RANKFLOW CUSTOM WEBSITE ACTION PLAN

YOUR WEBSITE IMPROVEMENT PATH

Fictional demonstration - example information and illustrative scores only. Not advice for a real business.

From detected issue to an implementation-ready website update

PREPARED FOR	WEBSITE	REPORT DATE
Fox Valley Plumbing	foxvalleyplumbing.example	Sep 1, 2026, 7:00 AM CDT

LEGACY WEBSITE SCORE

68 /100

Legacy internal snapshot

A snapshot of the checks in this saved audit. Read the methodology limits below.

LEGACY AI-READINESS SCORE	PAGES REVIEWED
62/100	Primary public page plus core signals
CRAWL CONFIDENCE	**PLATFORM**
High confidence	WordPress

FIX THIS FIRST

Explain the homepage plumbing services and location

Visitors should understand the plumbing services and Appleton location before using the existing request button.

AFFECTED PAGE	PRIORITY
Homepage	Medium
CRAWL CONFIDENCE	**EFFORT**
High confidence	15 to 30 minutes

Already working well

- Secure HTTPS connection
- Search title found
- Search description found
- Main headline found
- Public page content reviewed

How to interpret these scores

RankFlow scores summarize captured checks under the methodology used for that saved audit. They do not measure content quality, rankings, indexing or AI citations. Scores from different methodology versions are not comparable.

SECTION 2

Your Biggest Overlooked Opportunity

Captured page details, supported recommendations and the checks that still need a person.

What RankFlow observed

The example homepage needs a clearer introduction to its plumbing services and Appleton service area.

Why it may matter

Visitors should understand the plumbing services and Appleton location before using the existing request button.

What still needs a human check

The captured page is only part of the visitor experience. Review the live page on desktop and mobile, confirm its business details and test the intended next step. Preserve useful existing wording.

What should remain unchanged

- Business name: Fox Valley Plumbing
- Existing Call-to-action block: Request Plumbing Repair from Fox Valley Plumbing

Supporting website evidence

Relevant page	https://foxvalleyplumbing.example/
Current title	Fox Valley Plumbing
Current description	Plumbing for your home.
Current main heading	Here when you need us
Current opening text	Plumbing for your home.
Business context	Plumbing Company (high confidence)

SECTION 3

Detected Versus Recommended

What exists now, what to use instead, where it belongs, and why the update may help.

01 / Search result title

WEBSITE EVIDENCE CHECKED

WHAT YOU HAVE NOW

Fox Valley Plumbing

COPY/PASTE THIS

```
Appleton Plumbing Services | Fox Valley Plumbing
```

PASTE IT HERE

Homepage SEO title field.

WHY IT MAY HELP

Names the plumbing service, location and business without repeating the same keyword.

02 / Search result description

WEBSITE EVIDENCE CHECKED

WHAT YOU HAVE NOW

Plumbing for your home.

COPY/PASTE THIS

```
Fox Valley Plumbing offers plumbing repair, drain cleaning and water heater services in Appleton. Review the services and request help with your home.
```

PASTE IT HERE

Homepage SEO meta description field.

WHY IT MAY HELP

Describes the listed plumbing services and Appleton service area before a visitor opens the page.

03 / Main page headline

WEBSITE EVIDENCE CHECKED

WHAT YOU HAVE NOW

Here when you need us

COPY/PASTE THIS

```
Plumbing Repair and Water Heater Services in Appleton
```

PASTE IT HERE

Visible homepage H1 or main headline.

WHY IT MAY HELP

States the service and location instead of a broad reassurance that could describe any business.

04 / Opening paragraph

WEBSITE EVIDENCE CHECKED

WHAT YOU HAVE NOW

Plumbing for your home.

COPY/PASTE THIS

```
Fox Valley Plumbing helps Appleton homeowners with plumbing repair, drain cleaning and water heater services.
Explore the services below and use the request button to describe the plumbing help you need.
```

PASTE IT HERE

First paragraph below the homepage headline.

WHY IT MAY HELP

Names the listed services and keeps the next step connected to the existing request action.

