PREPARED FOR RAUSCH DIGITAL SERVICES

# A helpful second look at your website.

SITE REVIEWED

→ rauschdigitalservices.com

INDUSTRY

Digital agency · Gilbert, AZ

TECHNICAL CRAWL HEALTH

**96**/100

Strong

Technical crawl health only. This is not a ranking, traffic, lead, or revenue score.

GOOGLE BUSINESS PROFILE

## Not assessed

Not assessed

No listing URL or verified public profile fields were available, so no score is shown.

PLAIN-ENGLISH PERFORMANCE SUMMARY

## Clean foundation. Focused commercial fixes.

7 pages were reviewed with 0 broken-page rows and 0 server-error rows. The main opportunity is page-message alignment for 'web design gilbert az', not a broad technical rebuild.

EVIDENCE BEFORE OPINION

# What the review actually verified.

**We reviewed 7 HTML pages. The technical crawl is clean. First commercial priority: The target search is not mapped cleanly to the homepage.**

| HTML PAGES REVIEWED | TECHNICAL CRAWL HEALTH | VERIFIED PRIORITIES |
|---|---|---|
| **7** | **96** /100 | **2** |
| Fixed public crawl scope | Response, duplicate, and crawl signals | Evidence-backed issues, not filler |

| HOMEPAGE RECEIPT | / | |
|---|---|---|
| TARGET SEARCH | **web design gilbert az** | NOT MATCHED |
| CURRENT TITLE | **Web Design and AI Automation in Gilbert, AZ \| Rausch Digital Services** | |
| CURRENT H1 | **Websites and AI systems built for small business.** | |
| CURRENT DESCRIPTION | Web design and practical AI services for local businesses: fast websites, SEO and AI visibility diagnostics, chatbots, and workflow automation. Based in Gilbert, AZ, working across the US. | |

**Review boundary:** public website fields only. Rankings, traffic, leads, calls, bookings, and revenue were not inferred.

A CONCRETE FIRST MOVE

# From broad message to buyer intent.

These are working drafts built from the submitted service, market, and target search. They are specific enough to test and conservative enough to revise before publishing.

CURRENT RECEIPT

HOMEPAGE TITLE

**Web Design and AI Automation in Gilbert, AZ | Rausch Digital Services**

HOMEPAGE H1

**Websites and AI systems built for small business.**

TARGET MATCH

**Not matched · web design gilbert az**

RECOMMENDED DRAFT

HOMEPAGE TITLE

**Web design in Gilbert, AZ | Rausch Digital Services**

HOMEPAGE H1

**Web design for Gilbert businesses ready to get found and grow**

PRIMARY CTA

**Book a free 15-minute website review**

01
**Publish one focused version**
Keep the broader offer in supporting copy.

02
**Track the primary CTA**
Measure clicks, forms, and booked reviews.

03
**Review again after 30 days**
Compare receipts and first-party outcomes.

**Important:** no automated report should publish copy directly. This is a testable draft for owner review.

FIVE HONEST SIGNALS FROM THE REVIEW

# Priority issues, strengths, and review boundaries.

## [01] The target search is not mapped cleanly to the homepage

HIGH PRIORITY · ISSUE

[ WHAT WE FOUND ]

The requested target is 'web design gilbert az', but that exact service-and-location phrase does not appear in the homepage title, H1, or description.

[ WHY IT MATTERS ]

The first search result and first on-page heading ask buyers and search systems to connect a broad message to a specific local service on their own.

```
Target phrase match: no · Current title: Web Design and AI Automation in Gilbert, AZ | Rausch Digital Services · Current H1: Websites and AI systems built for small business.
```

## [02] Lead-path language is not prominent across key pages

MEDIUM · ISSUE

[ WHAT WE FOUND ]

The reviewed pages show limited appointment or consultation language in titles, descriptions, headings, and page paths. This does not prove the site cannot convert, but it flags weak call-to-action signaling...

