

PREPARED FOR



oceanviewfloridacondos.com

Website Audit & Growth Plan

16

PREPARED BY

Cavmir

DATE

August 2026

AUDIT SCOPE

Full site, 189 URLs

FINDINGS

16

EXECUTIVE SUMMARY

The pages that take bookings are the weakest on the site.

We audited all 189 published URLs on oceanviewfloridacondos.com — every page and post, your sitemaps, robots.txt, page structure, structured data, booking flow and search visibility. This is what we found.

The homepage is warm, the brand is likeable, and the Hospitable booking widget works. The problem is one of **focus and trust**: enormous effort has gone into 141 near-identical blog posts, while the six condos that actually earn money are the thinnest pages on the site — and a handful of technical faults quietly break the path from "interested" to "booked."

141 BLOG POSTS CHASING NEAR-DUPLICATE TERMS	6 RENTAL PAGES — THE ONES THAT TAKE BOOKINGS	164 PAGES SENDING GOOGLE TWO CONFLICTING DESCRIPTIONS	16 DEFECTS FOUND IN THIS AUDIT
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Three findings account for most of the lost ground. **First**, the blog is 141 posts spun from a few keyword templates — "best Cedar Key rentals for couples," "best Cedar Key condos near water," and so on — the kind of scaled content Google's 2024 spam policy is written to demote, and it puts the whole domain at risk. **Second**, the six condo pages that Google should rank are almost bare: the Sunrise page is a booking box over a stock photo, with no description, gallery, amenities or reviews. **Third**, every page ships *two* competing meta descriptions — one keyword-stuffed, some visibly corrupted — handing Google contradictory instructions on 164 of 188 pages. None of it requires a rebrand; the identity works.

THE STRATEGIC READ

You don't have a content problem. You have a focus-and-trust problem.

Every booking taken through your own Hospitable widget saves the **15% or more that Airbnb and Vrbo skim off the top**. That is the entire economic case for this website: turn a searcher into a *direct* booking. So the site should be built to win the searches that convert — "Daytona Beach oceanfront condo rental," "Cedar Key gulf-view condo" — and to earn the guest's trust the moment they land.

Instead the effort went into 141 thin articles that, at this scale, are more likely to *drag the domain down* than lift it — while the six money pages stay thin, the nightly price contradicts itself (\$125 in the hero, \$77 in the live widget), the phone link is broken, and the contact identity is split across three addresses.

The fix is fewer, stronger pages: rebuild the six condos into rich, trustworthy listings; consolidate 141 posts into a smaller library of genuinely useful guides that funnel authority into those six; and repair the foundation so every booking within reach actually closes. Everything in the plan points at that.

CRITICAL FINDINGS

Effort in the wrong place.

CRITICAL 01 141 near-duplicate blog posts put the whole site at risk

The blog holds **141 posts**, published roughly every other day, spun from a few keyword templates: "best Cedar Key rentals for couples," "best Cedar Key condos near water," "are Daytona condos good for kids," "are Florida beach condos kid-friendly," "Daytona Beach condos families actually love." Each is illustrated with generic AI cartoon art rather than your actual condos, and every byline is blank — **by | Aug 30, 2026 |** — with no named author.

The consequence: this is exactly the pattern Google's March 2024 *scaled content abuse* policy was written to catch. At this volume and similarity it does not just fail to rank — it can suppress the ranking of the entire domain, **including the six condo pages that take bookings.**

HOW WE FIX IT

Consolidate the 141 posts into roughly 25–30 genuinely useful guides written with real local knowledge, real bylines and real photos, each internally linked to the condo it supports. Prune and redirect the rest. (*Plan item 04*)

CRITICAL 02 The six condo pages are nearly empty

Your rental pages are the pages Google should rank and guests should fall in love with. Instead, a page like *Sunrise on the Beach* is a Hospitable booking box floated over a stock beach photo — roughly 600 words total, most of it shared footer. There is no written description of the unit, no amenities list, no floor plan, no map, no neighbourhood context and no guest reviews on the page.