05 / Call-to-action block (keep)

SAFE DRAFT

KEEP THIS, IT IS WORKING

Request Plumbing Repair from Fox Valley Plumbing

WHY IT STAYS

The captured label names the plumbing service, business and next action without promising availability or response times. The destination still needs a functional check.

WHY THIS IS A SAFE DRAFT

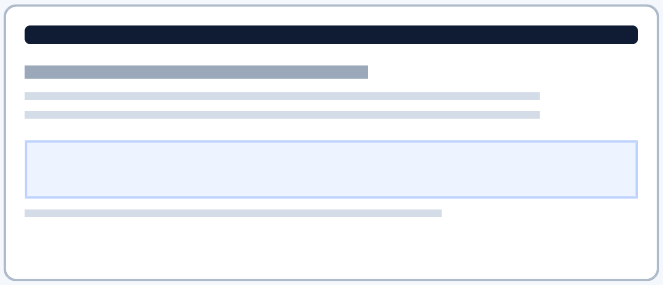
This is a limited static-HTML sample, not proof of the primary action, all live links, or a working destination. Uncaptured elements may exist on the live website.

SECTION 4

Where Everything Goes

A page map and implementation path that remove the question: what do I do with this now?

Website page map



The numbered implementation map below identifies each exact field and placement.

DETECTED PLATFORM

WordPress

Moderate confidence from public website signals

Menu wording can vary by theme, plugin, or platform version. If platform confidence is low, use the web-person handoff.

Implementation steps

1. Sign in to WordPress and open Pages, then select the homepage editor.
2. Open the homepage SEO settings and update the title and meta description with the recommended wording.
3. Confirm the existing services link destination before updating its anchor text; ask a web professional to check existing JSON-LD before adding schema.
4. Update the visible H1 and opening paragraph; keep the existing request button and contact destination unchanged.
5. Add the approved internal link only after confirming the matching same-site destination.
6. Review and validate the approved JSON-LD schema before adding it to the page.
7. Preview desktop and mobile layouts, publish the update, then compare the live page with the completion checklist.

Implementation map

1. **Search result title**
   Homepage SEO title field.
2. **Search result description**
   Homepage SEO meta description field.
3. **Main page headline**
   Visible homepage H1 or main headline.
4. **Opening paragraph**
   First paragraph below the homepage headline.
5. **Call-to-action block (keep)**
   Request Plumbing Repair from Fox Valley Plumbing
   Place: No change needed to this captured request button. Keep its label and contact destination unchanged; check the destination before publishing other updates.
6. **Internal-link recommendation**
   Homepage service introduction linking to the existing services page.
7. **Schema recommendation**
   Ask your web professional to merge this JSON-LD into the page-scoped structured-data area for https://foxvalleyplumbing.example/ only. Preserve existing equivalent schema and avoid duplicates.

SECTION 5

Web-Person Handoff

A ready work order for the person who manages the website, without asking the owner to translate SEO language.

Work order

Business	Fox Valley Plumbing
Website	https://foxvalleyplumbing.example/
Affected page	Homepage
Primary issue	Explain the homepage plumbing services and location
Platform	WordPress

Do not change without approval

- Business name: Fox Valley Plumbing
- Existing Call-to-action block: Request Plumbing Repair from Fox Valley Plumbing

Fictional sample:
https://rankflowagent.com/sample-action-plan

PREWRITTEN EMAIL

Subject: Website update requested for Fox Valley Plumbing

Fictional demonstration - example information and illustrative scores only.

Hello,

RankFlow reviewed the Fox Valley Plumbing website and prepared this work order.

Page:
https://foxvalleyplumbing.example/

Primary issue:
Explain the homepage plumbing services and location

Requested updates:
1. Update Search result title
Current: Fox Valley Plumbing
Replace it with this: Appleton Plumbing Services | Fox Valley Plumbing
Location: Homepage SEO title field.
Why: Names the plumbing service, location and business without repeating the same keyword.

