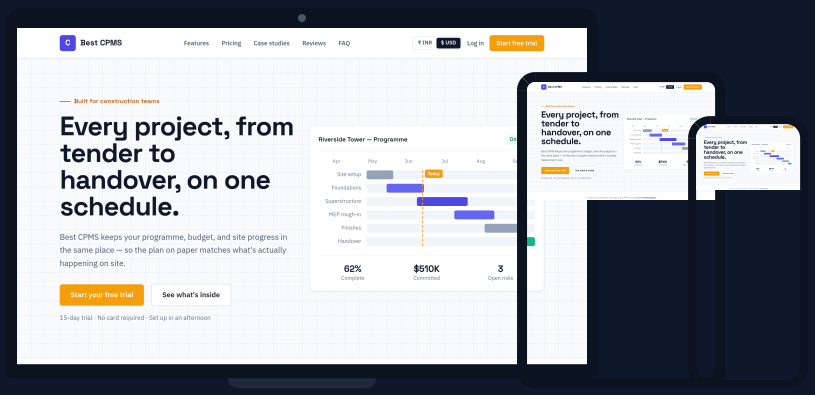
SCHEMA MARKUP AUDIT

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

62

out of 100

FAIR

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: Schema implementation

Days 15–30: Content freshness

Days 31–60: Brand visibility

Days 61–90: User engagement

BUSINESS OPPORTUNITY — Enhance schema markup to unlock rich results and boost visibility.

ESTIMATED REVENUE OPPORTUNITY — ₹50,000/month (~$600) in lost conversions from missing schema and trust 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 critical schema types Increased visibility and click-through rates.

Implement FAQ, Product, Breadcrumb, Article, Local Business, and Review schema.

MEDIUM EFFORT ₹25,000/month (~$300) DETECTED

- Identify content for each schema type.
- Create and validate JSON-LD structured data.
- Implement the structured data on relevant pages.

Incomplete Organization schema Improved brand recognition and trust.

Add 'sameAs' links and 'contactPoint' to the Organization schema.

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

- Gather social media and authoritative links.
- Update the JSON-LD schema with 'sameAs' links.
- Validate and test the updated schema.

Fix Next · Medium Impact

Lack of content freshness signals Enhanced user trust and engagement.

Add 'dateModified' and 'datePublished' to improve trustworthiness.

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

- Determine the last modification dates for key content.
- Update the JSON-LD schema with these dates.
- Ensure all content is regularly reviewed and updated.

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, which can attract more users.

CTA BUTTON

CURRENT

Start your free trial

SUGGESTED

Start My Free Trial Now

Adding 'My' personalizes the CTA, making it more engaging.

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 from tender to handover.

The suggested meta description is more action-oriented and includes a call to action, improving click-through rates.

Quick Wins — This Week

ACTION	TIME	IMPACT	DIFFICULTY
Update meta description	1 hour	Improved click-through rates	EASY
Add 'sameAs' links	2 hours	Enhanced brand visibility	MEDIUM
Implement structured data for testimonials	1 day	Increased credibility	MEDIUM

30/60/90-Day Action Plan

TIMEFRAME	ACTIONS	KPI / VERIFICATION

Days 1–14	**Schema implementation.** Identify missing schema types Create structured data for FAQ and Product	Increased rich result eligibility.
Days 15–30	**Content freshness.** Add 'dateModified' and 'datePublished' to key content Review and update existing content	Improved user trust and engagement.
Days 31–60	**Brand visibility.** Add 'sameAs' links to Organization schema Promote social media profiles	Enhanced brand recognition.
Days 61–90	**User engagement.** Implement structured data for testimonials Monitor user feedback	Increased conversions and user satisfaction.

Core Web Vitals

METRIC	VALUE	STATUS	ASSESSMENT / FIX
LCP	—	GOOD	Page loads quickly for users. — Continue optimizing images and resources.
CLS	—	GOOD	No unexpected layout shifts detected. — Maintain current practices.
INP	—	GOOD	User interactions are responsive. — Ensure scripts remain optimized.

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 schema types but lacks critical elements like FAQ and Product schema, which diminishes its AI visibility. There are no brand mentions or sameAs links, further impacting discoverability.

CHATGPT	GEMINI	PERPLEXITY
30	**40**	**35**

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	**25/100**
LLM-Readable Content	**50/100**
FAQ Richness	**0/100**
Structured Entities	**60/100**
Schema for AI Agents	**20/100**
Brand Mention Frequency	**0/100**
Citation Likelihood	**15/100**
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.
- Missing 'sameAs' links in Organization schema.
- No brand mentions in visible text.

VISIBILITY STRENGTHS

- Allowed access for all major AI crawlers.
- Presence of basic schema types like Organization and WebSite.

HOW TO IMPROVE

1. **Implement FAQ schema to improve user engagement and visibility.**
2. **Add 'sameAs' links to the Organization schema for better brand recognition.**
3. **Include structured data for testimonials to enhance credibility.**
4. **Update content freshness signals to build trust.**

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 Benefits of Using a Construction Project Management System:** 1. **Enhanced Coordination and Communication:** B

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
- What is Construction Project Scheduling Software? | Deltek —https://www.deltek.com/resources/articles/construction-project-scheduling-software/?utm_source=openai
- Construction Project Management Software Benefits | CMiC —https://cmicglobal.com/resources/article/Project-Management-Software-for-Construction?utm_source=openai
- Construction Chaos: What Is Construction Management Software? —https://www.cloud-interactive.com/insights/construction-project-management-software?utm_source=openai

E-E-A-T Assessment

DIMENSION	SCORE	NOTES
Experience	**40/100**	Lacks firsthand experience signals in content.
Expertise	**50/100**	Some expertise shown, but no author credentials.
Authoritativeness	**30/100**	No authoritative links or citations present.
Trustworthiness	**20/100**	Missing sameAs links and content freshness signals.

Overall E-E-A-T Score: 35/100

Top action: Add authoritative links and improve content freshness to enhance trust.

Executive Summary

Best CPMS has a solid foundation but lacks critical schema types and completeness, which limits its visibility in search results. Addressing these gaps can significantly enhance user engagement and conversions.

WHAT'S WORKING

Clear and concise page title and meta description.; Well-defined target audience in the construction industry.; Presence of a canonical URL to avoid duplicate content issues.

WHAT NEEDS ATTENTION

Add missing schema types: FAQ, Product, Breadcrumb, Article, Local Business, and Review.; Include 'sameAs' links in Organization schema for better brand visibility.; Implement structured data for testimonials to enhance credibility.

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.
- Well-defined target audience in the construction industry.
- Presence of a canonical URL to avoid duplicate content issues.

Recommendations

- Add missing schema types: FAQ, Product, Breadcrumb, Article, Local Business, and Review.
- Include 'sameAs' links in Organization schema for better brand visibility.
- Implement structured data for testimonials to enhance credibility.
- Add content freshness signals like 'dateModified' and 'datePublished' to improve trustworthiness.

Schema markup audit Insights

Specific rich-result features unlocked by fixing the found issues

Implementing missing schema types will unlock rich results, enhancing 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

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.