HOW WE FIX IT

Rebuild all six condos into rich, photo-led listing pages with full descriptions, amenities, location context, guest reviews and LodgingBusiness schema — while the Hospitable widget keeps handling the actual booking. (*Plan item 02*)

CRITICAL FINDINGS

Two descriptions, one page.

CRITICAL 03 Every page sends Google two conflicting descriptions

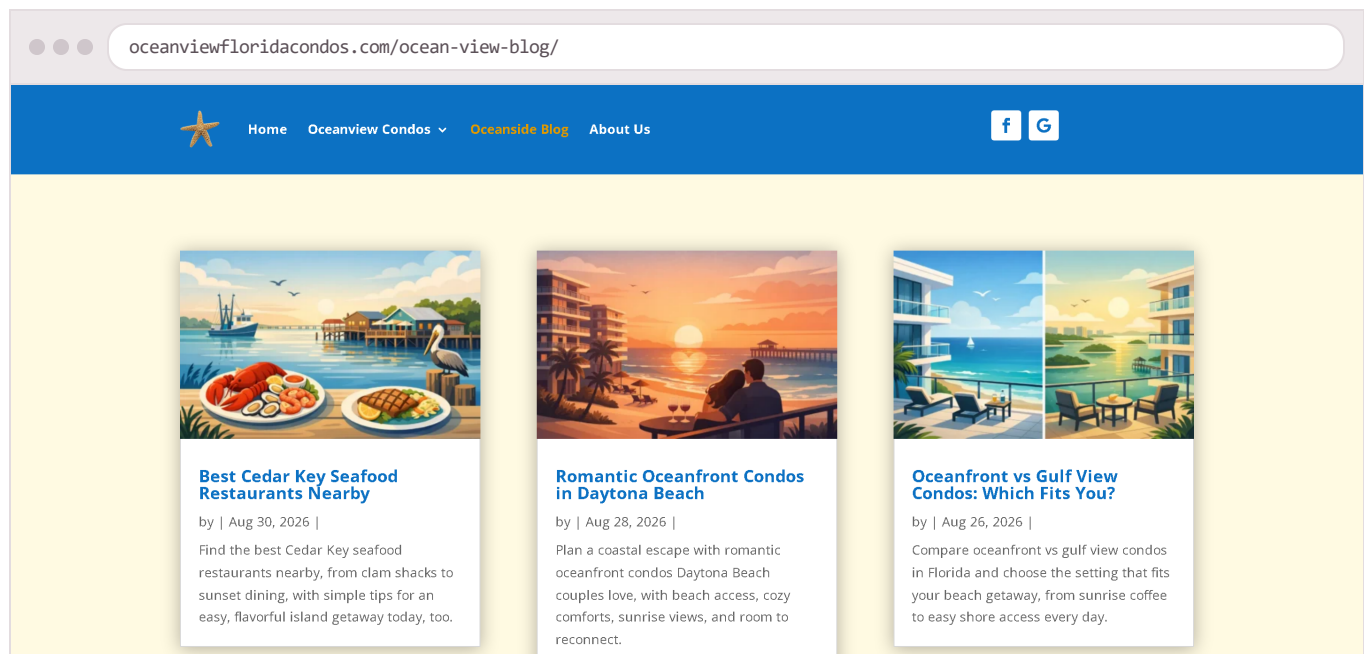
The meta description is the summary Google prints under your result. On **164 of 188 pages** the site outputs *two* of them — one from the old theme, one from the SEO plugin. On the homepage they don't even agree: the theme version is a keyword-stuffed list, while one recycled description is visibly corrupted, reading **Thep perfect combination... whether you're looking** — a typo and a broken character that would appear in the search result itself.

```
<meta name="description" content="Ultimate Daytona Beach ocean view condos... Daytona Beach Condos, Daytona Beach Resort, Oceanview Daytona Condos...">
<meta name="description" content="Owner-managed oceanfront and Gulf-view condos in Daytona Beach and Cedar Key...">
```

Fourteen of those descriptions are also duplicated across up to eight posts each, so those pages compete against one another with the identical snippet.

