



# BoardAudit™

Version: Lite

1 Page Scorecard | 3 Quick Wins | 5 Long-term Opportunities

2025



# Sections

Executive Summary	03
🔒 BoardReach™ Audit	05
🔒 BoardMatch™ Audit	20
🔒 BoardRetain™ Audit	21
🔒 BoardAppeal™ Score Breakdown	22
🔒 Quick Wins & Long Term Opportunities	23
Service Packages	27



# 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

Reach

**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

Reach

**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

Reach

**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

Reach

**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.



*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

Reach

**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

Reach

**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

Reach

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

## On-Page

- Optimize content, meta data, and site elements
- Optimize content, meta data, and headers
- Improve internal linking and site structure
- Enhance user experience and page design

## Technical

- Ensure site health, speed, and crawlability
- Ensure site speed and mobile responsiveness
- Fix crawlability issues and improve indexing
- Implement secure HTTPS and schema markup

## Off-Page & Local

- Build authority through backlinks and local signals
- Build high-quality backlinks
- Optimize Google Business Profile and local citations
- Manage online reviews and reputation

## UX & Design

- Create intuitive designs for seamless navigation
- Intuitive, easy-to-navigate design
- Mobile responsiveness and accessibility
- Optimized landing pages with clear CTAs

## Trust & Authority

- Leverage trust signals and conversion trigger
- Customer reviews, testimonials, and case studies
- Trust signals
- Psychological triggers like urgency, scarcity, and authority












# Competition

## Search Visibility & Performance

Reach

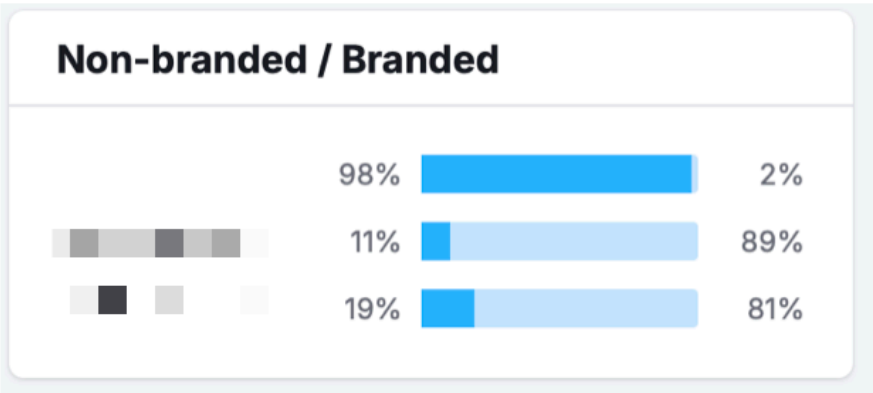
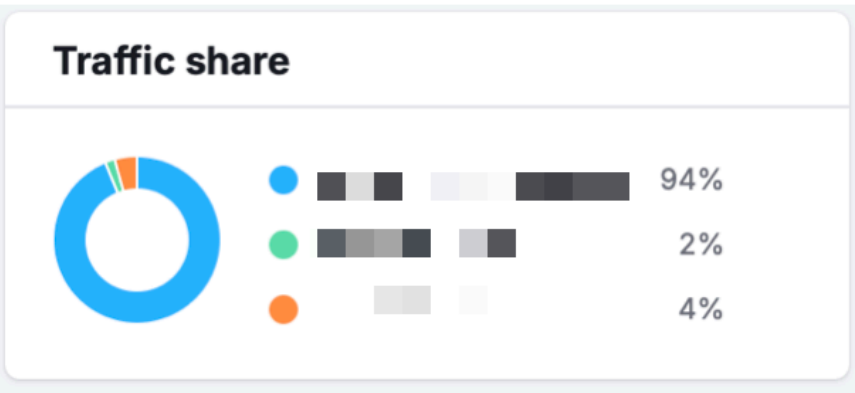
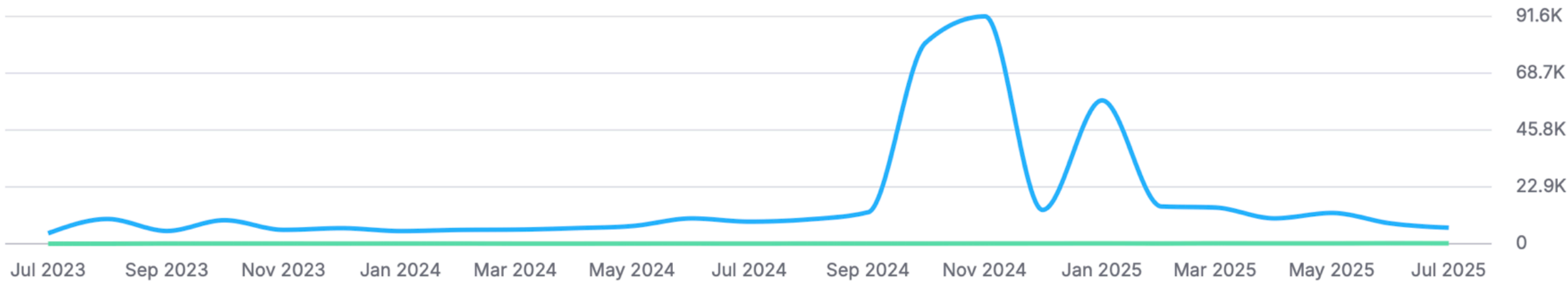
Comparing X with X

