alloy

BoardAppeal™ Audit

Version: Lite

2025

Sections

Executive Summary

The company has a strong foundation with clear market positioning, a modern website, and a brand that speaks directly to its audience. Engagement metrics show healthy baseline performance, but also reveal untapped opportunities to increase visibility, deepen trust, and improve conversions. Several pages rank in search but fail to capture significant click-through due to limited keyword optimization and trust signals. This audit highlights key areas — from website messaging and service clarity to content strategy and referral leverage — where strategic improvements could increase qualified leads by 20–35% and strengthen overall market presence.

Executive Summary

Initial Key Findings

✅ Primary lead sources are referrals from attorneys, insurance agents, and partners—limited digital lead flow.

✅ Company has no physical locations—regional SEO and local content will be essential.

✅ Phased regional campaigns to create scalable lead systems.

✅ Limited SEO foundation: limited keyword-rich content, no location pages, missing structured data.

✅ Low mobile performance score (48/100), impacting rankings and user experience.

✅ Lack of testimonials, case studies, or trust-building content—hurting conversions.

✅ PPC is underfunded and likely under-optimized.

✅ Missing active outreach, back linking, or digital PR to build domain authority

✅ Competitors offer robust educational content and trust signals that position them as industry leaders.

BoardReach™

What We'll Look At:

Website Impressions

Services Clarity

About Company Presence

Social Proofing

Content

Referrals

Search Visibility & Performance

Website Impression Check

Finding:

Strong first impression, but messaging and trust signals are underutilized.

Key Supporting Data:

- Clean, responsive design with load times under 3 seconds.
- 55% of visitors exit within 20–30 seconds.
- Less than 25% of users navigate beyond the homepage.
- Core messaging lacks keyword depth; trust signals like testimonials and case studies are minimal.
- Internal linking between service pages is limited; CTAs are inconsistent.

Estimated Opportunity Gain:

Optimizing homepage messaging, improving on-page SEO, and adding authority elements could reduce bounce rate by 15% and increase conversion rates by 2–4 percentage points.

☐	**Homepage Messaging**	OPPORTUNITY AREA
☐	**Keyword-Rich Content**	OPPORTUNITY AREA
☐	**On-site SEO Optimization**	OPPORTUNITY AREA
☐	**Conversion Trust Signals**	OPPORTUNITY AREA
☐	**Site Architecture & Pages**	OPPORTUNITY AREA
☐	**Authority Content (Blog/FAQs)**	OPPORTUNITY AREA

Services Clarity

Finding:

Service pages lack the depth and optimization needed to drive higher traffic and conversions.

Key Supporting Data:

- Service content accounts for less than 20% of total site visits.
- Average time on service pages is under 1 minute.
- Limited keyword targeting and minimal proof points reduce discoverability.

Estimated Opportunity Gain:

Expanding service descriptions, improving keyword alignment, and adding case studies or FAQs could boost organic service page visits by 25–40% and improve close rates.

▢	**Keyword Optimization**	**OPPORTUNITY AREA**
▢	**Service Detail & Clarity**	**OPPORTUNITY AREA**
▢	**Trust Signals**	**NEEDS ATTENTION**
▢	**Internal Linking**	**OPPORTUNITY AREA**
▢	**Local SEO Elements**	**OPPORTUNITY AREA**
▢	**Supporting Content**	**OPPORTUNITY AREA**

About Company Presence

Finding:

About section is underdeveloped and not leveraged as a trust-building tool.

Key Supporting Data:

- "Our Approach" exists but no dedicated team, values, or differentiators page.
- About-related content makes up less than 2% of total page views.
- Missing proof points such as awards, certifications, or process visuals.

Estimated Opportunity Gain:

Adding a robust About page could increase visitor-to-lead conversion rates by 5–8% and improve brand recall.

Team Section or Page	OPPORTUNITY AREA
Clear Value Proposition	OPPORTUNITY AREA
Simple Tangible Benefits	OPPORTUNITY AREA
Social Proofing	NEEDS ATTENTION
Visual Process Overview	OPPORTUNITY AREA
Service Page Links and CTA	OPPORTUNITY AREA

Social Proofing

Finding:

Minimal trust-building elements are limiting credibility and slowing decisions.

