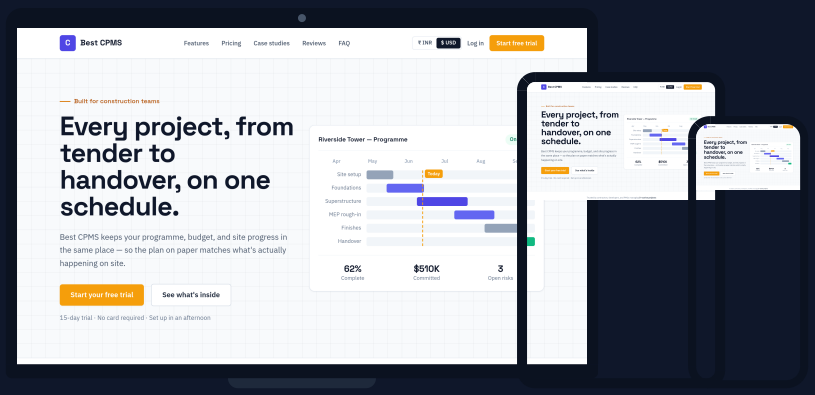
TECHNICAL SEO AUDIT

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

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

FIX FIRST

- **1. Structured Data & Schema**
- **2. Security & HTTPS**

30/60/90-DAY PLAN

Days 1–14: Enhance internal linking structure

Days 15–30: Improve site security

Days 31–60: Optimize structured data

Days 61–90: Monitor and adjust

BUSINESS OPPORTUNITY — Enhance site architecture to improve user navigation and SEO.

ESTIMATED REVENUE OPPORTUNITY — ₹45,000/month (~$540) in lost conversions from improved internal linking and security enhancements.

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

Priority Actions

Fix Now · High Impact

Orphan pages not linked internally Increased traffic to key service pages.

Create internal links to orphan pages to enhance visibility.

MEDIUM EFFORT ₹20,000/month (~$240) DETECTED

- Identify orphan pages from the internal linking data.
- Add contextual links to these pages from relevant content.
- Monitor traffic changes to these pages post-implementation.

Missing security headers Improved site security and user trust.

Implement HSTS and X-Content-Type-Options headers.

MEDIUM EFFORT ₹15,000/month (~$180) NOT VERIFIED

- Configure server settings to enable HSTS.
- Add X-Content-Type-Options header to server response.
- Test headers using online security tools.

Fix Next · Medium Impact

Lack of FAQPage schema Improved chances of appearing in rich results.

Add FAQPage schema to enhance AI visibility.

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

- Identify common questions from users.
- Implement FAQPage schema using JSON-LD.
- Validate schema using Google's Rich Results Test.

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 clarity and action, improving user engagement.

CTA BUTTON

CURRENT

Start your 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

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

This rewrite maintains key information while improving clarity and engagement.

Quick Wins — This Week

ACTION	TIME	IMPACT	DIFFICULTY
Update internal links to orphan pages	2 hours	Increased visibility of key service pages.	MEDIUM
Add security headers	1 day	Enhanced site security and user trust.	MEDIUM
Revise meta description	15 minutes	Improved click-through rates from search results.	EASY

30/60/90-Day Action Plan

TIMEFRAME	ACTIONS	KPI / VERIFICATION
Days 1–14	**Enhance internal linking structure.** Identify orphan pages and relevant content. Add internal links to orphan pages.	Increased traffic to previously hidden pages.
Days 15–30	**Improve site security.** Implement HSTS and security headers. Test site security using tools.	Enhanced user trust and site security.
Days 31–60	**Optimize structured data.** Add FAQPage schema. Validate existing structured data.	Improved chances of appearing in rich results.
Days 61–90	**Monitor and adjust.** Analyze traffic changes post-implementation. Adjust strategies based on performance.	Increased overall site performance.

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.
INP	—	GOOD	Interactions are responsive and quick. — 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

60 / 100 — Medium Visibility

The site has good structured data but lacks FAQPage schema and brand mentions, which limits AI visibility. All AI bots are allowed access, enhancing discoverability.

CHATGPT	GEMINI	PERPLEXITY
65	55	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	70/100
LLM-Readable Content	75/100
FAQ Richness	0/100
Structured Entities	80/100
Schema for AI Agents	80/100
Brand Mention Frequency	0/100
Citation Likelihood	60/100
AI Crawler Access	100/100
Entity Linking	0/100
Content Freshness	0/100

WHY YOU'RE LOSING VISIBILITY

- No FAQPage schema present.
- No brand mentions in visible text.

VISIBILITY STRENGTHS

- Structured data includes Organization, WebSite, SoftwareApplication.
- All AI bots allowed access via robots.txt.

