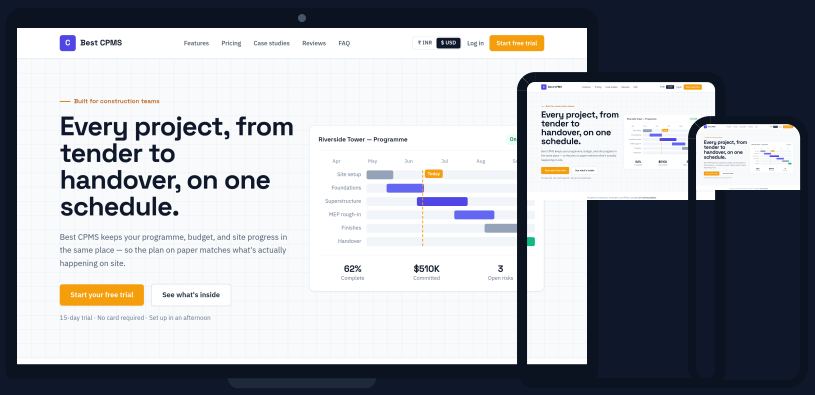
LOCAL BUSINESS WEBSITE AUDIT

WEBSITE GROWTH ASSESSMENT

# Construction Project Management System

https://bestcpms.com




October 31, 2026

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Audit #201 · Generated 2026-10-31 22:42

# 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

**30/60/90-DAY PLAN**

**Days 1–14:** Fix NAP consistency issues.

**Days 15–30:** Implement local schema markup.

**Days 31–60:** Enhance internal linking structure.

**Days 61–90:** Content strategy development.

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

**ESTIMATED REVENUE OPPORTUNITY — ₹45,000/month (~$540) in lost conversions due to local SEO deficiencies.**

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

## Priority Actions

**Fix Now** · High Impact

**NAP Consistency Issues** Improved local search rankings.

Standardize name, address, and phone number across all pages.

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

- Audit all pages for NAP details.
- Update discrepancies in the footer and contact page.
- Verify consistency in local directories.

**Missing Local Schema Markup** Increased visibility in local search results.

Add LocalBusiness schema with sameAs links to social profiles.

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

- Create LocalBusiness schema markup.
- Include sameAs links for social media.
- Test schema with Google's Structured Data Testing Tool.

**Fix Next** · Medium Impact

**Orphan Pages Detected** Enhanced user navigation and SEO.

Link orphaned pages from the main site navigation.

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

- Identify orphan pages from the internal link graph.
- Add links to relevant pages in the main navigation.
- Monitor traffic to these pages post-implementation.

## 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 includes keywords for better SEO.

### CTA BUTTON

**CURRENT**

Start your free trial

**SUGGESTED**

**Get Started with Your Free Trial Today!**

This version creates urgency and a more inviting tone.

### 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 rewrite includes keywords and a clearer call to action while remaining within the character limit.

## Quick Wins — This Week

| ACTION | TIME | IMPACT | DIFFICULTY |
|---|---|---|---|
| Update Meta Tags | 1 day | Improved click-through rates from search results. | EASY |
| Add Internal Links | 2 hours | Better user engagement and SEO. | EASY |
| Create a Blog Post | 1 day | Increased organic traffic and authority. | MEDIUM |

## 30/60/90-Day Action Plan

| TIMEFRAME | ACTIONS | KPI / VERIFICATION |
|---|---|---|

| | | |
|---|---|---|
| **Days 1–14** | **Fix NAP consistency issues..** Audit NAP details Update discrepancies Verify local directory listings | Improved local search rankings. |
| **Days 15–30** | **Implement local schema markup..** Create LocalBusiness schema Add sameAs links Test schema | Increased visibility in local search results. |
| **Days 31–60** | **Enhance internal linking structure..** Link orphaned pages Monitor traffic Adjust internal links as needed | Enhanced user navigation and SEO. |
| **Days 61–90** | **Content strategy development..** Create blog content Optimize existing pages Engage with local community | Increased organic traffic and authority. |

## 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. — Keep optimizing interactivity. |

## 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 basic structured data but lacks rich 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 | **35/100** |
| LLM-Readable Content | **50/100** |
| FAQ Richness | **0/100** |
| Structured Entities | **60/100** |
| Schema for AI Agents | **60/100** |
| Brand Mention Frequency | **0/100** |
| Citation Likelihood | **25/100** |
| AI Crawler Access | **100/100** |
| Entity Linking | **0/100** |
| Content Freshness | **0/100** |

**WHY YOU'RE LOSING VISIBILITY**

- No sameAs links to authoritative profiles.
- Lack of FAQ schema and brand mentions.

**VISIBILITY STRENGTHS**

- Allowed access for all major AI crawlers.
- Presence of structured data types enhances visibility.

**HOW TO IMPROVE**

1. **Implement FAQ schema to improve content richness.**
2. **Add sameAs links to social 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
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## E-E-A-T Assessment

| DIMENSION | SCORE | NOTES |
|---|---|---|
| Experience | **40/100** | Lacks first-hand experience signals in content. |
| Expertise | **50/100** | Content demonstrates some industry knowledge. |
| Authoritativeness | **30/100** | No authoritative links or citations present. |
| Trustworthiness | **25/100** | No content freshness signals or sameAs links. |

**Overall E-E-A-T Score: 36/100**

Top action: Enhance trust signals by adding authoritative links and sameAs profiles.

## Executive Summary

Best CPMS has a solid foundation for local SEO but lacks critical elements for improving visibility and trust. Addressing NAP consistency and enhancing schema markup will significantly impact local search performance.

**WHAT'S WORKING**

Clear and concise page title and meta description.; Presence of structured data enhances search visibility.; Well-defined target audience in the construction sector.

**WHAT NEEDS ATTENTION**

Ensure NAP consistency across all pages.; Add local schema markup with sameAs links to social profiles.; Implement FAQ schema to enhance content richness.

**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 and concise page title and meta description.
- Presence of structured data enhances search visibility.
- Well-defined target audience in the construction sector.

## Recommendations

- Ensure NAP consistency across all pages.
- Add local schema markup with sameAs links to social profiles.
- Implement FAQ schema to enhance content richness.
- Improve internal linking to orphaned pages for better crawlability.

## Local business website audit Insights

### Google Business Profile notes

No Google Business Profile details were evaluated.

### Citation and directory notes

No external citations were verified.

### Local content notes

Local content is minimal; consider adding more localized topics.

### Review acquisition strategy

No review management strategy was observed.

### Local schema markup notes

Local schema markup is missing; implement to improve local SEO.

## 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.**

**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.