HOW WE FIX IT

Rebuild the page head so each page emits exactly one clean, unique, correctly-encoded description — removing the legacy theme output and the keyword stuffing. (*Plan item 06*)



The blog, one screen. Near-daily posts on near-identical topics, illustrated with generic AI art instead of the real condos, every byline blank. This is the pattern Google's scaled-content policy targets (Finding 01).

FINDINGS

The path to "booked" is broken.

HIGH 04 Your nightly price contradicts itself

The homepage and every hero promise **"Starting at \$125/night."** Open the Sunrise on the Beach page and the live Hospitable widget quotes **"\$77 USD per 1 night."** A guest comparing the two doesn't see a bargain — they see a site that can't keep its own prices straight, and they hesitate at exactly the moment you want them to book.

HOW WE FIX IT

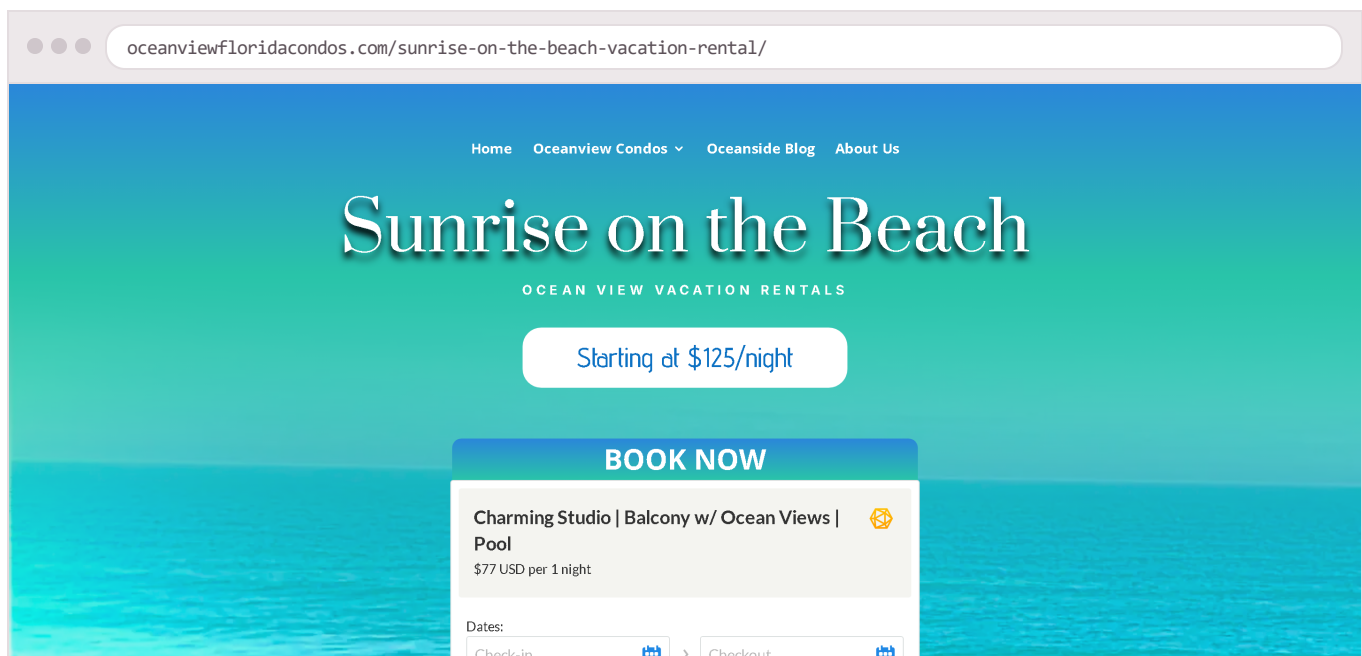
Make one price the single source of truth, driven from Hospitable, so the headline figure and the live rate always agree. *(Plan item 02)*

HIGH 05 The click-to-call phone link is broken

On a rental site the tap-to-call button is a booking. Yours is coded incorrectly — **tel:1+904-294-7382** — and the stray **1+** is not a valid dialable number. On many phones, tapping it fails to place the call. The same page also carries the number in two different formats.

