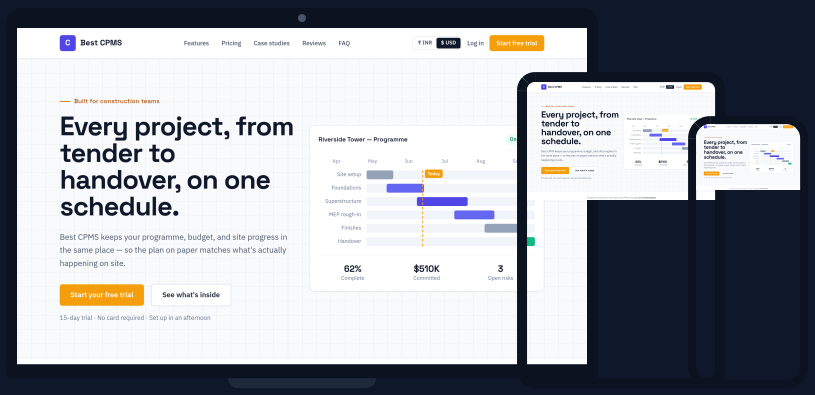
ROI AUDIT

WEBSITE GROWTH ASSESSMENT

Construction Project Management System

https://bestcpms.com



October 31, 2026

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https://bestcpms.com

Audit #195 · Generated 2026-10-31 22:38

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

30/60/90-DAY PLAN

Days 1–14: SEO and content optimization

Days 15–30: Mobile optimization

Days 31–60: AI visibility enhancement

Days 61–90: Content expansion

BUSINESS OPPORTUNITY — Unlock significant revenue growth with optimized conversion strategies.

ESTIMATED REVENUE OPPORTUNITY — ₹1,00,000/month (~$1,200) in lost conversions due to mobile UX and SEO issues.

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

Priority Actions

Fix Now · High Impact

Lack of FAQ schema Increased organic traffic and engagement.

Add FAQ schema to improve AI visibility and search ranking.

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

- Identify common customer questions.
- Create FAQ content.
- Implement FAQ schema in JSON-LD format.

Fix Next · Medium Impact

Orphan pages affecting SEO Better indexing and traffic to all service pages.

Link orphan pages from the homepage to improve visibility.

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

- Review orphan pages identified.
- Add links to these pages in the homepage content.
- Monitor traffic changes post-implementation.

Mobile optimization issues Higher conversion rates from mobile users.

Enhance mobile UX to improve user engagement.

HIGH EFFORT ₹25,000/month (~$300) INFERRED

- Conduct a mobile usability test.
- Implement responsive design adjustments.
- Test across multiple devices for consistency.

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 efficiency and clarity, appealing directly to the target audience's needs.

CTA BUTTON

CURRENT

Start free trial

SUGGESTED

Get Started with Your Free Trial Today!

This version adds urgency and a personal touch, 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

Optimize your construction projects with Best CPMS: manage schedules, budgets, and site progress seamlessly in one platform.

This rewrite includes keywords for better SEO and highlights the platform's benefits more effectively.

Quick Wins — This Week

ACTION	TIME	IMPACT	DIFFICULTY
Update meta descriptions for SEO	2 hours	Improved search visibility and click-through rates.	EASY

Add internal links to key pages	1 day	Enhanced navigation and user experience.	MEDIUM

30/60/90-Day Action Plan

TIMEFRAME	ACTIONS	KPI / VERIFICATION
Days 1–14	**SEO and content optimization.** Update meta descriptions and titles. Add internal links to orphan pages.	Increased organic traffic and improved rankings.
Days 15–30	**Mobile optimization.** Conduct mobile usability tests. Implement responsive design changes.	Improved mobile user engagement metrics.
Days 31–60	**AI visibility enhancement.** Add FAQ schema. Create rich snippets for key services.	Higher visibility in AI-driven search results.
Days 61–90	**Content expansion.** Develop blog content around industry trends. Create case studies to showcase success stories.	Increased authority and traffic from new content.

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	Interactions may feel sluggish on mobile. — Optimize JavaScript and CSS delivery.

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 structured data but lacks FAQ schema and brand mentions, limiting AI visibility.

CHATGPT	GEMINI	PERPLEXITY
55	**60**	**50**

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	**65/100**
LLM-Readable Content	**70/100**
FAQ Richness	**0/100**
Structured Entities	**80/100**
Schema for AI Agents	**60/100**
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 FAQ schema present, limiting rich results.
- Brand name not mentioned, reducing recognition.

VISIBILITY STRENGTHS

- Allowed access for all major AI crawlers.
- Structured data includes Organization and SoftwareApplication types.

HOW TO IMPROVE

1. **Implement FAQ schema to improve AI visibility.**
2. **Increase brand mentions throughout the content.**
3. **Add sameAs links to authoritative profiles.**
4. **Regularly update content to improve freshness.**

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
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E-E-A-T Assessment

DIMENSION	SCORE	NOTES
Experience	**60/100**	No firsthand experience signals present.
Expertise	**70/100**	Content demonstrates some industry knowledge but lacks depth.
Authoritativeness	**50/100**	No external citations or authoritative links.
Trustworthiness	**70/100**	Privacy and terms policies are present, but no sameAs links.

Overall E-E-A-T Score: 62/100

Top action: Enhance author profiles and add external citations to build authority.

Executive Summary

Best CPMS offers a comprehensive construction project management solution, yet there are critical areas for improvement in conversion optimization and AI visibility that could enhance ROI significantly.

WHAT'S WORKING

Clear value proposition in the meta description.; Strong call-to-action presence with multiple CTAs.; Comprehensive service offering for construction project management.

WHAT NEEDS ATTENTION

Implement structured data for FAQ to enhance AI visibility.; Add internal links to orphan pages to improve site navigation.; Optimize the site for mobile users to enhance user experience.

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.
- Strong call-to-action presence with multiple CTAs.
- Comprehensive service offering for construction project management.

Recommendations

- Implement structured data for FAQ to enhance AI visibility.
- Add internal links to orphan pages to improve site navigation.
- Optimize the site for mobile users to enhance user experience.
- Ensure consistent branding by including the brand name throughout the content.

ROI audit Insights

Acquisition efficiency notes

Current CTAs are present but could be more compelling.

Revenue leakage notes

Potential revenue loss due to poor mobile optimization and lack of structured data.

ROI optimization actions (array)

Focus on enhancing conversion rates through better UX and SEO.

Conversion funnel health

Multiple CTAs present but need clearer pathways to conversion.

LTV and retention

Retention strategies are not visible; consider implementing loyalty programs.

Channel mix and attribution

Diversify marketing channels to reduce reliance on a single source.

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.