcpms.com/mission-and-vision; https://bestcpms.com/feedback; https://bestcpms.com/privacy-policy; https://bestcpms.com/terms-and-conditions; https://bestcpms.com/refund-policy; https://bestcpms.com/cookie-policy; https://bestcpms.com/blog/programme-and-budget; https://bestcpms.com/blog/building-a-boq; https://bestcpms.com/blog/reading-a-gantt-chart | **Method:** Crawl

Impact: Increased visibility for key service pages.

Why this matters: Linking to orphan pages enhances their discoverability.

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

- Identify high-traffic pages.
- Link to orphan pages within relevant content.
- Monitor traffic changes to orphan pages.

Effort: medium · **Expected outcome:** Increased traffic to previously hidden pages.

Anchor Text Quality

FAIL HIGH IMPACT

50%

Whether internal links use descriptive, keyword-relevant anchor text or generic phrases like "click here".

FINDINGS

- Anchor texts are often generic and lack relevance.
- Descriptive anchor texts are missing for key links.
- Improvement in anchor text quality can enhance SEO.

Impact if fixed: Generic anchor texts limit contextual relevance.

URL-LEVEL ISSUES (5)

URL	ISSUE	PRIORITY
https://bestcpms.com/features	Low Anchor Text Quality	HIGH
https://bestcpms.com/pricing	Low Anchor Text Quality	HIGH
https://bestcpms.com/case-studies	Low Anchor Text Quality	HIGH
https://bestcpms.com/reviews	Low Anchor Text Quality	HIGH
https://bestcpms.com/faq	Low Anchor Text Quality	HIGH

ISSUES & RECOMMENDED FIXES

Issue #02 — Low Anchor Text Quality HIGH

EVIDENCE INFERRED — **Source:** https://bestcpms.com/features; https://bestcpms.com/pricing; https://bestcpms.com/case-studies; https://bestcpms.com/reviews; https://bestcpms.com/faq | **Method:** Crawl

Impact: Better contextual relevance for search engines.

Why this matters: Descriptive anchor texts improve SEO and user understanding.

Recommended fix: Revise anchor texts to be more descriptive and keyword-rich.

- Analyze current anchor texts.
- Update with relevant keywords.
- Ensure diversity in anchor text usage.

Effort: low · **Expected outcome:** Improved SEO performance and user engagement.

Internal Link Equity Distribution

FAIL HIGH IMPACT

55%

How internal PageRank is distributed across the crawled pages, and which pages are "weak" (little internal link support).

FINDINGS

- Internal PageRank distribution is uneven across key pages.
- High-value pages have similar PageRank scores.
- Weak pages lack sufficient internal links to distribute equity.

Impact if fixed: Uneven distribution limits SEO potential.

URL-LEVEL ISSUES (2)

URL	ISSUE	PRIORITY
https://bestcpms.com/about	Weak Internal Linking	MEDIUM
https://bestcpms.com/team	Weak Internal Linking	MEDIUM

ISSUES & RECOMMENDED FIXES

Issue #03 — Weak Internal Linking MEDIUM

EVIDENCE DETECTED — **Source:** https://bestcpms.com/about; https://bestcpms.com/team | **Method:** Crawl

Impact: Improved SEO performance for under-linked pages.

Why this matters: Linking to weak pages enhances their visibility.

Recommended fix: Increase internal links to weak pages to distribute PageRank.

- Review weak pages with low internal links.
- Add contextual links from relevant pages.
- Track performance of linked pages.

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

Strengths

- Clear and informative H1 that outlines the service.
- Presence of structured data (JSON-LD schema) enhances SEO.
- Robust privacy and legal compliance with policy links.

Recommendations

- Increase internal links to orphan pages to improve visibility.
- Enhance anchor text quality for better context and relevance.
- Implement a strategy to regularly update content for freshness.
- Add FAQ schema to improve AI visibility and user engagement.

Internal linking audit Insights

Honest note on how much of the site the crawl actually covered

The audit covered 25 pages, revealing key internal linking issues.

Which important pages are under-linked relative to their business value

Orphan pages and weakly linked pages are under-leveraged for SEO benefits.

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