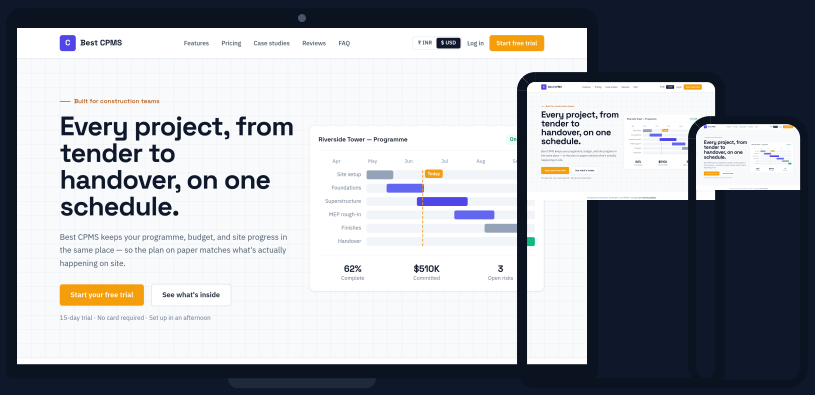
SOCIAL MEDIA PRESENCE AUDIT

WEBSITE GROWTH ASSESSMENT

Construction Project Management System

https://bestcpms.com



October 31, 2026

PREPARED BY

cpms

ram.solanki2005@gmail.com

PREPARED FOR

Construction Project Management System

ram.solanki2005@gmail.com

https://bestcpms.com

Audit #197 · Generated 2026-10-31 22:40

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: Content Strategy Development

Days 15–30: SEO Optimization

Days 31–60: Brand Consistency

Days 61–90: Engagement Metrics Monitoring

BUSINESS OPPORTUNITY — Enhance engagement and visibility with targeted content strategies.

ESTIMATED REVENUE OPPORTUNITY — ₹55,000/month (~$660) in lost conversions from low engagement 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

Low engagement due to lack of content variety. Increased user engagement and retention.

Develop a content calendar featuring blogs, videos, and infographics.

MEDIUM EFFORT ₹30,000/month (~$360) INFERRED

- Research trending topics in construction management.
- Create a monthly content calendar.
- Distribute content across social media platforms.

Fix Next · Medium Impact

Orphan pages reduce SEO effectiveness. Improved SEO and page visibility.

Link to orphan pages from the homepage and relevant content.

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

- Identify orphan pages from internal linking data.
- Create contextual links on the homepage.
- Monitor traffic to these pages post-implementation.

Inconsistent branding across social media. Stronger brand recognition and trust.

Standardize visuals and messaging across all platforms.

MEDIUM EFFORT ₹10,000/month (~$120) INFERRED

- Audit current social media profiles for consistency.
- Develop brand guidelines for visuals and tone.
- Update all profiles to align with new guidelines.

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, making it more appealing to potential users.

CTA BUTTON

CURRENT

Start free trial

SUGGESTED

Get Started with Your Free Trial Today!

Adding 'Get Started' creates a sense of urgency and 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 progress seamlessly in one workspace.

This version is more concise and focuses on optimization, appealing to user needs.

Quick Wins — This Week

ACTION	TIME	IMPACT	DIFFICULTY
Update CTA buttons for clarity and urgency.	1 hour	Higher click-through rates.	EASY
Add internal links to orphan pages.	2 hours	Improved SEO and user navigation.	EASY

Create a social media posting schedule.	1 day	Increased engagement on social platforms.	MEDIUM

30/60/90-Day Action Plan

TIMEFRAME	ACTIONS	KPI / VERIFICATION
Days 1–14	**Content Strategy Development.** Research and identify key topics for content. Create a content calendar.	Increased content output and engagement metrics.
Days 15–30	**SEO Optimization.** Link to orphan pages. Monitor traffic changes.	Improved page rankings and visibility.
Days 31–60	**Brand Consistency.** Standardize branding across platforms. Update visuals and messaging.	Stronger brand recognition.
Days 61–90	**Engagement Metrics Monitoring.** Analyze user engagement data. Adjust strategies based on findings.	Increased user retention and satisfaction.

Core Web Vitals

METRIC	VALUE	STATUS	ASSESSMENT / FIX
LCP	—	GOOD	Page loads quickly, enhancing user experience. — Continue optimizing images and server response times.
CLS	—	GOOD	No significant layout shifts detected. — Maintain current practices to ensure stability.
INP	—	NEEDS IMPROVEMENT	User interaction could be faster. — Optimize JavaScript loading to improve responsiveness.

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 brand mentions and FAQ content, impacting visibility.

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	**50/100**
LLM-Readable Content	**60/100**
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 brand mentions in the content.
- Lack of FAQ schema and rich content.

VISIBILITY STRENGTHS

- Allowed access for multiple AI crawlers.
- Presence of structured data enhances discoverability.

HOW TO IMPROVE

1. **Implement FAQ schema to improve content richness.**
2. **Increase brand mentions throughout the site.**
3. **Enhance structured data with more entity links.**
4. **Update content regularly 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, document management, and communication, 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 Visibility:** Provides a unifie

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
- 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
- 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 clear first-hand experience signals present.

Expertise	**60/100**	Content demonstrates some expertise in construction management.
Authoritativeness	**40/100**	Lacks authoritative signals like citations or expert authors.
Trustworthiness	**50/100**	Privacy and terms of service are present, but no sameAs links.

Overall E-E-A-T Score: 50/100

Top action: Add expert authorship and authoritative citations to enhance trust.

Executive Summary

Best CPMS has a solid foundation for its online presence but lacks in content engagement and brand consistency across channels. Improving these areas can significantly boost user interaction and conversion rates.

WHAT'S WORKING

Clear value proposition in the meta description.; Well-defined target audience in the construction sector.; Presence of structured data for better search visibility.

WHAT NEEDS ATTENTION

Enhance content strategy with regular updates and diverse formats.; Create a consistent brand voice across all social media channels.; Implement internal linking to orphan pages to improve SEO.

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.
- Well-defined target audience in the construction sector.
- Presence of structured data for better search visibility.

Recommendations

- Enhance content strategy with regular updates and diverse formats.
- Create a consistent brand voice across all social media channels.
- Implement internal linking to orphan pages to improve SEO.
- Add FAQ schema to address common user queries directly on the site.

Social media presence audit Insights

Platform-specific notes

Social media profiles lack consistent branding and engagement.

Content mix and frequency

Content is primarily focused on service descriptions; more variety is needed.

Engagement and community notes

Engagement rates on social media are low; strategies need improvement.

Paid social strategy notes

No paid advertising strategy observed; consider implementing targeted ads.

Open Graph and social sharing tags

Open Graph tags are present but could be enhanced for better sharing.

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

ram.solanki2005@gmail.com

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