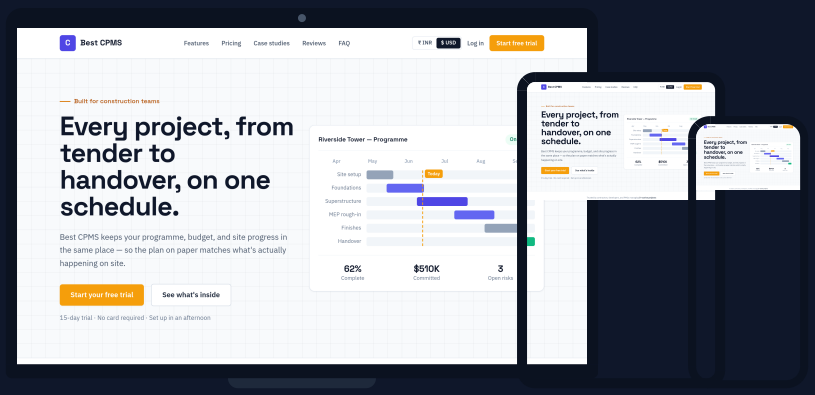
SEO + AI VISIBILITY AUDIT

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

72

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: Enhance AI visibility

Days 15–30: Improve internal linking

Days 31–60: Content updates

Days 61–90: SEO performance review

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

ESTIMATED REVENUE OPPORTUNITY — ₹45,000/month (~$540) in lost conversions from low AI visibility and internal linking 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 FAQPage schema Increased visibility in AI search results.

Add FAQPage schema to improve AI visibility.

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

- Identify common questions from users.
- Create FAQ content based on these questions.
- Implement FAQPage schema using JSON-LD.

Orphan pages not linked internally Improved user navigation and engagement.

Link orphan pages within the main content.

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

- Review orphan pages listed.
- Add contextual links to these pages in relevant content.
- Monitor user engagement metrics post-implementation.

Fix Next · Medium Impact

Missing entity sameAs links Enhanced brand visibility and trust.

Add sameAs links in schema markup.

LOW EFFORT ₹10,000/month (~$120) NOT VERIFIED

- Identify authoritative profiles for the brand.
- Update schema markup to include sameAs links.
- Test schema implementation for errors.

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, which can attract more clicks.

CTA BUTTON

CURRENT

Start free trial

SUGGESTED

Get Started with a Free Trial Today!

Adding 'Today!' creates urgency, 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: plan, budget, and track progress all in one workspace. Start your free trial today!

This version includes a call to action and emphasizes benefits, making it more compelling.

Quick Wins — This Week

ACTION	TIME	IMPACT	DIFFICULTY
Update meta description	1 hour	Improved click-through rates from search results.	EASY
Add internal links to orphan pages	2 hours	Enhanced user navigation and SEO.	MEDIUM
Revise H1 for clarity	30 minutes	Increased user engagement on the page.	EASY

30/60/90-Day Action Plan

TIMEFRAME	ACTIONS	KPI / VERIFICATION
Days 1–14	**Enhance AI visibility.** Add FAQPage schema Implement sameAs links	Increased AI citation and visibility.
Days 15–30	**Improve internal linking.** Link orphan pages Monitor user engagement	Higher user retention and lower bounce rates.
Days 31–60	**Content updates.** Add content freshness signals Revise existing content for clarity	Improved content relevance and search rankings.
Days 61–90	**SEO performance review.** Analyze traffic data Adjust strategies based on performance	Increased organic traffic and conversions.

Core Web Vitals

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

45 / 100 — Medium Visibility

The site has good AI crawler access but lacks critical schema and FAQ content, limiting visibility in AI search results.

CHATGPT	GEMINI	PERPLEXITY
40	**50**	**45**

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	**55/100**
FAQ Richness	**0/100**
Structured Entities	**60/100**
Schema for AI Agents	**60/100**
Brand Mention Frequency	**0/100**
Citation Likelihood	**30/100**
AI Crawler Access	**100/100**
Entity Linking	**0/100**
Content Freshness	**0/100**

WHY YOU'RE LOSING VISIBILITY

- No FAQPage schema present, limiting potential AI citations.
- Absence of entity sameAs links reduces brand authority.
- No freshness signals in content, affecting trustworthiness.

VISIBILITY STRENGTHS

- Allowed access for all major AI crawlers.
- Presence of structured data types like Organization and SoftwareApplication.

HOW TO IMPROVE

1. **Add FAQPage schema to improve AI visibility.**
2. **Implement internal linking to orphan pages.**
3. **Include entity sameAs links in schema.**
4. **Update content freshness signals.**

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**	No firsthand experience signals are present.
Expertise	**60/100**	Content demonstrates some expertise but lacks depth.
Authoritativeness	**40/100**	No authoritative links or citations present.
Trustworthiness	**30/100**	Lacks freshness signals and sameAs links.

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

Top action: Add authoritative links and content freshness signals.

Executive Summary

Best CPMS has a solid foundation for SEO but lacks critical AI visibility signals and internal linking structure. Addressing these gaps can significantly improve discoverability and user engagement.

WHAT'S WORKING

Clear and informative page title and meta description.; Well-structured content with a single H1 tag.; Robust security measures in place with SSL certification.

WHAT NEEDS ATTENTION

Add FAQPage schema to enhance AI visibility.; Implement internal linking to orphan pages to improve site navigation.; Include entity sameAs links in schema for better brand recognition.

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 informative page title and meta description.
- Well-structured content with a single H1 tag.
- Robust security measures in place with SSL certification.

Recommendations

- Add FAQPage schema to enhance AI visibility.
- Implement internal linking to orphan pages to improve site navigation.
- Include entity sameAs links in schema for better brand recognition.
- Update content freshness signals by adding dateModified and datePublished.

SEO + AI visibility audit Insights

Target keyword mapping and intent fit

Focus on construction project management and related software terms.

Keyword competition and difficulty notes

Moderate competition in construction software keywords.

Keyword coverage notes

Coverage is adequate but could be improved with more specific terms.

Technical SEO notes

Good technical foundation but needs schema improvements.

AI visibility and GEO notes

Limited AI visibility due to missing schema and FAQ content.

E-E-A-T and authority signals

Lacks trust signals and authoritative references.

Meta titles and descriptions

Meta description is clear but could be more compelling.

Heading structure (H1–H6)

Good use of H1 and H2 headings.

Internal linking

Orphan pages need internal linking.

Sitemap and indexing

Sitemap is present and accessible.

Structured data/schema notes

Structured data is present but lacks depth.

Backlink profile and gap notes

No significant backlinks detected.

Local SEO opportunities

No local SEO signals present.

Topical clusters and content gap notes

Content clusters need to be developed around key topics.

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.