Key Supporting Data:

- No prominent testimonials, case studies, or recognizable affiliations on high-traffic pages.
- Industry benchmarks show that adding 3–5 testimonials can increase conversions by up to 20%.
- Few third-party reviews are visible.

Estimated Opportunity Gain:

Showcasing before-and-after examples, client wins, and certifications could quickly boost trust and lift conversion rates.

ℹ️ *According to Wired and Nielsen, customer testimonials and reviews can lift conversions by as much as 34%.*

▢ **Client Testimonials**	**OPPORTUNITY AREA**
▢ **Case Studies / Success Stories**	**OPPORTUNITY AREA**
▢ **Association Logos / Names**	**OPPORTUNITY AREA**
▢ **Before / After Metrics**	**OPPORTUNITY AREA**
▢ **Video Testimonials or Reviews**	**OPPORTUNITY AREA**
▢ **Third-Party Ratings**	**OPPORTUNITY AREA**

Content

Finding:

Content depth and publishing frequency are limiting search visibility and authority.

Key Supporting Data:

- Most key pages have fewer than 300 words.
- Blog updates average less than one per quarter.
- Longer pages (>800 words) generate 35% more organic traffic.

Estimated Opportunity Gain:

Expanding high-value pages, increasing publishing frequency, and targeting high-intent keywords could raise organic sessions by 20–30% and improve session duration by 15–20%.

■ **Foundational SEO Content**	**OPPORTUNITY AREA**
■ **Authority-Building Resources**	**NEEDS ATTENTION**
■ **Trust Content**	**OPPORTUNITY AREA**
■ **Local Relevance**	**NEEDS ATTENTION**
■ **Conversion-Focused Assets**	**NEEDS ATTENTION**
■ **Content Repurposing**	**OPPORTUNITY AREA**

Referral Trust & Resources

Finding:

Referral strength is high, but digital tools to amplify it are missing.

Key Supporting Data:

- Estimated 40–50% of new business comes from referrals.
- No dedicated referral program, partner toolkit, or warm-lead landing pages.
- Limited locally optimized case studies or referral-friendly content.

Estimated Opportunity Gain:

Adding referral-specific resources and optimization could increase referral traffic by 15–25% and improve close rates from these leads.

Referral Confidence	OPPORTUNITY AREA
Showcase Success	NEEDS ATTENTION
Co-Branded Content Tools	OPPORTUNITY AREA
Referral Path Clarity	OPPORTUNITY AREA
Network Enablement	OPPORTUNITY AREA
Formalized Programs	OPPORTUNITY AREA

Search Visibility & Performance

These 5 key areas are the foundation of a strong digital presence that can attract leads and build trust.

On-Page	Technical	Off-Page & Local	UX & Design	Trust & Authority
• Optimize content, meta data, and site elements	• Ensure site health, speed, and crawlability	• Build authority through backlinks and local signals	• Create intuitive designs for seamless navigation	• Leverage trust signals and conversion trigger
• Optimize content, meta data, and headers	• Ensure site speed and mobile responsiveness	• Build high-quality backlinks	• Intuitive, easy-to-navigate design	• Customer reviews, testimonials, and case studies
• Improve internal linking and site structure	• Fix crawlability issues and improve indexing	• Optimize Google Business Profile and local citations	• Mobile responsiveness and accessibility	• Trust signals
• Enhance user experience and page design	• Implement secure HTTPS and schema markup	• Manage online reviews and reputation	• Optimized landing pages with clear CTAs	• Psychological triggers like urgency, scarcity, and authority

Competition
Search Visibility & Performance
Comparing X with X

Domain/URL	Authority Score	Referring Domains	Backlinks	Referring IPs	Monthly Visits	Organic Traffic
🔵 ▪▪▪ ▪▪ ▪▪▪ ▪	32	987	2.6K	697	25.1K	7.7K ⌄
🟢 ▪▪ ▪▪▪ ▪	9	64	124	69	678	152 ⌄
🟠 ▪▪ ▪▪▪ ▪	20	103	146	105	221	351 ⌄

