



RIVERSIDE MORTGAGE ADVISERS

Site Blueprint • Full-Site Report

SEO & Website Performance Report

riversidemortgages.co.nz | Full-site assessment for owner & web developer

EXECUTIVE SUMMARY

Where Riverside Mortgage Advisers stands today

This report assesses the SEO and technical health of **riversidemortgages.co.nz**. Your sitemap lists 14 URLs. We found 14 pages and crawled every one of them. We tested every one of the 63 links found. We independently verified each on-site finding against your live site; findings drawn from third-party data (competitor, backlink and local-listing) are labelled with their source. The site's overall position is summarised below, followed by a category-by-category scorecard.

57
/ 100

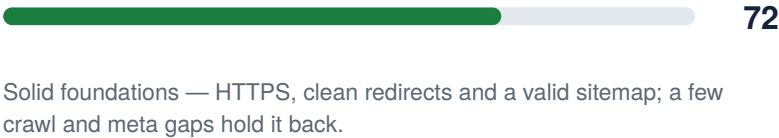
Overall SEO Health Score

57 / 100 — **Needs work.** Multiple issues are likely costing you enquiries right now — all fixable. The score is held back by a cluster of **fixable** issues rather than by anything fundamental.

Category scorecard

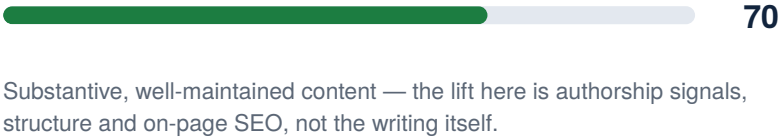
Technical SEO

weight 22%



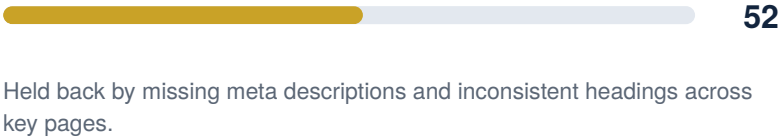
Content Quality

weight 23%



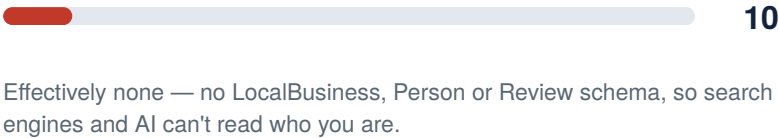
On-Page SEO

weight 20%



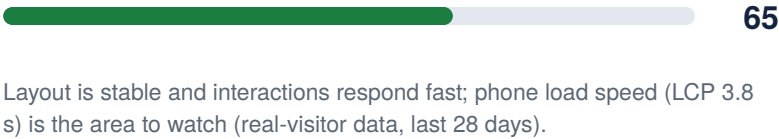
Schema / Structured Data

weight 10%



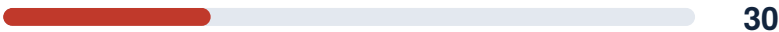
Performance (CWV)

weight 10%



AI Search Readiness

weight 10%



Little for AI Overviews and assistants to cite — no structured data and no clear question-and-answer content.

Images

weight 5%

Alt text is largely in place; the homepage hero image is oversized and not a modern format (WebP/AVIF).

68

Top issues to address

- **Your “Book a consultation” buttons are broken**
- **No meta descriptions anywhere on the site**
- **No structured data (schema) — Google can’t read who/what/where you are**
- **No Open Graph tags — shared links show no preview**
- **Inconsistent page headings (H1s)**

What’s already strong

- HTTPS throughout with clean redirects
- self-referencing canonicals
- substantive, current content on every page sampled (no thin or placeholder pages)
- core email anti-spoofing records (SPF, DMARC) published

VERIFICATION

What we checked, and what we found

11 of 21 automated checks passed — every line below was tested directly against the live site on 23 June 2026, the same evidence behind the category scorecard above.