HOW WE FIX IT

Correct every telephone link to **tel:+19042947382** sitewide and standardise the displayed format. *(Plan item 06)*



Hero says \$125. Widget says \$77. The condo page is a booking box over a stock beach photo — no description, no gallery, no amenities, no reviews (Findings 02 & 04).

FINDINGS

Who are you, and can I trust you?

HIGH 06 Three different contact identities — one on the wrong domain

Your structured data — the machine-readable business card Google reads — lists **three** contact emails:

`juliya@oceanviewfloridacondo.com` (note the singular *condo* — a different domain from this site),

`juliyamoodycpa@gmail.com` (a personal accounting Gmail) and the site's own address. The owner's name also appears as both *Juliya* and *Yuliya*. Fractured contact details suppress local-search trust — and mail sent to that singular-domain address may land in an inbox nobody reads.

HOW WE FIX IT

Standardise to one branded address (e.g. `stay@oceanviewfloridacondos.com`) and one spelling of the owner's name across the site, the schema, Google and every listing. (*Plan item 05*)

HIGH 07 The review stars in your code are self-declared

The site's structured data hard-codes a perfect `ratingValue 5.0` with `reviewCount 11` — yet only four reviews are actually written into the markup, and the whole thing is self-issued rather than drawn from a real review platform. Since 2019 Google has ignored — and can penalise — this kind of self-serving review markup. It earns no stars and creates risk.

HOW WE FIX IT

Remove the self-declared rating, connect real Google and Hospitable reviews, and mark them up correctly so genuine stars can appear. (*Plan item 05*)

MEDIUM 08 No logo and no phone number in the header

On the homepage the top of the site is a plain text menu — no logo, and no tappable phone number anywhere in the header. For a business where a phone call is a booking, the number shouldn't be buried in the footer.

HOW WE FIX IT

Rebuild the header with the starfish logo and a click-to-call number on every page. (*Plan item 03*)

FINDINGS

Guests can't see what they're booking.

MEDIUM 09 Stock beaches and AI art instead of your real condos

The homepage hero is a generic stock beach, the About photo is a low-resolution beach snapshot, and all 141 blog posts use cartoonish AI illustrations. Nowhere does a guest see the actual rooms, the actual views or the actual balconies they're about to pay \$100+ a night for. For a purchase built entirely on wanting to *be there*, that missing proof quietly costs bookings.

HOW WE FIX IT

Commission a professional photo set of all six units and lead every condo page and the homepage with real imagery of your own properties. (*Plan item 08*)

MEDIUM 10 141 page titles are too long to read in Google

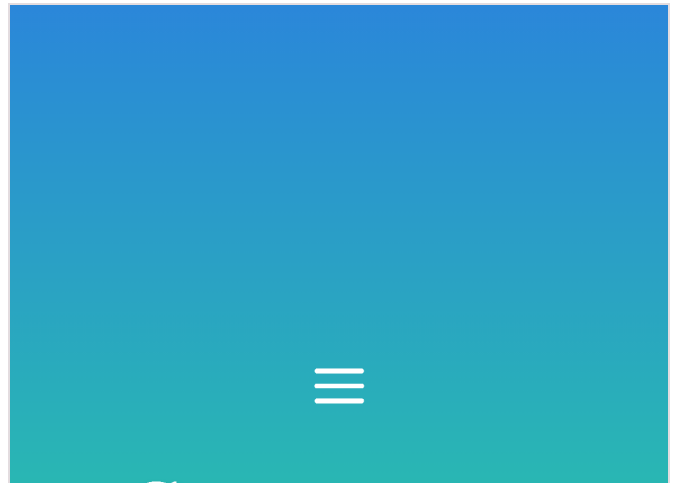
141 of 188 titles run past the ~60-character limit Google displays, so they're cut off mid-phrase in results — the reader loses the end of the sentence, and often the keyword that would have earned the click.