☑ ▪▪▪▪ ☑ ▪▪ ▪

Organic Traffic

Organic Traffic = 6,451/mo

Jul 2023 · Sep 2023 · Nov 2023 · Jan 2024 · Mar 2024 · May 2024 · Jul 2024 · Sep 2024 · Nov 2024 · Jan 2025 · Mar 2025 · May 2025 · Jul 2025

91.6K / 68.7K / 45.8K / 22.9K / 0

Keyword Overlap 🇺🇸 US

☑ ▪▪▪ ▪ 4.2K
☑ ▪▪▪▪ 202
☑ ▪▪▪ ▪ 130

Traffic share

🔵 ▪▪ ▪▪▪ ▪ 94%
🟢 ▪▪ ▪▪ 2%
🟠 ▪▪ 4%

Non-branded / Branded

98% ▬▬▬ 2%
▪▪▪ 11% ▬▬▬ 89%
▪▪ 19% ▬▬ 81%
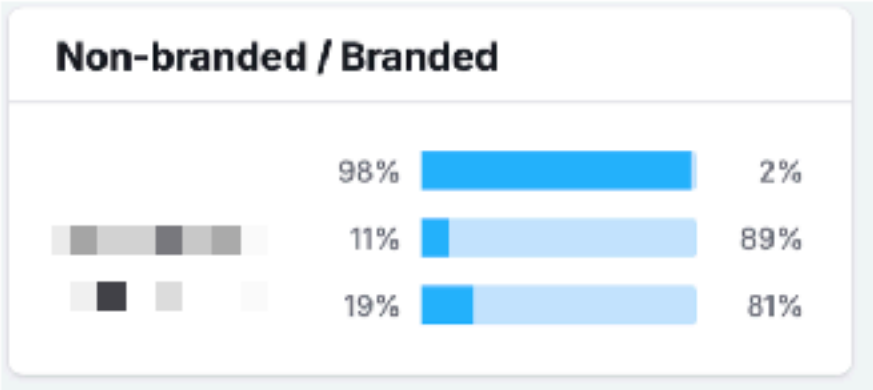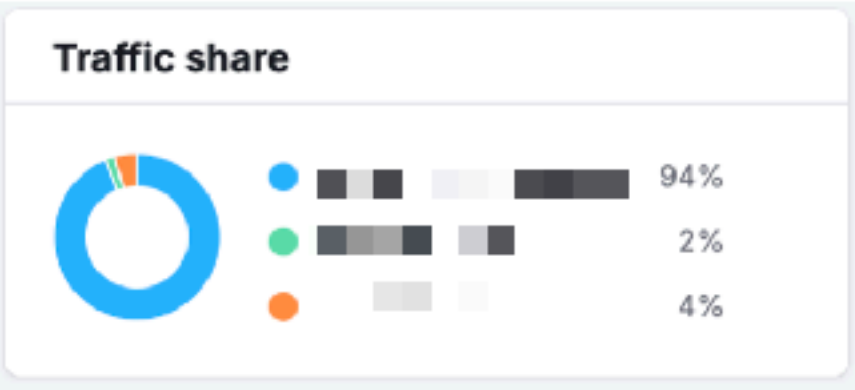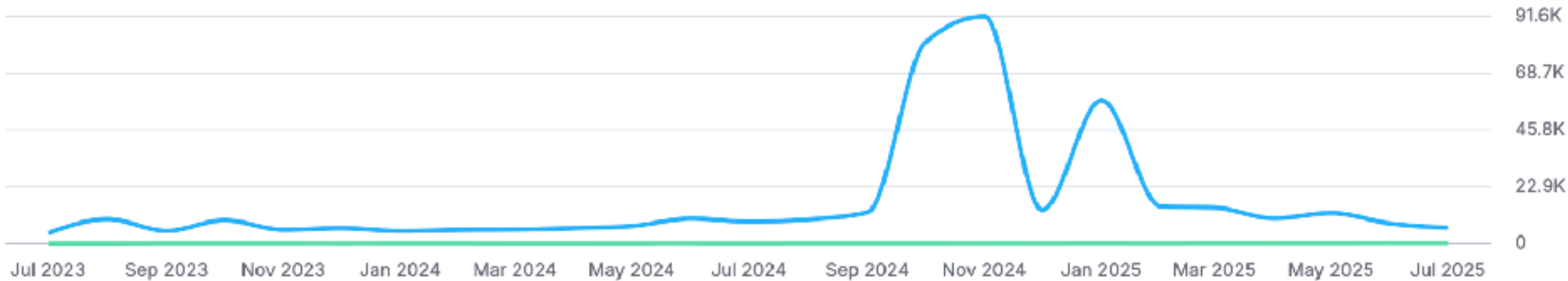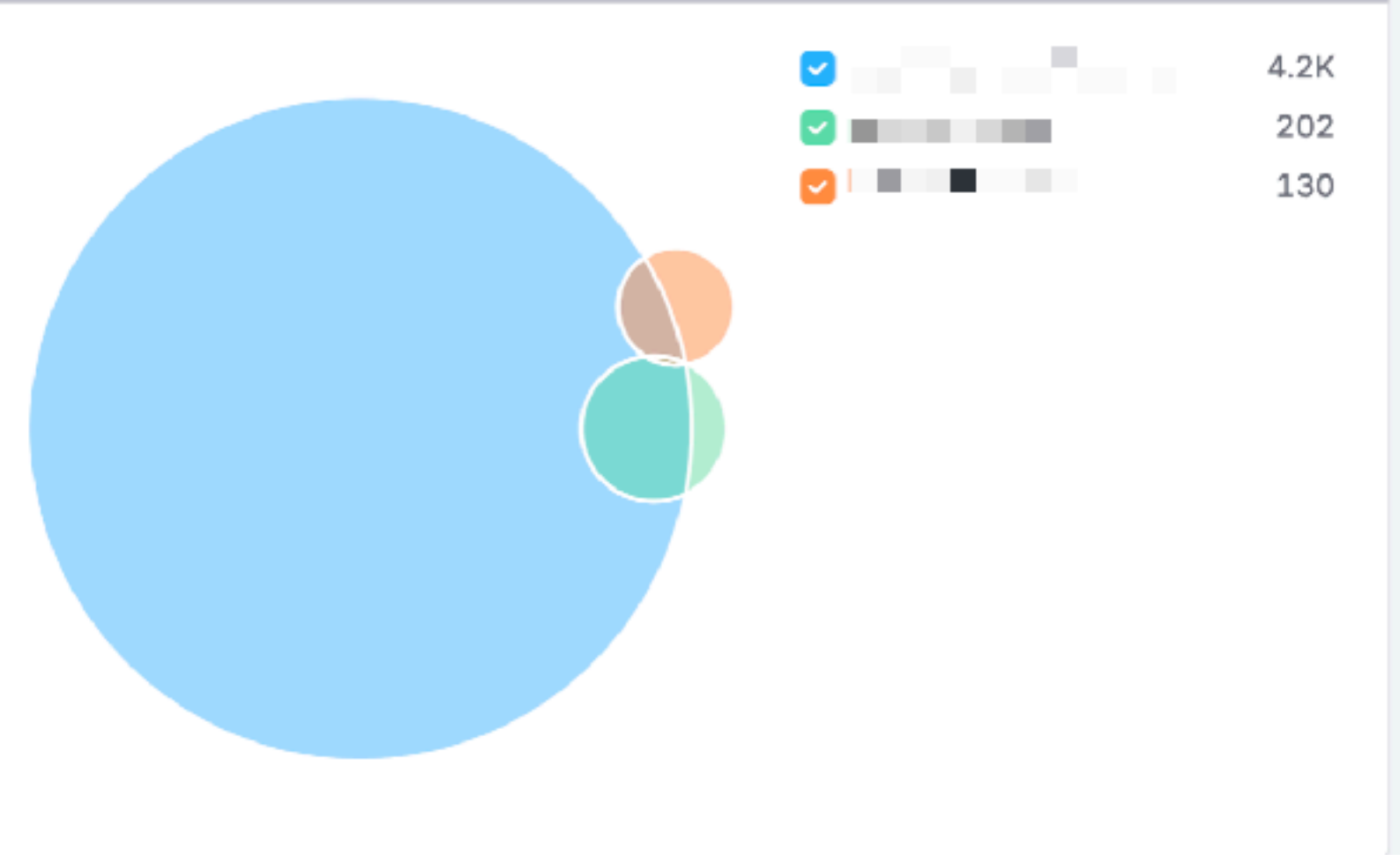
Technical
Search Visibility & Performance