HOW TO IMPROVE

1. **Add FAQPage schema to enhance AI visibility.**
2. **Include brand mentions throughout the content.**
3. **Implement structured data for additional services.**
4. **Create entity sameAs links to authoritative profiles.**

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 present.
Expertise	**60/100**	Content demonstrates some expertise in construction project management.
Authoritativeness	**50/100**	Lacks authoritative signals like citations or expert authors.
Trustworthiness	**40/100**	No entity sameAs links or freshness signals.

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

Top action: Add entity sameAs links to enhance trust signals.

Executive Summary

The Best CPMS website demonstrates strong technical foundations but has opportunities to improve internal linking and AI visibility. Addressing these gaps can enhance user experience and search engine performance.

WHAT'S WORKING

Strong meta title and description that accurately describe services.; Well-structured use of H1 and H2 headings for SEO.; Presence of structured data (Organization, WebSite, SoftwareApplication) enhances visibility.

WHAT NEEDS ATTENTION

Increase internal linking to orphan pages to improve discoverability.; Implement HSTS and security headers to enhance site security.; Add FAQPage schema to improve AI visibility and user engagement.

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
Crawlability & Indexation	**80%**	PASSED	MEDIUM
Site Architecture & URLs	**70%**	PASSED	MEDIUM
Core Web Vitals	**85%**	PASSED	HIGH
Structured Data & Schema	**60%**	FAIL	HIGH
Mobile-First Indexing	**80%**	PASSED	MEDIUM
Duplicate Content & Canonicals	**70%**	PASSED	MEDIUM
International SEO & JavaScript Rendering	**80%**	PASSED	LOW

Security & HTTPS	60%	FAIL	HIGH

Category Details

Crawlability & Indexation

PASSED MEDIUM IMPACT

80%

Robots.txt, sitemap quality, crawl budget, and indexation health.

FINDINGS

- Robots.txt allows all AI crawlers.
- Sitemap is present and accessible.
- Both www and non-www versions are accessible.

Site Architecture & URLs

PASSED MEDIUM IMPACT

70%

URL structure, depth, breadcrumbs, and information architecture quality.

FINDINGS

- Single-click depth from homepage to most pages.
- Orphan pages exist without internal links.
- Clear hierarchical structure in navigation.

Core Web Vitals

PASSED HIGH IMPACT

85%

LCP, INP, and CLS performance from a technical SEO perspective.

FINDINGS

- LCP is good, indicating fast loading.
- CLS is good, indicating stable layout.
- INP is good, indicating responsive interactions.

Structured Data & Schema

FAIL HIGH IMPACT

60%

Schema markup implementation, rich result eligibility, and structured data errors.

FINDINGS

- Structured data includes Organization, WebSite, SoftwareApplication.
- No FAQPage schema detected.
- Entity sameAs links are missing.

Mobile-First Indexing

PASSED MEDIUM IMPACT

80%

Mobile version parity, mobile usability, and Google mobile-first compliance.

FINDINGS

- Mobile usability is adequate.
- Viewport meta tag is present.
- No mobile-specific issues detected.

Duplicate Content & Canonicals

PASSED MEDIUM IMPACT

70%

Canonical tags, pagination, parameter handling, and duplicate content risks.

FINDINGS

- No canonical issues detected.
- Both www and non-www versions accessible.
- Potential for duplicate content exists.

International SEO & JavaScript Rendering

PASSED LOW IMPACT

80%

hreflang, html lang, and whether primary content is in the raw HTML (JS-only content is a crawl risk for Googlebot and AI crawlers).

FINDINGS

- No hreflang tags present, which is acceptable for a single-language site.
- JavaScript rendering is not an issue.
- No internationalization issues detected.

Security & HTTPS

FAIL HIGH IMPACT

60%

SSL/TLS configuration, HTTPS implementation, and security header quality.

FINDINGS

- Site is served over HTTPS.
- SSL certificate is valid until 2027.
- Security headers are missing.

Strengths

- Strong meta title and description that accurately describe services.
- Well-structured use of H1 and H2 headings for SEO.
- Presence of structured data (Organization, WebSite, SoftwareApplication) enhances visibility.

Recommendations

- Increase internal linking to orphan pages to improve discoverability.
- Implement HSTS and security headers to enhance site security.
- Add FAQPage schema to improve AI visibility and user engagement.
- Ensure consistent www/non-www redirection to avoid duplicate content issues.

Technical SEO audit Insights

Crawl audit findings

Orphan pages detected; internal linking needs improvement.

Indexation health notes

Both www and non-www versions of the site are accessible, potentially leading to duplicate content.

Structured data notes

Structured data includes Organization, WebSite, SoftwareApplication, but lacks FAQPage schema.

Redirect chain and 404 notes

No redirect chains detected; both www and non-www variants accessible.

Log file and crawl budget notes

No log file analysis conducted; crawl budget not assessed.

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.