HOW WE FIX IT

Rewrite every title to under 60 characters, front-loaded with the term that matters. (*Plan item 06*)



Homepage on mobile — clean, but no logo and no tap-to-call in the header (Finding 08).



A condo page on mobile — a booking box over a stock beach, with nothing to sell the stay above it.

FINDINGS

Compliance, security and plumbing.

MEDIUM 11 No cookie consent, and a privacy policy missing California terms

Google Tag Manager sets tracking cookies with no consent banner, and the privacy policy never mentions CCPA/CPRA, GDPR, "Do Not Sell or Share" or cookies — while you collect names, emails, phones and payment details from guests nationwide, California included.

HOW WE FIX IT

Compliant privacy + cookie policy and a consent banner. *(Plan item 07)*

MEDIUM 12 Weak security posture on a WordPress site

None of the standard protective headers are sent (HSTS, CSP, X-Frame-Options and more), and WordPress `xmlrpc.php` with pingback is left on — a known brute-force, spam and DoS vector.

HOW WE FIX IT

Add the full security-header set and disable xmlrpc/pingback. *(Plan item 07)*

MEDIUM 13 The sitemap is wrong in both directions

Your *Turtle Shores* condo — a live page in your own menu — is missing from the sitemap, so Google may never learn it exists. Meanwhile a utility endpoint, `/hospitable-webhook/` (which errors for visitors), *is* listed.

HOW WE FIX IT

Clean sitemaps: all six condos in, webhooks and utility URLs out. *(Plan item 06)*

MEDIUM 14 The 141 posts don't feed the six condos

The blog is a giant island: posts rarely link to the condo they relate to, so their authority never reaches the pages that take bookings. The "Oceanview Condos" menu points at a dead `#` anchor instead of a real "Our Condos" page.

HOW WE FIX IT

Internal-linking structure and a real "Our Condos" hub that funnels guides toward the rentals. *(Plan items 03 & 04)*

MEDIUM 15 Images and archive pages missing basic SEO fields

Roughly a third of blog images ship with no `alt` text, and the category, tag and blog-index pages render with no H1 and almost no content — 30 near-empty tag pages thinning Google's crawl.

HOW WE FIX IT

Alt text everywhere; strengthen or no-index the thin archives. *(Plan item 06)*

MEDIUM 16 Heavy Divi build slows every page

The homepage is built by the Divi page builder and loads 16 stylesheets and 10 scripts before it settles — weight that hurts load speed and Core Web Vitals, both ranking factors.

HOW WE FIX IT

Rebuild on Cavmir's fast static Cloudflare stack. *(Plan item 01)*

COMPLETE ISSUE REGISTER

Everything we found.

Each finding mapped to the plan item that resolves it. Severity reflects revenue impact, not effort.

SEVERITY	FINDING	BUSINESS IMPACT	FIX
● Critical	141 near-duplicate AI blog posts	Scaled-content risk to the whole domain	04
● Critical	Six condo pages nearly empty	The money pages can't rank or convert	02
● Critical	Two meta descriptions on 164 of 188 pages	Conflicting, corrupted search snippets	06
● High	Price says \$125 in hero, \$77 in widget	Kills trust at the booking moment	02
● High	Broken click-to-call link (tel:1+...)	Phone bookings fail to dial	06
● High	Three contact emails, one on wrong domain	Lost mail; suppressed local trust	05
● High	Self-declared 5.0 review schema (4 shown, 11 claimed)	Earns no stars; penalty risk	05
● Medium	No logo or phone in the header	Weak branding; harder to book	03
● Medium	Stock/AI imagery, no real unit photos	Guests can't see what they're booking	08
● Medium	141 page titles too long for Google	Truncated results, lost keywords	06
● Medium	No cookie consent; no CCPA/GDPR terms	Privacy-law exposure	07
● Medium	No security headers; xmlrpc/pingback open	Brute-force, spam, DoS surface	07
● Medium	Turtle Shores missing from sitemap; webhook included	Money page hidden from Google	06
● Medium	Blog doesn't link to the condos; dead "#" menu	Authority never reaches rentals	03-04
● Medium	~1/3 of images missing alt text; thin archives	Lost image SEO; wasted crawl budget	06
● Medium	Heavy Divi build (16 CSS + 10 JS)	Slow load; weaker mobile ranking	01