Finding:

Technical issues are limiting visibility, slowing performance, and impacting user experience.

Key Supporting Data:

- Several meta titles and descriptions are missing or poorly optimized for target keywords.
- Multiple broken links and redirect chains reduce crawl efficiency.
- Mobile page speed scores below 40/100; desktop scores in the 60s.
- Robots.txt file contains errors that may block valuable pages from indexing.
- Unoptimized heading structure reduces keyword relevance and scannability.

Estimated Opportunity Gain:

Addressing technical SEO issues could improve site health scores by 20+ points, boost mobile load times by up to 50%, and increase organic visibility by 15–25%.

Meta & Tags	**OPPORTUNITY AREA**
Content	**OPPORTUNITY AREA**
Links, Redirects, 404	**OPPORTUNITY AREA**
Codebase & Schema	**ADEQUATE**
Website Speed	**NEEDS ATTENTION**
Sitemap, Robots, etc.	**OPPORTUNITY AREA**
Mobile Responsiveness	**ADEQUATE**

Off-Page & Local
Search Visibility & Performance

Finding:

Significant opportunity exists to expand local search visibility across all target markets.

Key Supporting Data:

- Operates in 20+ markets but appears in local search for fewer than 25% of them.
- No Google Business Profiles (GBPs) currently set up in most service areas.
- Few state- or market-specific landing pages exist, limiting geographic relevance.Minimal backlinks from HOA, property management, or industry-related sites.
- Limited presence in niche directories that accept service-area businesses.

Estimated Opportunity Gain:

Creating GBPs in each target market, developing state-specific landing pages, and earning local backlinks could increase local search impressions by 40–60% and generate 15–20% more inbound leads from geographic searches.

■	**Local Directories**	**OPPORTUNITY AREA**
■	**Local/National backlinks**	**OPPORTUNITY AREA**
■	**Showcase Reviews**	**NEEDS ATTENTION**
■	**Local Partnerships**	**OPPORTUNITY AREA**
■	**Location Based Landing Pages**	**OPPORTUNITY AREA**
■	**Shareable Resources**	**OPPORTUNITY AREA**

UX & Design
Search Visibility & Performance

Finding:

User experience is clean but not fully optimized for engagement and conversions.

Key Supporting Data:

- Value proposition above the fold is minimal and not action-oriented.
- Content layout is text-heavy, reducing scannability.
- CTAs are inconsistent in placement, design, and clarity.
- Visuals do not consistently reflect the target audience or service focus.
- Navigation lacks clear prioritization of high-value pages.
- Mobile responsiveness passes basic checks but could improve for usability and speed.

Estimated Opportunity Gain:

Enhancing the above-the-fold value proposition, improving content scannability, refining navigation, and optimizing mobile experience could increase engagement metrics by 20–30% and lead conversion rates by 3–5 percentage points.

🟨 **Value Proposition Above Fold**	**OPPORTUNITY AREA**
🟧 **Scannable Content**	**ADEQUATE**
🟨 **Strong CTAs**	**OPPORTUNITY AREA**
🟨 **Visuals to Reflect Audience**	**OPPORTUNITY AREA**
🟨 **Navigation Structure**	**OPPORTUNITY AREA**
🟨 **Responsive Layout**	**OPPORTUNITY AREA**

Trust & Authority
Search Visibility & Performance

Finding:

Strong opportunity to elevate credibility and position the company as a market leader.