[ WHY IT MATTERS ]

Ready buyers may understand the business without seeing one unmistakable next action reinforced across the pages search engines surface.

```
Action-language terms found in public page fields: 1 of 11 checked terms
```

## [03] One image needs an accessibility intent check

LOW · REVIEW

[ WHAT WE FOUND ]

The public review flagged one image with blank alt text. That is correct for a decorative image, but informative brand or content imagery should have meaningful alternative text.

[ WHY IT MATTERS ]

This is a small accessibility and context check, not evidence of a broad technical problem.

```
Flagged image: https://rauschdigitalservices.com/logos/rausch-digital-services-logo.png
```

## [04] The crawl foundation is clean

STRONG · VERIFIED STRENGTH

[ WHAT WE FOUND ]

The review covered 7 HTML pages without surfacing broken-page, server-error, redirect-chain, or duplicate-content rows.

[ WHY IT MATTERS ]

The immediate opportunity is message and conversion alignment, not a broad technical rebuild.

```
HTML pages: 7 · 4xx: 0 · 5xx: 0 · redirects: 0 · exact duplicates: 0
```

## [05] Google Business Profile was not assessed

NOT ASSESSED · INPUT NEEDED

[ WHAT WE FOUND ]

No Google Business Profile URL was provided. This section is intentionally marked not assessed instead of turning missing input into a score.

[ WHY IT MATTERS ]

A missing profile reference is a review boundary, not evidence that the listing is weak or strong.

```
GBP URL: not provided · Numeric score: withheld
```

WHAT TO FIX FIRST

# High impact, low effort. Start there.

Not every fix is worth doing. We map every finding against two axes: how much it moves the needle, and how much work it actually takes. That keeps the focus on the moves that pay off fastest.

IMPACT ↑

### Do First [ QUICK WINS ]

- Align the homepage title and H1 with the primary service and market while keeping the broader offer in supporting copy.
- Use one concrete primary CTA on the homepage and core service pages, then measure clicks and completed forms.

### Plan Next [ STRATEGIC ]

- Validate the new homepage message against search intent and buyer comprehension before building more pages.
- Create one focused service page only after the homepage target and CTA are measured.

### Batch [ HOUSEKEEPING ]

- Refresh secondary metadata only after the homepage test is live.

### Skip For Now [ DEPRIORITIZE ]

- Do not scale new pages until the homepage message and CTA measurement are in place.

← LOW EFFORT HIGH EFFORT →

OUR RECOMMENDATION

Align the homepage title and H1 with the primary service and market while keeping the broader offer in supporting copy.

FROM PLAN TO EVIDENCE

# Fix one path. Measure what happens.

The fixed page count does not require a fixed-size project. This plan stays focused: implement the clearest changes, instrument the next step, and earn the right to expand.

[ Phase 01 ] DAYS 1-3

## Make the message specific.

- Align the homepage title and H1 with the primary service and market while keeping the broader offer in supporting copy.
- Use one concrete primary CTA on the homepage and core service pages, then measure clicks and completed forms.
- Confirm whether the image is decorative. Keep blank alt text if it is; add concise descriptive alt text if it conveys meaning.

[ OUTCOME ]
*One focused message and one measurable next step are live.*

[ Phase 02 ] DAYS 4-14

## Instrument the buyer path.

- Validate the new homepage message against search intent and buyer comprehension before building more pages.
- Create one focused service page only after the homepage target and CTA are measured.
- Connect CTA clicks, form completions, and booked reviews so the next report can use first-party outcomes.
- Verify the Google Business Profile before prescribing any profile changes.

[ OUTCOME ]
*The priority pages and tracking path are ready for a fair test.*

[ Phase 03 ] DAYS 15-30

## Decide with real behavior.

- Review clicks on the primary CTA and completed forms.
- Compare booked reviews against the pre-change baseline.
- Re-run the public crawl and confirm the exact receipts changed.
- Expand only the page or channel supported by the first-party data.

[ OUTCOME ]
*The next decision is based on clicks, forms, and booked reviews instead of assumptions.*

[ THE HONEST TAKE ]

Do not expand the project until the first change has enough real behavior data to justify the next one.