THE PLAN

What we build.

Not more pages — better ones. A faster site, six rental pages built to rank and convert, a smaller blog that actually helps, and a clean technical, trust and compliance foundation underneath it all.

01 · Platform Migration & Rebuild

INCLUDED FREE

Rebuild off the heavy Divi setup onto Cavmir's Cloudflare stack — fast static pages served from 300+ edge locations — with DNS cutover, SSL, redirects and a zero-downtime launch, plus a backend you can edit yourself. **Hospitable stays the single source of truth:** every listing, rate and availability keeps flowing through your existing booking widget. Nothing about how you take bookings changes.

02	Six Rental Pages, rebuilt Full descriptions, galleries, amenities, maps, reviews, schema · price synced from Hospitable	6 pp
03	Homepage & "Our Condos" Hub Logo + click-to-call header, booking-forward homepage, real condo overview page	2 pp
04	Content Consolidation 141 posts pruned & merged into ~25–30 genuine guides, real bylines, linked to the condos	~28 pp
05	Local SEO & Trust Cleanup One NAP + one email, Google Business Profiles for Daytona & Cedar Key, real review markup	—
06	Technical SEO Foundation One clean head per page, titles <60ch, fixed tel links, canonicals, schema, clean sitemaps, alt text	—
07	Compliance & Security Kit CCPA/GDPR privacy + cookie policy + consent banner, security headers, xmlrpc disabled	—
08	Professional Photography A real photo set of all six units — recommended, arranged with a local photographer	opt.

EVERY ONE OF THE 16 FINDINGS, RESOLVED

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HOW IT SHIPS

Live in one week.

The whole rebuild ships together — the migration, the six condo pages, the consolidated blog and every technical repair — published within one week of kickoff. Cavmir builds with AI at a scale and speed a traditional agency would quote as a quarter of work.

DAY 1	Migration & handover Cloudflare rebuild, DNS, SSL, redirect map, Hospitable sync wired, backend access issued to you.
DAYS 2–4	The build Six rental pages rebuilt, homepage and "Our Condos" hub, and the blog consolidated into ~25–30 real guides linked to the condos.
DAY 5	Foundation One clean head per page, titles and descriptions, fixed phone links, canonicals, schema, clean sitemaps, NAP cleanup, Google Business Profiles, compliance and security kit.
DAY 6	Quality assurance Cross-device and cross-browser review, link integrity, Hospitable rates and availability verified live, accessibility and compliance pass.
DAY 7	Launch & index submission Sitemaps submitted, IndexNow for immediate Bing pickup, Search Console submission for the rebuilt set.

The one thing that stays ongoing is Search Console indexing requests — Google caps those at roughly ten per day regardless of how fast we publish. That's their limit, not ours; we batch daily until the full set is indexed and report coverage monthly.

INVESTMENT

Website Rebuild & SEO Foundation Items 01–07 · migration included free · every finding resolved	\$5,600 \$2,800
Social Media Management Optional · monthly carousels + reels for Daytona & Cedar Key	\$700 \$600/mo
To begin 50% deposit on the build; balance on launch	\$1,400

Every direct booking is money you keep.

Airbnb and Vrbo take 15% or more off each stay. Across six oceanfront condos, the direct bookings this rebuild is built to win pay it back in a single season — and unlike the platforms, the site and its rankings belong to you permanently. Professional photography is recommended on top and arranged with a local photographer.