Key Supporting Data:

- No visible testimonials from HOA boards or detailed case studies showcasing results.
- Certifications, affiliations, or awards are not prominently displayed.
- Pricing or service tiers are not clearly outlined to set expectations.
- Limited educational content and guides to establish subject matter expertise.
- No media mentions or community highlights featured on the site.

Estimated Opportunity Gain:

Adding testimonials, case studies, and recognized affiliations could increase prospect confidence, improve lead conversion rates by up to 20%, and reinforce market leadership perception.

🟨 Testimonials from HOA Boards	**OPPORTUNITY AREA**
🟥 Case Studies / Success Stories	**NEEDS ATTENTION**
🟥 Certifications & Affiliations	**NEEDS ATTENTION**
🟨 Clear Pricing & Service Tiers	**OPPORTUNITY AREA**
🟨 Educational Content & Guides	**OPPORTUNITY AREA**
🟨 Media Mentions	**OPPORTUNITY AREA**

Competitor SEO Scorecard
Search Visibility & Performance

Category	Website 1	Website 2	Website 3	
Tags & Meta	OPPORTUNITY AREA	OPPORTUNITY AREA	OPPORTUNITY AREA	
Keywords Present	209	4.2k	129	
Accessibility	NEEDS ATTENTION	ADEQUATE	NEEDS ATTENTION	
UVP Page Content	State pages too close to duplicate copy. Need deeper authority pages	ADEQUATE	NEEDS ATTENTION	
Technical Health Score	75%	NA	NA	
Domain Rating	9	32	20	
Schema Markup	ADEQUATE	ADEQUATE	ADEQUATE	
Google Business Profile	NEEDS ATTENTION	ADEQUATE	ADEQUATE	

Competitor CRO Scorecard
Search Visibility & Performance

Category	Website 1	Website 2	Website 3	
Above the Fold	OPPORTUNITY AREA	OPPORTUNITY AREA	OPPORTUNITY AREA	
Calls to Action	OPPORTUNITY AREA	ADEQUATE	OPPORTUNITY AREA	
Mobile Friendly	ADEQUATE	OPPORTUNITY AREA	ADEQUATE	
Storytelling	OPPORTUNITY AREA	ADEQUATE	ADEQUATE	
Site Performance Score	48/63 - Mobile/Desktop	50/63 - Mobile/Desktop	58/89 - Mobile/Desktop	
Landing Experience	OPPORTUNITY AREA	OPPORTUNITY AREA	OPPORTUNITY AREA	
Social Proof	NEEDS ATTENTION	NEEDS ATTENTION	NEEDS ATTENTION	
Learning Content	Not Available	Not Available	Available	

BoardMatch™

Unlock for Audit Findings

BoardRetain™

Unlock for Audit Findings

BoardAppeal™ Score Breakdown

Category	
BoardReach™	12
BoardMatch™	NA
BoardRetain™	NA
Final Score	12

35.67

Quick Wins & Long Term Opportunities

Quick Wins

For Board Reach™

SEO & Content

- Optimize meta titles & descriptions

- Build deeper, authoritative content

- Expand location-specific & sharable content

- Create trust-building content

- Fix broken links & redirects

- Resolve robots.txt & technical issues

- Boost local SEO with directories & backlinks

Performance & UX

- Speed up site (mobile & desktop)

- Simplify navigation & mobile UX

- Improve above-the-fold layout & CTAs

- Add strong CTAs + visual "how it works"

Trust & Conversion

- Highlight reviews & local partners

- Add trust signals (testimonials, certs, success stories)

- Refine pricing & service tier UX

Long-Term Opportunities For Board**Reach**™

SEO & Content Strategy

- Develop an ongoing content calendar targeting high-intent and long-tail keywords

- Build pillar pages and topic clusters for core services

- Launch a blog series to address customer pain points and industry trends

- Translate top-performing content into multimedia (videos, guides, infographics)

