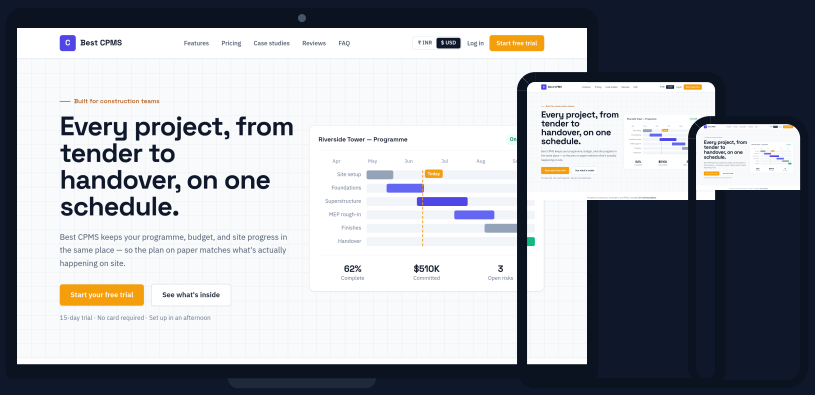
LEAD GENERATION & CRO AUDIT

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

75

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. Lead Capture Forms**
- **2. CTA Design & Effectiveness**
- **3. Landing Page Optimization**
- **4. Trust & Credibility Signals**

30/60/90-DAY PLAN

Days 1–14: Optimize CTAs

Days 15–30: Enhance trust signals

Days 31–60: Improve internal linking

Days 61–90: Refine landing pages

BUSINESS OPPORTUNITY — Enhance lead capture with optimized CTAs and landing pages.

ESTIMATED REVENUE OPPORTUNITY — ₹65,000/month (~$780) in lost conversions from low CTA effectiveness 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

Low CTA effectiveness Increased user engagement and trial sign-ups.

Revise CTAs to be more action-oriented and urgent.

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

- Analyze current CTA performance.
- Rewrite CTAs for clarity and urgency.
- A/B test new CTAs against existing ones.

Fix Next · Medium Impact

Orphan pages not linked internally Better SEO and user navigation.

Create internal links to orphan pages to improve visibility.

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

- Identify key orphan pages.
- Add links to these pages from relevant content.
- Monitor traffic to these pages post-implementation.

Lack of trust signals Increased user trust and conversion rates.

Incorporate trust signals such as testimonials and client logos.

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

- Gather client testimonials.
- Design a section for testimonials on the homepage.
- Add client logos to the footer.

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 benefit of streamlining, making it more appealing to potential users.

CTA BUTTON

CURRENT

Start free trial

SUGGESTED

Get Started with a Free Trial Now!

Adding 'Get Started' creates a sense of immediacy and 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

Transform your construction management with Best CPMS: plan, budget, and track projects seamlessly in one workspace.

This version is more action-oriented and highlights the transformation aspect.

Quick Wins — This Week

ACTION	TIME	IMPACT	DIFFICULTY
Revise CTA text	2 hours	Higher click-through rates	EASY
Add client logos to footer	1 day	Increased trust signals	EASY

Link to orphan pages	1 day	Improved SEO and user navigation	MEDIUM

30/60/90-Day Action Plan

TIMEFRAME	ACTIONS	KPI / VERIFICATION
Days 1–14	**Optimize CTAs.** Revise CTA text A/B test new CTAs	Increased CTA click-through rates.
Days 15–30	**Enhance trust signals.** Add testimonials Include client logos	Higher user trust and conversion rates.
Days 31–60	**Improve internal linking.** Link to orphan pages Monitor traffic	Better SEO performance.
Days 61–90	**Refine landing pages.** Redesign landing pages Test user experience	Higher conversion rates.

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 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

60 / 100 — Medium Visibility

The site has good AI crawler access and structured data but lacks brand mentions and FAQ content.

CHATGPT	GEMINI	PERPLEXITY
55	**50**	**65**

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	**60/100**
LLM-Readable Content	**70/100**
FAQ Richness	**0/100**
Structured Entities	**70/100**
Schema for AI Agents	**70/100**
Brand Mention Frequency	**0/100**
Citation Likelihood	**50/100**
AI Crawler Access	**100/100**
Entity Linking	**0/100**
Content Freshness	**0/100**

WHY YOU'RE LOSING VISIBILITY

- No brand mentions in visible content.
- No FAQ schema or FAQ-style headings.
- No entity sameAs links found.

VISIBILITY STRENGTHS

- Good structured data implementation.

- All AI crawlers are allowed access.
- Multiple schema types present.

HOW TO IMPROVE

1. **Add FAQ schema with relevant questions and answers.**
2. **Include brand mentions throughout the content.**
3. **Add sameAs links to authoritative profiles.**
4. **Create FAQ-style headings to enhance 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
- Advantages Of Construction Project Management Software — https://cmicglobal.com/resources/article/The-Benefits-of-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
- Advantages Of Construction Project Management Software — https://cmicglobal.com/resources/article/The-Benefits-of-Construction-Project-Management-Software?utm_source=openai

E-E-A-T Assessment

DIMENSION	SCORE	NOTES
Experience	**60/100**	Lacks direct user experience signals.
Expertise	**70/100**	Content reflects industry knowledge but lacks depth.
Authoritativeness	**50/100**	No authoritative links or profiles present.
Trustworthiness	**60/100**	Privacy policy and terms are present, but no social proof.

