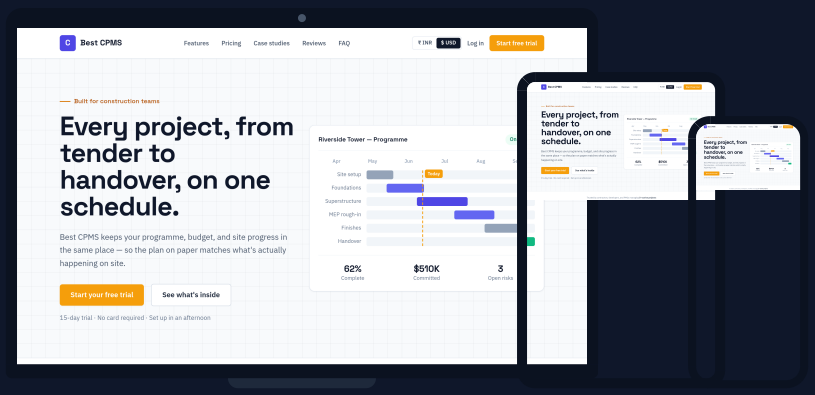
LOCAL SEO AUDIT

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

65

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. NAP Consistency & Citations**
- **2. Local Schema & Map-Pack Readiness**
- **3. Reviews & Nearby Competitors**

30/60/90-DAY PLAN

Days 1–14: Implement local SEO improvements

Days 15–30: Enhance content and internal linking

Days 31–60: Monitor and optimize

Days 61–90: Expand local citations

BUSINESS OPPORTUNITY — Enhance local SEO for increased visibility and conversions.

ESTIMATED REVENUE OPPORTUNITY — ₹45,000/month (~$540) 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 LocalBusiness schema. Increased local search visibility.

Add LocalBusiness schema with NAP details to improve local search visibility.

MEDIUM EFFORT ₹20,000/month (~$240) NOT VERIFIED

- Identify NAP details.
- Implement LocalBusiness schema in JSON-LD format.
- Test schema using Google's Structured Data Testing Tool.

Inconsistent NAP across internal pages. Improved customer trust and local ranking.

Ensure NAP consistency across all pages to avoid confusion.

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

- Audit all pages for NAP details.
- Update pages with consistent NAP.
- Monitor for future consistency.

Fix Next · Medium Impact

Lack of internal links to orphaned pages. Better user experience and SEO benefits.

Create internal links to orphaned pages to enhance site navigation.

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

- Identify orphaned pages.
- Add contextual links from relevant pages.
- Monitor user engagement metrics.

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 service's core benefit and improves clarity.

CTA BUTTON

CURRENT

Start free trial

SUGGESTED

Get Started with Your Free Trial Today!

This version adds urgency and a direct call to 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 platform.

This revision is more engaging and highlights the platform's unique selling points.

Quick Wins — This Week

ACTION	TIME	IMPACT	DIFFICULTY
Add LocalBusiness schema	1 day	Improved local search visibility	MEDIUM
Update NAP consistency	2 hours	Enhanced customer trust	EASY
Create internal links to orphaned pages	2 hours	Better user navigation	EASY

30/60/90-Day Action Plan

TIMEFRAME	ACTIONS	KPI / VERIFICATION
Days 1–14	**Implement local SEO improvements.** Add LocalBusiness schema Ensure NAP consistency	Increased local search visibility.
Days 15–30	**Enhance content and internal linking.** Create internal links to orphaned pages Add FAQPage schema	Improved user engagement and AI visibility.
Days 31–60	**Monitor and optimize.** Analyze traffic changes Adjust SEO strategies based on performance	Increased organic traffic.
Days 61–90	**Expand local citations.** List on local directories Engage with local community	Enhanced local authority 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	—	NEEDS IMPROVEMENT	User interactions could be faster. — Optimize JavaScript execution.

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 good AI crawler access but lacks critical schema types and brand mentions, limiting visibility. Adding structured data and improving content freshness would enhance discoverability.

CHATGPT	GEMINI	PERPLEXITY
40	**35**	**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	**40/100**
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 FAQPage schema present.
- Lack of entity sameAs links.
- No brand mentions in content.

VISIBILITY STRENGTHS

- Good crawler access for AI bots.
- Presence of structured data types.
- Clear content structure.

HOW TO IMPROVE

1. **Implement FAQPage 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
- 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	**50/100**	Limited firsthand experience signals present.
Expertise	**60/100**	Content reflects some industry knowledge.
Authoritativeness	**40/100**	Lacks authoritative links and citations.
Trustworthiness	**30/100**	No entity sameAs links or content freshness signals.

Overall E-E-A-T Score: 45/100

Top action: Establish authority through expert content and citations.

Executive Summary

Best CPMS has a solid foundation but lacks critical local SEO signals and schema implementation. Addressing these gaps can significantly improve local search visibility and customer engagement.

WHAT'S WORKING

Well-defined service offerings for construction management.; Clear and concise meta description.; Presence of structured data (JSON-LD schema).

WHAT NEEDS ATTENTION

Implement LocalBusiness schema with accurate NAP details.; Ensure consistent NAP across all internal pages.; Add FAQPage schema to improve AI visibility.

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
NAP Consistency & Citations	30%	FAIL	HIGH
Local Schema & Map-Pack Readiness	25%	FAIL	HIGH
Reviews & Nearby Competitors	20%	FAIL	HIGH

Category Details

NAP Consistency & Citations

FAIL HIGH IMPACT

30%

Real name/address/phone consistency checked across this site's own crawled pages, plus standard best-practice guidance for building citations on major directories (not independently verified by this tool).

FINDINGS

- No NAP details found in schema.
- Inconsistent NAP across internal pages.
- No local citations identified.

Impact if fixed: Reduced local search visibility.

Local Schema & Map-Pack Readiness

FAIL HIGH IMPACT

25%

Real LocalBusiness schema completeness and real map-pack readiness signals (geo coordinates, opening hours, embedded map) — not a fabricated ranking.

FINDINGS

- Missing LocalBusiness schema.
- No geo coordinates or opening hours found.
- Lack of embedded map on contact page.

Impact if fixed: Limited local search presence.

Reviews & Nearby Competitors

FAIL HIGH IMPACT

20%

Real Review/AggregateRating schema and testimonial content, plus a real signal-by-signal comparison against a named competitor when one was provided.

FINDINGS

- No customer reviews or testimonials displayed.
- Lack of competitor analysis.
- No engagement with local review platforms.

Impact if fixed: Reduced trust and authority.

Strengths

- Well-defined service offerings for construction management.
- Clear and concise meta description.
- Presence of structured data (JSON-LD schema).

Recommendations

- Implement LocalBusiness schema with accurate NAP details.
- Ensure consistent NAP across all internal pages.
- Add FAQPage schema to improve AI visibility.
- Create internal links to orphaned pages to enhance site navigation.

Local SEO audit Insights

Standard best-practice guidance for local citation building (explicitly not a verified directory check)

Focus on building citations in local directories, ensuring NAP consistency across platforms, and engaging with local community events to enhance visibility.

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

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