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 

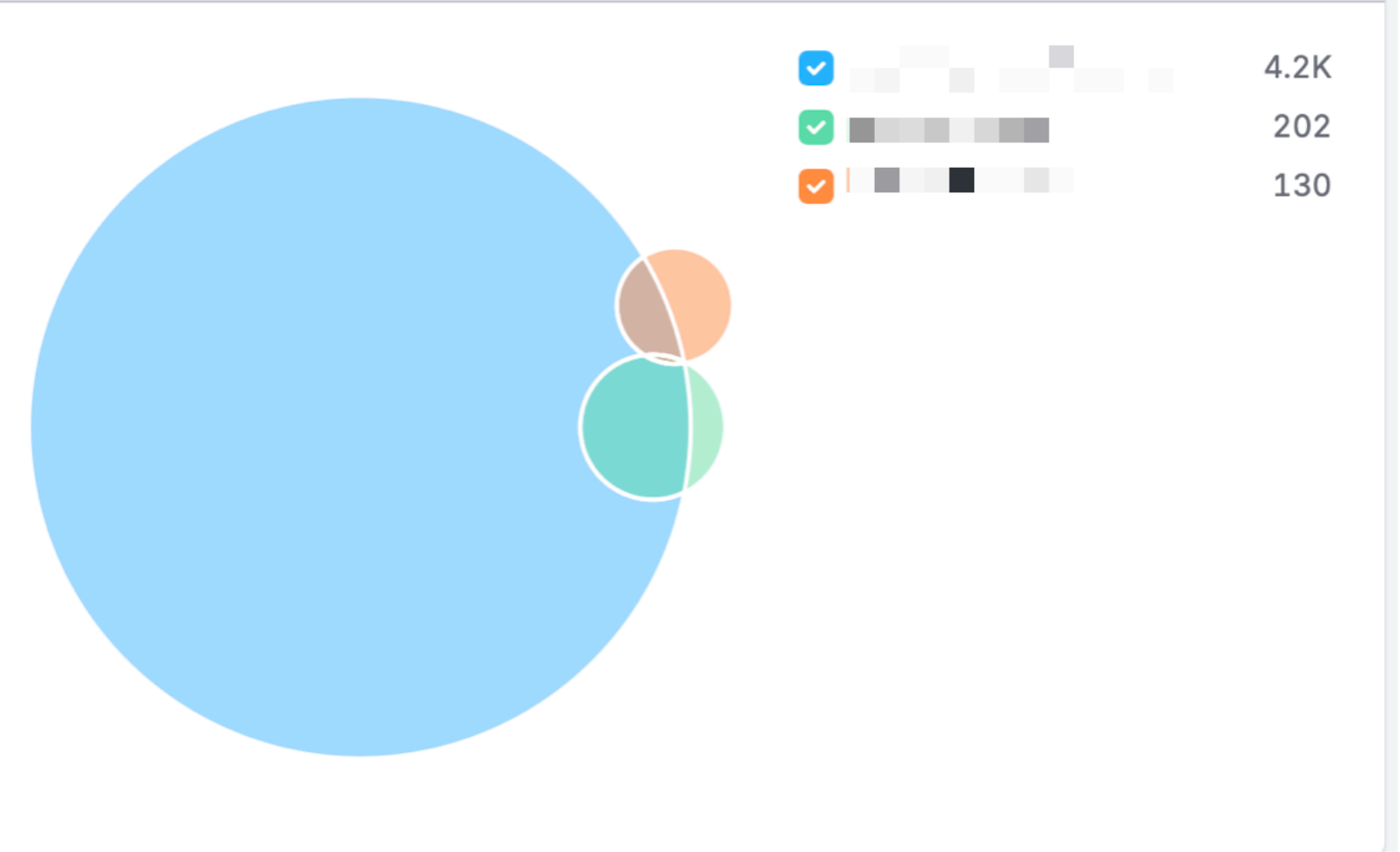
☒  ☒ 

Organic Traffic

Organic Traffic = 6,451/mo



Keyword Overlap 





# Technical

## Search Visibility & Performance

Reach

**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

Reach

**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

Reach

**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

Reach

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

Reach

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	



Match



# BoardMatch™

Unlock for Audit Findings



Retain



# Board**Retain**™

Unlock for Audit Findings



# BoardAppeal™ Score Breakdown

Category

BoardReach™	12
BoardMatch™	🔒
BoardRetain™	🔒
Final Score	12





# Quick Win Opportunities

- ✓ **SEO & Visibility:** Fix technical issues, improve meta tags, and add location-specific content.
- ✓ **Performance & UX:** Speed up site, simplify navigation, and enhance CTAs.
- ✓ **Trust & Conversions:** Highlight reviews, certifications, and refine pricing display.