- Create evergreen resources like checklists, calculators, or tools

- Conduct regular content gap and competitor audits

- Implement schema markup for enhanced search visibility

- Build a backlink outreach strategy targeting industry-relevant domains

UX, Design & Web Performance

- Redesign outdated pages to align with brand & improve conversion

- Develop an interactive homepage or hero section for higher engagement

- Build landing pages for campaigns, promotions, or local targeting

- A/B test CTAs, forms, and layout to increase conversions over time

- Continuously improve mobile UX and accessibility standards

- Implement personalization based on visitor behavior or geography

- Build a resource hub or knowledge base to reduce bounce and increase time on site

Trust, Brand Authority & Conversion Optimization

- Build a comprehensive testimonial & case study library

- Develop long-form customer success stories with measurable outcomes

- Establish a partner or affiliate program to enhance brand reach

- Collect and showcase industry awards, certifications, or affiliations

- Create team bios or behind-the-scenes content to humanize the brand

- Launch drip email series tied to service inquiries or gated content

- Offer transparent service comparisons or build-your-own package tools

Marketing & Lead Gen Infrastructure

- Set up full-funnel tracking and lead attribution (GA4, CRM, heatmaps)

- Launch nurture campaigns for cold leads or quote requests

- Build gated lead magnets (eBooks, reports, templates) to grow email list

- Explore YouTube, podcasting, or webinars for thought leadership

- Expand presence across local and niche directories with enhanced profiles

- Develop and run long-term PPC and retargeting campaigns for ROI growth

Exemplary Roadmap

Starting Score: 35.67

1st Sprint — **2nd Sprint** — **3rd Sprint** — **4th Sprint** — **5th Sprint & Beyond**

Implementation

1. Infrastructure
2. Tracking & Reporting

Quick Wins

1. Performance
2. UX Optimization
3. SEO Kick-off
4. PPC - Optimization

Content Expansion

1. Build Content
2. Add Resources (Guides)
3. Conversion (CRO)

Authority Building

1. Campaigns
2. Authoritative Content
   1. Case studies etc.
3. Gated Content
4. Lead Funnels

Ongoing Growth

1. Continuous Content
2. SEO & PPC
3. CRO Optimizations
4. Retargeting & Nurturing

Service Packages

Single Services

SEO

Keyword Strategy
Local, Off-Page
Technical, On-Page

Starting at **$1,400**/mo

PPC

Campaign Management
Weekly CRO Optimizations
Ad Spend not included

Starting at **$1,050**/mo

Blogs

Keyword Topic Research
AI Assisted SME Written
SEO Ready

Starting at **$350**/mo

Web

Hosting
Security & Maintenance
Development

Starting at **$550**/mo

Social Media

Brand Awareness Posts
Planned, Designed, Posted
Multiple Channels

Starting at **$450**/mo

Video Production

Planning
Scripting
Production

Starting at **$2,100**/mo

Learning

Micro-Courses
Guides & Resources
Quizzing & Interactive

Starting at **$3,500**/mo

Platform

Board Portal
Employee Intranet
Learning Management System

Starting at **$650**/mo

BoardSuite™

BoardSuite™ goes beyond basic service packages—it's a full system built to win board approvals. By aligning your strengths with board priorities, it turns visibility into trust, and trust into contracts.

Reach
Tools for Growth

BoardReach™ drives visibility and referrals by combining SEO, PPC, content, and micro-courses to rank in AI search and position you as the trusted expert—turning traffic into board leads.

Match
Tools for Conversions

BoardMatch™ turns leads into signed boards by aligning your sales process with what boards care about. It personalizes messaging, proposals, and follow-ups to boost trust, shorten sales cycles, and increase close rates.

Retain
Tools for Retention

BoardRetain™ keeps HOA clients loyal with consistent service, early issue detection, and better engagement. Tools like training, portals, surveys, and communication plans strengthen trust and turn boards into long-term advocates.

Starting at **$4,200/mo**

Thank You.

QUESTIONS?

Contact@Alloycreatives.Com
737.471.2189

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Match • **Reach** • **Retain**

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