✗	Booking/contact buttons work	CONVERSION
	The booking link href is pasted twice (...abc123https://...abc123) → 404 on 4 pages (Mortgages x2, Financial Planning, KiwiSaver).	
✓	Served securely over HTTPS	TECHNICAL SEO
	https://riversidemortgages.co.nz/ resolves over TLS 1.3.	
✓	No broken links	TECHNICAL SEO
	0 broken internal links across the 14 pages crawled (the broken booking buttons are counted separately above).	
✓	Forces a secure connection (http→https)	TECHNICAL SEO
	http:// requests 301-redirect straight to https:// on every page tested.	
✗	Pages have meta descriptions	ON-PAGE SEO
	<meta name="description"> = null on all 14 pages inspected.	
✗	Structured data (schema) present	SCHEMA
	application/ld+json blocks = 0 on every page sampled.	
✗	Clear page headings (one H1)	ON-PAGE SEO
	DOM H1 counts — /calculator/ = 0 · /mortgages/ = 2 · /about/ = 4.	
✗	Social-share previews (Open Graph)	AI & SOCIAL
	og:* / twitter:* tags = 0 on every page sampled.	
✓	Pages have title tags	ON-PAGE SEO
	All 14 pages inspected carry a non-empty <title> tag.	
✓	Images have alt text	IMAGES
	25 of the 31 images across all 14 crawled pages carry alt text — under the flag threshold.	
✓	Sitemap present, valid, and its URLs resolve	TECHNICAL SEO
	sitemap.xml parses cleanly (14 URLs); every sampled URL returns 200.	
✓	robots.txt isn't blocking the site	TECHNICAL SEO
	robots.txt allows normal search crawlers site-wide.	
✗	Security headers present (HSTS, CSP, X-Frame-Options, nosniff)	TECHNICAL SEO
	Content-Security-Policy is missing; HSTS and X-Frame-Options are present.	
✓	Canonical tag present and self-consistent	TECHNICAL SEO
	Every page inspected carries a self-referencing canonical.	
✓	Titles are a sane length (≤60 chars)	ON-PAGE SEO
	All sampled titles are 60 characters or fewer.	
✗	Brand name capitalised consistently	SCHEMA
	The same word appears with different capitalisation across pages sampled: “Riverside” as Riverside/riverside.	

✓	SPF record present and sane v=spf1 include:spf.protection.outlook.com ~all (1 DNS lookup).	EMAIL DELIVERABILITY
✓	DMARC record present DMARC record present (policy: none).	EMAIL DELIVERABILITY
✗	MX present / DKIM detectable MX records are published, but no DKIM key was found on the common selectors checked.	EMAIL DELIVERABILITY
✗	AI-search crawlers not blocked in robots.txt robots.txt blocks GPTBot — AI search engines can't read the site.	AI & SOCIAL
•	llms.txt present No /llms.txt file — entirely optional today, and not counted against this site. Listed because AI search tools are starting to read it.	AI & SOCIAL
✗	Images are a modern format or reasonably sized 1 of 1 homepage hero image sampled is neither a modern format (WebP/AVIF) nor under 250KB.	IMAGES

HOW TO READ THIS REPORT

Two reports in one

Part A — For the Site Owner	Part B — For the Web Developer
Plain-English explanation of what each issue means for your business: visibility in Google, enquiries from the website, credibility with prospective clients, and where to focus first. No technical knowledge needed.	Specific, technical findings with exact pages, the underlying cause, and concrete fixes, plus a prioritised implementation checklist.

PART A

For the Site Owner

The site has real potential, but a **cluster of fixable issues** is currently costing you visibility in Google and enquiries from visitors. The good news: these are fixes, not a rebuild.

1. Your “Book a consultation” buttons are broken

The booking link is pasted twice, so the button lands visitors on an error page instead of your calendar. For a firm whose site exists to generate consultations, this is the single most commercially important issue.

2. No meta descriptions anywhere on the site

The meta description is the grey summary under your link in Google. Blank, Google writes its own and fewer people click your result over a competitor's.

3. No structured data (schema) — Google can't read who/what/where you are

Without structured data, search engines and AI assistants can't reliably understand who you are and what you offer — so you miss richer listings and AI-search visibility.

4. No Open Graph tags — shared links show no preview

When your pages are shared on social or messaging apps they show as a bare link with no title or image — and far fewer people click.

5. Inconsistent page headings (H1s)

A clear main heading tells visitors and search engines what a page is about at a glance; a missing or duplicated one blurs that and weakens the page.