GOOGLE BUSINESS PROFILE

# Verify the listing before prescribing fixes.

The listing reference was not verified in this run. This page shows the missing inputs and the exact steps needed to unlock an evidence-based profile review.

[ PROFILE SNAPSHOT ]

| | |
|---|---|
| Listing status | Not assessed |
| Reviews | Not assessed until the listing is verified. |
| Layer score | Not assessed |
| Photos | Not assessed until the listing is verified. |
| Confidence | Confidence: not assessed |
| Categories | Not assessed until the listing is verified. |

[ 3 VERIFICATION STEPS ]

**01** Verification step 1
Provide the exact Google Business Profile URL.

**02** Verification step 2
Confirm the primary target search: web design gilbert az.

**03** Verification step 3
Rerun the listing check to verify category, reviews, activity, and destination link before recommending changes.

WHY THIS PAGE EXISTS

No GBP verdict is being manufactured from missing data. Verify the listing first, then decide whether category, review, activity, or link changes are actually needed.

TWO USEFUL PATHS

# Use the report now, or verify the opportunity.

This free action plan screens public signals. Use it internally as-is, or buy the source-backed AI Visibility Snapshot before deciding whether a larger project is warranted.

ALREADY YOURS

OPTION A · USE THIS REPORT

## Use This Report Internally

**$0** NO PURCHASE REQUIRED

Work the 30-day plan with your team. The free action plan remains useful whether or not you hire RDS.

[ WHAT'S INCLUDED ]

+ Prioritize one high-impact fix
+ Review recommended copy before publishing
+ Track the primary call to action
+ Compare behavior after 30 days
+ Use the free review for a second opinion

[ BEST FOR ]

*Best if your team can implement and measure the first changes internally.*

RECOMMENDED NEXT DIAGNOSTIC

OPTION B · DEEPER DIAGNOSTIC

## AI Visibility Snapshot

**$1,500** CREDITED TOWARD A $3,000+ PROJECT WITHIN 90 DAYS

A one-time diagnostic with a fixed scope: where your business appears across ChatGPT, Gemini, Perplexity, and Google AI Mode, who gets named instead, and the highest-priority visibility gap.

[ WHAT'S INCLUDED ]

+ Four-surface visibility check
+ Competitor citation comparison
+ Source-backed findings
+ One highest-priority fix
+ Clear project recommendation

[ BEST FOR ]

*Best if you want deeper evidence before committing to a larger project.*

**CREDIT TERMS:** The full $1,500 is credited toward any project of $3,000 or more started within 90 days.

HONEST EXPECTATIONS

# What we promise and what we don't.

This report separates what was measured from what remains directional, so the next decision stays grounded in evidence.

[ WE PROMISE ] +

## We promise clear evidence boundaries.

Findings are measured, cited to a public source, or labeled as RDS judgment.

BACKED BY OUR PROCESS

[ WE DON'T PROMISE ] -

## We do not promise rankings, leads, or revenue.

We do not promise rankings, traffic, leads, revenue, or placement in search and AI platforms.

HONEST DISCLAIMER

[ WE PROMISE ] +

## We promise a defined scope before purchase.

The Snapshot and any later project will state deliverables, price, credit terms, and timing before work starts.

BACKED BY OUR PROCESS

[ WE DON'T PROMISE ] -

## We will not turn a free screen into a false emergency.

You can use this report internally, buy the Snapshot, or stop. The report should help either way.

HONEST DISCLAIMER

[ THE BOTTOM LINE ]

We can promise an evidence-backed diagnosis and a prioritized next move. We cannot control how quickly search or AI platforms respond.

ONE USEFUL CONVERSATION

# Want a second set of eyes *on the fix?*

Bring the report. In 15 minutes, we will confirm what matters now, what can wait, and whether the scope fits your team.

Use the report internally, or ask whether the $1,500 Snapshot would add enough evidence to justify a project.

[ FREE ACTION PLAN REVIEW ]
**Review your action plan with Kyle** →

*The Snapshot is credited toward any project of $3,000 or more started within 90 days.*