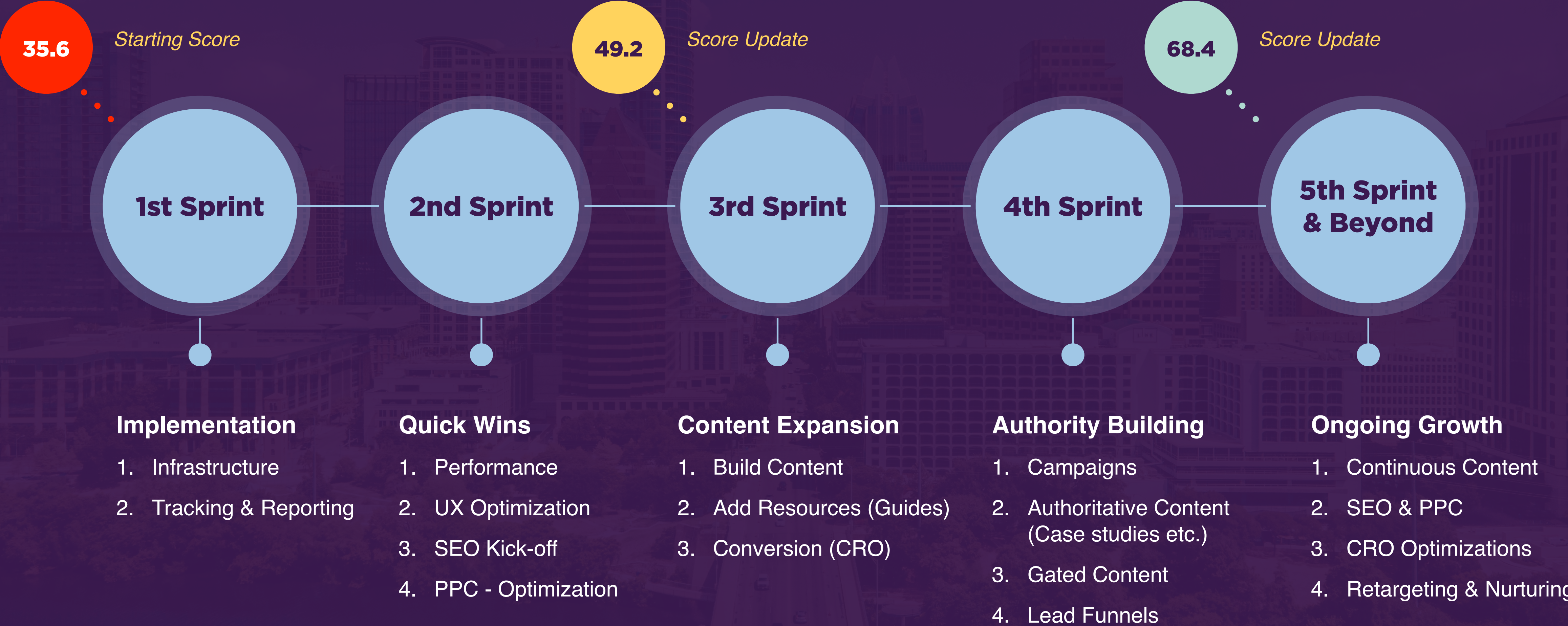


# Long-Term Opportunities

- ✓ **SEO & Content Growth:** Build authority w/ keyword-driven pillar pages, evergreen resources, & ongoing audits.
- ✓ **UX & Site Evolution:** Redesign and refine layouts, test CTAs, and continuously improve mobile experience.
- ✓ **Brand Trust Building:** Develop case studies, showcase credentials, and create human-focused brand stories.
- ✓ **Lead Gen Expansion:** Grow email list with gated assets, nurture campaigns, and multi-channel outreach.
- ✓ **Data-Driven Optimization:** Use tracking, personalization, and analytics to guide continuous improvements.



# Sample Roadmap





An aerial photograph of a city skyline, featuring a prominent tall skyscraper in the center. The image is overlaid with a semi-transparent purple filter. The text 'Service Packages' is centered in a bold, yellow, sans-serif font.

# Service Packages



# A La Carte 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**



Bundled Services

# 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

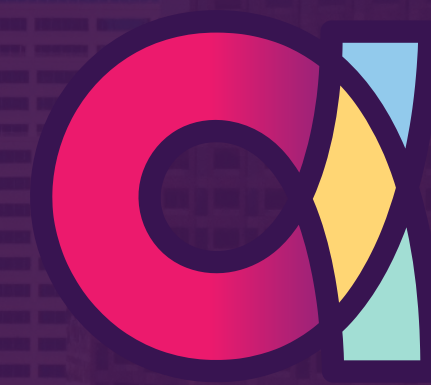
BoardRetain™ keeps HOA clients loyal with consistent service, early issue detection, and better engagement. Tools like training, portals, surveys, and communication plans strengthen trust and turn boards into long-term advocates.

Starting at

**TBD**



# Ready to Get Started?



# alloy