2. Update Search result description
Current: Plumbing for your home.
Replace it with this: Fox Valley Plumbing offers plumbing repair, drain cleaning and water heater services in Appleton. Review the services and request help with your home.
Location: Homepage SEO meta description field.
Why: Describes the listed plumbing services and Appleton service area before a visitor opens the page.

3. Update Main page headline
Current: Here when you need us
Replace it with this: Plumbing Repair and Water Heater Services in Appleton
Location: Visible homepage H1 or main headline.
Why: States the service and location instead of a broad reassurance that could describe any business.

4. Update Opening paragraph
Current: Plumbing for your home.
Replace it with this: Fox Valley Plumbing helps Appleton homeowners with plumbing repair, drain cleaning and water heater services. Explore the services below and use the request button to describe the plumbing help you need.
Location: First paragraph below the homepage headline.
Why: Names the listed services and keeps the next step connected to the existing request action.

5. Update Internal-link recommendation
Current: Observed link labels: "Services".
Replace it with this: Explore plumbing repair, drain cleaning and water heater services.
Location: Homepage service introduction linking to the existing services page.
Why: Describes what the visitor will find on the services page. Confirm the existing destination before changing its label.
Review note: This is a limited static-HTML sample, not proof of the primary action, all live links, or a working destination. Uncaptured elements may exist on the live website.

6. Update Schema recommendation
Current: Existing structured business details could not be fully confirmed.
Schema reference for review: <script type="application/ld+json">
{
"@context": "https://schema.org",
"@type": "Plumber",
"name": "Fox Valley Plumbing",
"url": "https://foxvalleyplumbing.example/",
"areaServed": "Appleton"
}
</script>
Location: Ask your web professional to merge this JSON-LD into the page-scoped structured-data area for https://foxvalleyplumbing.example/ only. Preserve existing equivalent schema and avoid duplicates.
Why: Uses only the example business name, website, industry and service area. No address, rating or credentials are invented.
Review note: A web professional should confirm existing schema before publishing. All facts here belong to a fictional example.

7. Keep current value Call-to-action block (keep)
Current: Request Plumbing Repair from Fox Valley Plumbing
Keep this: Request Plumbing Repair from Fox Valley Plumbing
Location: No change needed to this captured request button. Keep its label and contact destination unchanged; check the destination before publishing other updates.
Why: The captured label names the plumbing service, business and next action without promising availability or response times. The destination still needs a functional check.
Review note: This is a limited static-HTML sample, not proof of the primary action, all live links, or a working destination. Uncaptured elements may exist on the live website.

Platform guidance:
WordPress. Menu wording may vary depending on the theme, plugin, or platform version.
1. Sign in to WordPress and open Pages, then select the homepage editor.
2. Open the homepage SEO settings and update the title and meta description with the recommended wording.
3. Confirm the existing services link destination before updating its anchor text; ask a web professional to check existing JSON-LD before adding schema.
4. Update the visible H1 and opening paragraph; keep the existing request button and contact destination unchanged.

5. Add the approved internal link only after confirming the matching same-site destination.
6. Review and validate the approved JSON-LD schema before adding it to the page.
7. Preview desktop and mobile layouts, publish the update, then compare the live page with the completion checklist.

Please do not change without owner approval:
- Business name: Fox Valley Plumbing
- Existing Call-to-action block: Request Plumbing Repair from Fox Valley Plumbing

Completion checklist:
- Review the recommendation and leave every item labeled Keep this unchanged
- Update title tag
- Update meta description
- Update H1
- Update opening paragraph
- Add and test internal link
- Review schema before adding JSON-LD
- Preview on desktop and mobile, publish, and confirm completion

Please review the recommendations before publishing. Confirm the completed changes, their live page URLs, and any items left unchanged or needing owner approval.

Thank you.

SECTION 6

Completion and Verification

A clear closing checklist for the owner and the web professional after the update is reviewed.

Issue Detected

RankFlow found the first improvement to focus on.

Recommendation Ready

The copy-ready recommendation is prepared.

Sent or Implemented

Use this yourself or send it to your web person.

