WEBSITE HEALTH AND PERFORMANCE

# Main Street Siteworks Care Plus Report

Prepared for **Sample Business**

WEBSITE HEALTH
**Healthy with Minor Items**

SEARCH VISIBILITY
**Building Visibility**

SAMPLE

## Report Summary

This Sample Care Plus Report shows that Sample Business's website is healthy overall, with a few minor items identified and addressed during the month. Core pages loaded correctly, contact paths worked, and the estimate form test was delivered successfully. Two outdated internal links were corrected, analytics tracking was confirmed, and Search Console checks were completed.

Traffic, search activity, and tracked customer actions all improved compared with June, which is encouraging for an early reporting period. Phone clicks and estimate requests remain the most valuable website actions, and both increased again. The site is attracting local search interest and starting to build a usable baseline for future comparisons.

Because the website launched in March and this report compares only two months, the numbers should be read as early direction rather than a long-term trend. The most important next step is to confirm the Saturday hours and keep monitoring indexing and customer-action trends as more data builds.

**Reporting Context:** Fictional demonstration dataset. July is an early baseline for a site launched in March, and Search Console indexing can lag behind discovery.

TECHNICAL AND PUBLIC-FACING REVIEW

# Website Health Review

| Review Area | Status | Finding |
|---|---|---|
| Website Availability | Healthy | All reviewed public pages loaded successfully, with no errors, unavailable pages, or known downtime identified during this review. |
| Navigation and Links | Healthy | Desktop and mobile navigation worked correctly. Two outdated internal links were identified, corrected, and successfully retested. |
| Contact Methods and Forms | Working | Phone and email links worked. Form display, validation, submission confirmation, and successful email delivery were tested. |
| HTTPS and Security Signals | Healthy | HTTPS and redirects worked correctly, with no browser certificate warnings or Search Console security issues identified. |
| Google Indexing and Sitemap | Monitor | The sitemap is processing successfully. Nine of ten public pages are indexed; the newer FAQ page remains under review. |
| Analytics and Lead Tracking | Working | GA4 is collecting activity, and phone, email, estimate-request, and directions tracking were confirmed during the review. |
| Content and Business Information | Minor Attention | Core business information is consistent, but Saturday hours differ between the website and Google Business Profile. |

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## Items to Watch

Confirm whether Saturday hours should be By Appointment or 9:00 AM to 1:00 PM.

Review the slower project-gallery image if loading speed becomes noticeable to visitors.

Keep monitoring the FAQ page until Search Console confirms it is indexed.

Continue checking search and customer-action trends as the reporting baseline grows.

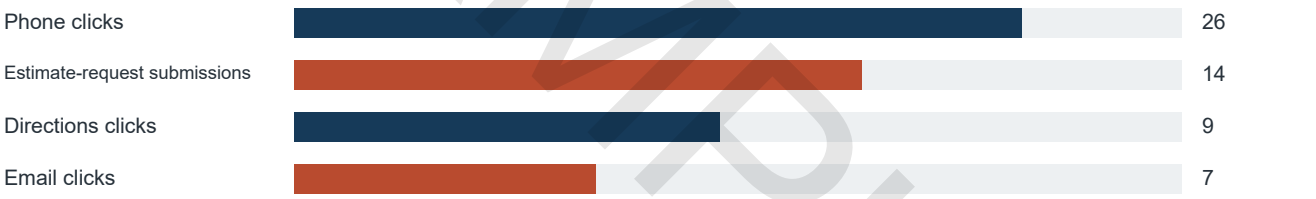
TRAFFIC, SEARCH, AND CUSTOMER ACTIONS

# Performance and Search Visibility

| 26 | 14 | 56 | 173 |
|---|---|---|---|
| Phone clicks | Successful estimate-request form submissions | Total tracked customer actions | Google search clicks |

**Tracked customer actions by type**

Data shown for July 1–31, 2026




Two months of comparison show direction only; a longer trend is not yet established.

## Key Observations

**1.** Search clicks, users, and customer actions all improved compared with June, suggesting the site is gaining momentum.

**2.** Phone clicks and estimate requests were the most valuable actions, matching the business's primary goals.

**3.** Most traffic came from mobile devices, so easy-to-use tap targets and fast loading remain important.

**4.** The FAQ page is already drawing impressions, but indexing confirmation is still pending.

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ACTION PLAN

# Recommendations and Next Steps

## Recommended for Sample Business

### Confirm Saturday hours

Verify whether Saturday should read By Appointment on the website or 9:00 AM to 1:00 PM on Google Business Profile.

### Share new project photos as they become available

Continue sending strong completed-project photos so the website stays current and gives prospective customers fresh examples of recent work.

### No additional client action is currently required

The main follow-up is the Saturday-hours confirmation and sharing future project photos when available.

### No additional client action is currently required

No other client-side changes are currently needed based on this month's review.

## Main Street Siteworks Next Steps

### Continue monthly testing

Repeat desktop and mobile checks, link testing, and form delivery testing each month to catch issues early.

### Monitor FAQ indexing

Watch Search Console to confirm the FAQ page is fully indexed after resubmission and ongoing discovery.

### Review customer-action tracking

Keep comparing phone clicks, estimate requests, email clicks, and directions clicks so lead intent stays visible.

### Watch page performance

Monitor the slower project-gallery image and related media so load speed stays comfortable on mobile.

## Why This Matters

These next steps help the business stay easy to find, easy to contact, and consistent across the website and Google profiles. Confirming hours and keeping project photos current improves credibility for local homeowners. Ongoing testing and tracking make it easier to spot problems early and understand which website actions show real customer interest. Monitoring indexing and search performance also supports stronger visibility over time without making promises about rankings or sales.

### Metrics to Compare Next Month

Phone clicks · Successful estimate-request form submissions · Total tracked customer actions · Google search clicks · FAQ page indexed in Search Console · Saturday hours consistency between website and Google Business Profile

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