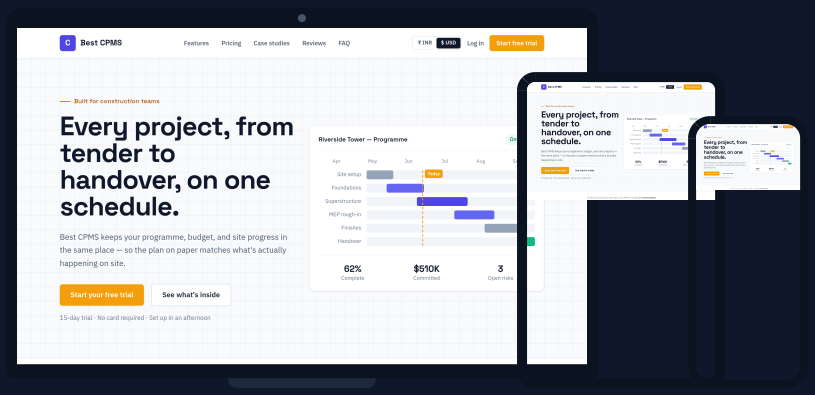
LANDING PAGE AUDIT

WEBSITE GROWTH ASSESSMENT

Construction Project Management System

https://bestcpms.com



October 31, 2026

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https://bestcpms.com

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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: Improve messaging clarity

Days 15–30: Enhance trust signals

Days 31–60: Optimize CTAs

Days 61–90: Strengthen internal linking

BUSINESS OPPORTUNITY — Enhance clarity and trust to boost conversions significantly.

ESTIMATED REVENUE OPPORTUNITY — ₹45,000/month (~$540) due to potential lost conversions from unclear messaging and weak CTAs.

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

Priority Actions

Fix Now · High Impact

Headline clarity Higher engagement and conversion rates.

Revise the H1 to better communicate the unique value proposition.

LOW EFFORT ₹20,000/month (~$240) INFERRED

- Draft a new headline focused on benefits.
- Test the new headline with target users.
- Implement the revised headline on the landing page.

CTA effectiveness Increased click-through rates.

Revise the CTA to include urgency.

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

- Create variations of the CTA with urgency.
- A/B test the new CTA against the current one.
- Implement the most effective CTA.

Fix Next · Medium Impact

Trust signals Improved user trust and conversion likelihood.

Add client logos and testimonials to enhance credibility.

MEDIUM EFFORT ₹10,000/month (~$120) DETECTED

- Collect testimonials from existing clients.
- Design a section for client logos.
- Integrate testimonials and logos into the landing page.

Before / After

HEADLINE (H1)

CURRENT

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

SUGGESTED

Streamline Your Construction Projects from Tender to Handover.

The suggested headline emphasizes the benefit of streamlining, making it more appealing to potential users.

CTA BUTTON

CURRENT

Start free trial

SUGGESTED

Start Your Free Trial Now

Adding 'Now' creates a sense of urgency, 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

Best CPMS empowers construction teams to efficiently manage schedules, budgets, and site progress in one unified workspace.

The suggested meta description is more action-oriented and emphasizes empowerment, which can attract more clicks.

Quick Wins — This Week

ACTION	TIME	IMPACT	DIFFICULTY
Revise the headline for clarity	1 hour	Increased user engagement	EASY
Update the CTA for urgency	30 minutes	Higher click-through rates	EASY
Add a testimonials section	2 hours	Enhanced trust	MEDIUM

30/60/90-Day Action Plan

TIMEFRAME	ACTIONS	KPI / VERIFICATION

Days 1–14	**Improve messaging clarity.** Revise headline Update meta description	Increased user engagement metrics.
Days 15–30	**Enhance trust signals.** Add testimonials Incorporate client logos	Improved conversion rates.
Days 31–60	**Optimize CTAs.** A/B test CTA variations Implement best-performing CTA	Higher click-through rates.
Days 61–90	**Strengthen internal linking.** Link to orphan pages Review site navigation	Better user experience and SEO.

Core Web Vitals

METRIC	VALUE	STATUS	ASSESSMENT / FIX
LCP	—	GOOD	Page loads quickly for users. — Maintain current optimizations.
CLS	—	GOOD	No unexpected layout shifts detected. — Continue monitoring layout stability.
INP	—	GOOD	User interactions are responsive. — Keep current performance optimizations.

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 page has some structured data but lacks FAQ content and brand mentions, limiting AI 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	**50/100**
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	**20/100**
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.
- No entity sameAs links to authoritative profiles.

VISIBILITY STRENGTHS

- Allowed access for all major AI crawlers.
- Presence of structured data types like Organization and SoftwareApplication.

HOW TO IMPROVE

1. **Implement FAQPage schema to enhance AI visibility.**
2. **Add entity 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 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
- 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
- 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 clear first-hand experience signals.
Expertise	**60/100**	Some expertise is shown, but more authoritative content is needed.
Authoritativeness	**50/100**	Trust signals are present but could be strengthened.
Trustworthiness	**60/100**	Privacy and cookie policies are present, but more social proof is needed.

Overall E-E-A-T Score: 52/100

Top action: Incorporate more authoritative content and client testimonials.

Executive Summary

Best CPMS offers a comprehensive solution for construction project management, but improvements in headline clarity, CTA effectiveness, and trust signals are needed to maximize conversion potential.

WHAT'S WORKING

Clear value proposition in the meta description.; Presence of trust signals like privacy and cookie policies.; Well-defined target audience in the construction sector.

WHAT NEEDS ATTENTION

Enhance the clarity of the headline to better convey value.; Add urgency to the CTA to encourage immediate action.; Incorporate more trust signals, such as client logos or case studies.

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

- Clear value proposition in the meta description.
- Presence of trust signals like privacy and cookie policies.
- Well-defined target audience in the construction sector.

Recommendations

- Enhance the clarity of the headline to better convey value.
- Add urgency to the CTA to encourage immediate action.
- Incorporate more trust signals, such as client logos or case studies.
- Improve internal linking to orphan pages for better navigation.

Landing page audit Insights

Headline and message notes

The current headline lacks clarity on the unique value proposition.

Offer value notes

The offer is clear but could be presented more compellingly.

CTA conversion notes

The CTA lacks urgency, which may reduce click-through rates.

Social proof and testimonials

While testimonials are present, they need to be more prominent.

Above-the-fold impact

The above-the-fold content is informative but could be more engaging.

Form and lead capture

No forms are present on the page, limiting lead capture opportunities.

Urgency and clarity

Urgency is not clearly communicated in the CTA.

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.