Website owner checklist

- [ ] Review every recommended change and leave every item labeled Keep this unchanged.
- [ ] Confirm the approved search result title appears in the page's SEO or search preview settings.
- [ ] Confirm the approved search result description appears in the page's SEO or search preview settings.
- [ ] Open the live page and confirm the approved main heading appears correctly.
- [ ] Open the live page and confirm the approved opening paragraph appears correctly.
- [ ] Open the approved internal link and confirm it reaches the intended same-site page.
- [ ] Validate the approved JSON-LD before adding it to the live page.
- [ ] Check the published page on desktop and mobile, then save this Action Plan for your records.

Web professional checklist

- [ ] Review the recommendation and leave every item labeled Keep this unchanged
- [ ] Update title tag
- [ ] Update meta description
- [ ] Update H1
- [ ] Update opening paragraph
- [ ] Add and test internal link
- [ ] Review schema before adding JSON-LD
- [ ] Preview on desktop and mobile, publish, and confirm completion

Your Action Plan is saved

Reopen this Action Plan from your dashboard to find the recommendations and original wording. Keep a copy with the completed website work.

What you can confirm

Live verification is not available for this report. You or your web professional can compare the published page with the approved recommendations. This does not prove that rankings, traffic, inquiries, sales, indexing, backlinks, or AI citations improved.

APPENDIX

Supporting Recommendations

Useful next steps are separated from the first priority so the owner knows exactly where to begin.

06 / Internal-link recommendation

SAFE DRAFT

WHAT YOU HAVE NOW

Observed link labels: "Services".

COPY/PASTE THIS

```
Explore plumbing repair, drain cleaning and water heater services.
```

PASTE IT HERE

Homepage service introduction linking to the existing services page.

WHY IT MAY HELP

Describes what the visitor will find on the services page. Confirm the existing destination before changing its label.

WHY THIS IS A SAFE DRAFT

This is a limited static-HTML sample, not proof of the primary action, all live links, or a working destination. Uncaptured elements may exist on the live website.

Additional opportunities

RECOMMENDED NEXT

Homepage service message needs more detail

Name plumbing repair, drain cleaning and water heater services in Appleton.

OPTIONAL IMPROVEMENT

Add one helpful internal link

Use the internal-link recommendation only where it naturally helps a visitor choose the next step.

WEB-PROFESSIONAL REVIEW

Review schema before publishing

Schema is behind-the-scenes code. Have a web person review it if the site already uses a plugin, theme, or custom structured data.

07 / Schema recommendation

SAFE DRAFT

WHAT YOU HAVE NOW

Existing structured business details could not be fully confirmed.

SCHEMA REFERENCE FOR REVIEW

```
<script type="application/ld+json">
{
"@context": "https://schema.org",
"@type": "Plumber",
"name": "Fox Valley Plumbing",
"url": "https://foxvalleyplumbing.example/",
"areaServed": "Appleton"
}
</script>
```

PASTE IT HERE

Ask your web professional to merge this JSON-LD into the page-scoped structured-data area for https://foxvalleyplumbing.example/ only. Preserve existing equivalent schema and avoid duplicates.

WHY IT MAY HELP

Uses only the example business name, website, industry and service area. No address, rating or credentials are invented.

WHY THIS IS A SAFE DRAFT

A web professional should confirm existing schema before publishing. All facts here belong to a fictional example.

KEEP THE WORK ORGANIZED

Fox Valley Plumbing has a record of captured findings and what to preserve or change.

Keep this Action Plan with the website records. Review the live page after any approved update and run a fresh audit after meaningful website changes.

1. Review the recommendation

Confirm that the replacement is accurate for the business before publishing it.

3. Check the published page

Confirm the approved title, description, headline, paragraph, and links appear correctly.

2. Update or hand it off

Use the paste location or send the work order to the person who manages the website.

4. Keep the progress record

This fictional sample is available without a purchase or customer account.

FICTIONAL DEMONSTRATION

Open the fictional sample for its complete online packet and copy controls.

https://rankflowagent.com/sample-action-plan

Fictional demonstration - example information and illustrative scores only. Not advice for a real business. Rankings, traffic, leads and revenue are not guaranteed.