IMPLEMENTATION HANDOFF / WEBSITE & SEARCH

Website Optimization Roadmap

Example Home Services

Prepared 2026-11-01 | Companion to BG-SAMPLE-2026-11-01

Fictional companion showing how the specific sample findings become practical tasks. All observations and measurements are invented. Tasks retain the exact settings and completion checks a provider would need; implementation is separate.

Before implementation

- Select the implementation provider and agree tasks, cost and schedule.
- Back up the source/site and confirm publishing and rollback procedures.
- Confirm business facts; use appropriate account invitations or exports and exclude private customer data.

Work register

Task / priority	Task	Type / starting point
R4 / 1	Give the services page its own preferred address	Confirmed repair Proposed
R1 / 2	Make three service-page titles specific	Confirmed repair Proposed
R5 / 3	Make Saturday hours agree across public listings	Confirmed repair Proposed
R3 / 4	Give search tools clear business facts and useful answers	Optional improvement Optional
R6 / 5	Lighten the homepage image and improve the phone button	Confirmed repair Proposed
R2 / 6	Explain what happens after an estimate request	Optional improvement Optional

SAMPLE REPORT - BUSINESS AND RESULTS ARE INVENTED

OPTIMIZATION ROADMAP

Priorities 1 & 2

Specific changes, needed information and checks for completion.

R4 / Give the services page its own preferred address

Confirmed repair | Proposed

Where: https://home-services.example/services, https://home-services.example/sitemap.xml

Change: Make the services page identify its own address as preferred, then add Reviews to the sitemap. Check Google's own records separately after publishing.

NEEDED

Website editor and sitemap configuration; Search Console access or suitable exports for the follow-up

DEPENDENCIES

None identified

COMPLETE WHEN

- The /services canonical points to https://home-services.example/services.
- The sitemap lists all eight intended pages and every listed page loads successfully.
- Check the preferred addresses and page inclusion in Search Console, or record any missing access.

Related report findings: T1 | Earlier roadmap: New item | Sources: S2

R1 / Make three service-page titles specific

Confirmed repair | Proposed

Where: https://home-services.example/services, https://home-services.example/repairs, https://home-services.example/installations

Change: Give each page an accurate title and main heading describing its service. Include the actual service area where useful, without repeating location names unnaturally.

NEEDED

Approved service names and actual service area; Website editor access

DEPENDENCIES

None identified

COMPLETE WHEN

- Each of the three pages has one distinct, accurate title and main heading.
- The browser display and page code agree after publishing.

Related report findings: T2 | Earlier roadmap: New item | Sources: S2

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OPTIMIZATION ROADMAP

Priorities 3 & 4

Specific changes, needed information and checks for completion.

R5 / Make Saturday hours agree across public listings

Confirmed repair | Proposed

Where: https://home-services.example/contact

Change: Confirm the actual Saturday policy and update whichever listing is wrong. Separate ordinary hours, emergency availability and holiday changes.

NEEDED

Approved ordinary, emergency and holiday hours; Business Profile editor invitation or owner-provided screenshots

DEPENDENCIES

None identified

COMPLETE WHEN

- Published hours agree with the owner-approved schedule on the site and official profile.
- Emergency and holiday exceptions are clearly explained and dated where needed.

Related report findings: T3 | Earlier roadmap: New item | Sources: S2

R3 / Give search tools clear business facts and useful answers

Optional improvement | Optional

Where: https://home-services.example/, https://home-services.example/services

Change: Add accurate service explanations and an owner-approved set of business facts in JSON-LD, a format search tools can read. Keep those facts consistent with the visible pages.

NEEDED

Confirmed business name, phone, hours and service area; Developer access to structured data

DEPENDENCIES

None identified

COMPLETE WHEN

- Business JSON-LD passes a format check and matches visible, owner-approved facts.
- Service answers explain coverage, appointment requests and estimate expectations.
- No unsupported review stars or promised AI placement are added.

Related report findings: T4 | Earlier roadmap: New item | Sources: S2

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OPTIMIZATION ROADMAP

Priorities 5 & 6

Specific changes, needed information and checks for completion.

R6 / Lighten the homepage image and improve the phone button

Confirmed repair | Proposed

Where: https://home-services.example/

Change: Resize and compress the main image, use an appropriate modern image format and increase the call button's tap area. Retest the same mobile setup after the change.

NEEDED

Original homepage image and website editor access; Documented mobile lab settings and phone/browser checks

DEPENDENCIES

None identified

COMPLETE WHEN

- A correctly sized image is served and its before/after file size is recorded.
- The call control has at least a 44-by-44-pixel tap area and remains usable at narrow widths.
- Repeat three comparable mobile lab runs and record the median main-content timing. Keep lab and real-user results separate.

Related report findings: T5 | Earlier roadmap: New item | Sources: S2

R2 / Explain what happens after an estimate request

Optional improvement | Optional

Where: https://home-services.example/services, https://home-services.example/contact

Change: Add the real request-to-estimate steps, what the customer should prepare and how pricing is confirmed. Describe only response times and commitments the team can meet.

NEEDED

Owner-approved estimate steps and response expectations; Website editor access

DEPENDENCIES

None identified

COMPLETE WHEN

- The services and contact pages explain the same approved estimate process.
- No invented price, guaranteed response time or emergency promise is introduced.

Related report findings: T6 | Earlier roadmap: New item | Sources: S2

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FINAL HANDOFF

How to close the work

Keep evidence of completion and a clear record of anything still blocked.

- Retest affected URLs and preserve dated completion evidence.
- Verify page identity, status codes, navigation and contact paths after agreed changes.
- Record blocked facts/access with the next owner; never turn an unavailable check into a pass.

Information and access checklist

[ ] Website editor and sitemap configuration

[ ] Search Console access or suitable exports for the follow-up

[ ] Approved service names and actual service area

[ ] Website editor access

[ ] Approved ordinary, emergency and holiday hours

[ ] Business Profile editor invitation or owner-provided screenshots

[ ] Confirmed business name, phone, hours and service area

[ ] Developer access to structured data

[ ] Original homepage image and website editor access

[ ] Documented mobile lab settings and phone/browser checks

[ ] Owner-approved estimate steps and response expectations

Implementation provider: _____

Selected tasks / target dates: _____

Outstanding facts or access: _____

Client approval of website changes, cost and schedule is separate from this report. No implementation is included or implied.

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ROADMAP REFERENCE

Technical terms, in plain language

Exact terms help your provider carry out and verify the work.

HTTP 200 / HTTP 404

Server response codes: 200 says a page was delivered successfully; 404 says the address was not found. The code should agree with what the visitor sees.

Initial and rendered content

Initial content is what the server sends first. Rendered content is what the browser shows after running page code such as JavaScript.

Prerendering / server delivery

Ways to prepare important page content before the visitor's browser needs to build it. Your developer should choose a method supported by the current platform.

JSON-LD / structured data

Business and page facts in a format search tools can read. The facts must match the visible website; valid code does not guarantee an enhanced search display.

Canonical / indexing

A canonical identifies the preferred address for a page. Indexing means inclusion in a search engine's page collection; public access alone does not prove inclusion.

Lab and field performance / CrUX

Lab tests measure a controlled test run. Field data measures real visitor experiences. CrUX is Google's Chrome User Experience Report, one source of field data.

Search Console

Google's owner-authorized reporting tool for search access, included pages and related issues. Private access or suitable exports may be needed.

Overflow / transforms

Overflow means content extends beyond its intended area. Transforms can move or resize page elements, for example during animations.

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