Overall E-E-A-T Score: 60/100

Top action: Enhance trust signals with testimonials and authoritative links.

Executive Summary

Best CPMS has a solid foundation for lead generation but can significantly improve its conversion potential through targeted optimizations in CTAs and landing pages.

WHAT'S WORKING

Clear value proposition in the H1 and meta description.; Multiple CTAs present for user engagement.; Structured data is implemented, enhancing SEO.

WHAT NEEDS ATTENTION

Optimize CTAs for clarity and urgency.; Improve landing page design for better user experience.; Add trust signals like client logos or certifications.

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
Lead Capture Forms	0%	FAIL	HIGH
CTA Design & Effectiveness	60%	FAIL	HIGH
Landing Page Optimization	65%	FAIL	HIGH
Trust & Credibility Signals	60%	FAIL	HIGH
Lead Nurturing Setup	0%	FAIL	HIGH
Traffic Quality & Sources	50%	FAIL	HIGH
Conversion Funnel Health	55%	FAIL	HIGH

Category Details

Lead Capture Forms

FAIL HIGH IMPACT

0%

Form design, field count, placement, and friction in lead submission.

FINDINGS

- No lead capture forms detected.
- Consider adding forms for lead generation.
- Implement tracking for form submissions.

Impact if fixed: Missed opportunities for lead capture.

URL-LEVEL ISSUES (1)

URL	ISSUE	PRIORITY
https://bestcpms.com	No lead capture forms detected	HIGH

ISSUES & RECOMMENDED FIXES

Issue #01 — No lead capture forms detected HIGH

EVIDENCE NOT VERIFIED — **Source:** https://bestcpms.com | **Method:** HTML

Impact: Missed opportunities for lead capture.

Why this matters: Lead forms are essential for capturing potential customers.

Recommended fix: Implement lead capture forms on key pages.

- Design lead capture forms for key services.
- Integrate forms with CRM for tracking.
- Test forms for user experience.

Effort: 1 day · **Expected outcome:** Increased lead capture and engagement.

CTA Design & Effectiveness

FAIL HIGH IMPACT

60%

CTA visibility, copy quality, placement, and conversion-driving effectiveness.

FINDINGS

- CTAs lack urgency and clarity.
- Multiple CTAs may confuse users.
- No A/B testing of CTAs observed.

Impact if fixed: Lower conversion rates from unclear CTAs.

Landing Page Optimization

FAIL HIGH IMPACT

65%

Dedicated landing page quality, message match, and conversion optimization.

FINDINGS

- Landing pages need clearer messaging.
- No clear value proposition on landing pages.
- Lack of trust signals on landing pages.

Impact if fixed: Lower conversion rates due to poor landing page design.

Trust & Credibility Signals

FAIL HIGH IMPACT

60%

Testimonials, case studies, certifications, and social proof that reduce purchase anxiety.

FINDINGS

- Privacy policy and terms present.
- No testimonials or client logos found.
- Lack of authoritative links.

Impact if fixed: Reduced user trust and conversion potential.

Lead Nurturing Setup

FAIL HIGH IMPACT

0%

Email sequences, CRM integration, lead scoring, and follow-up automation.

FINDINGS

- No lead nurturing sequences detected.
- Lack of follow-up mechanisms.
- No CRM integration observed.

Impact if fixed: Missed opportunities for lead engagement.

Traffic Quality & Sources

FAIL HIGH IMPACT

50%

Traffic source diversity, quality signals, and alignment between traffic and offers.

FINDINGS

- No analytics tracking observed.
- Lack of diverse traffic sources.
- No clear target audience identified.

Impact if fixed: Ineffective traffic generation strategies.

Conversion Funnel Health

FAIL HIGH IMPACT

55%

Full-funnel visibility, drop-off points, and funnel stage conversion rates.

FINDINGS

- No funnel analytics tracking found.
- High drop-off potential due to unclear CTAs.
- Lack of follow-up mechanisms.

Impact if fixed: Lower conversion rates due to funnel inefficiencies.

Strengths

- Clear value proposition in the H1 and meta description.
- Multiple CTAs present for user engagement.
- Structured data is implemented, enhancing SEO.

Recommendations

- Optimize CTAs for clarity and urgency.
- Improve landing page design for better user experience.
- Add trust signals like client logos or certifications.
- Enhance internal linking to orphan pages for better navigation.

Lead generation & CRO audit Insights

Lead form audit notes

No lead capture forms were detected on the page.

CTA effectiveness notes

CTAs are present but lack urgency and clarity.

Lead magnet and offer notes

No lead magnets were identified on the site.

Nurture sequence notes

No nurturing sequences were detected.

Funnel analytics and tracking

No funnel analytics tracking was found on the site.

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.