Where to focus — and the likely payoff

Priority	Action	Why it matters
Critical	Your “Book a consultation” buttons are broken	The booking link is pasted twice, so the button lands visitors on an error page instead of your calendar. For a firm whose site exists to generate consultations, this is the single most commercially important issue.
High	No meta descriptions anywhere on the site	The meta description is the grey summary under your link in Google. Blank, Google writes its own and fewer people click your result over a competitor's.
High	No structured data (schema) — Google can't read who/what/where you are	Without structured data, search engines and AI assistants can't reliably understand who you are and what you offer — so you miss richer listings and AI-search visibility.
Medium	No Open Graph tags — shared links show no preview	When your pages are shared on social or messaging apps they show as a bare link with no title or image — and far fewer people click.

Priority	Action	Why it matters
Medium	Inconsistent page headings (H1s)	A clear main heading tells visitors and search engines what a page is about at a glance; a missing or duplicated one blurs that and weakens the page.

Bottom line: this is a focused set of fixes — not a rebuild — that would move the score up from **Needs work** and turn more visitors into enquiries.

PART B

For the Web Developer

Each finding below carries a tag showing how we know it — a **verified fact** (reproduced directly on your site), a **reviewed judgement** (our team's assessment), or **third-party data** (from an external provider, such as a backlink or local-listing source) — followed by what we observed and a concrete recommendation.

Critical

B1. Your “Book a consultation” buttons are broken

VERIFIED FACT

What we found href = https://booking.example/abc123https://booking.example/abc123 → 404
Observed on: Mortgages (×2), Financial Planning, KiwiSaver.

Recommendation Replace the doubled URL with a single clean link; use one reusable button module.

High

B2. No meta descriptions anywhere on the site

VERIFIED FACT

What we found <meta name="description"> = null on all 14 pages inspected

Recommendation Add a unique 140–160 character description to every page.

High

B3. No structured data (schema) — Google can't read who/what/where you are

VERIFIED FACT

What we found application/ld+json blocks = 0 on every page sampled

Recommendation Add LocalBusiness/FinancialService + Person + Review schema; validate in the Rich Results Test.

Medium

B4. No Open Graph tags — shared links show no preview

VERIFIED FACT

What we found og:* / twitter:* tags = 0 on every page sampled

Recommendation Set a default 1200×630 share image plus per-page overrides.

Medium

B5. Inconsistent page headings (H1s)

VERIFIED FACT

What we found DOM H1 counts — /calculator/ = 0 · /mortgages/ = 2 · /about/ = 4

Recommendation One H1 per page — hero title as H1, demote section titles to H2.

Medium

B6. Nothing for AI search to cite — no FAQ or Q&A structure

REVIEWED JUDGEMENT

What we found No FAQ/HowTo schema and no question-and-answer copy on service pages, so AI Overviews and assistants have nothing quotable. Observed on: Service pages.

Recommendation Add a short FAQ block per service with FAQ schema, answering the questions clients actually ask.

Medium

B7. Two local competitors outrank you for “mortgage adviser” searches

REVIEWED JUDGEMENT

What we found For “mortgage adviser [city]” the top two results carry LocalBusiness + Review schema and 40+ Google reviews; this site has neither.

Recommendation Close the schema gap above and start an active review-gathering habit to match them.

Medium

B8. DMARC is monitor-only (p=none)

VERIFIED FACT

What we found DMARC policy is p=none (monitor only) — spoofed mail is still delivered.

Recommendation Once SPF/DKIM are aligned, move the policy to p=quarantine, then p=reject.

Medium

B9. A non-production subdomain is publicly reachable — staging.riversidemortgages.co.nz

VERIFIED FACT

What we found staging.riversidemortgages.co.nz resolves (A → 203.0.113.45) — non-production ‘staging’ environment. Observed on: staging.riversidemortgages.co.nz.

Recommendation Confirm this host should be public; if not, restrict it (VPN / IP allow-list / login) or take it offline.

Medium

B10. A non-production subdomain is publicly reachable — old.riversidemortgages.co.nz

VERIFIED FACT

What we found old.riversidemortgages.co.nz resolves (A → 203.0.113.46) — non-production 'old' environment. Observed on: old.riversidemortgages.co.nz.

Recommendation Confirm this host should be public; if not, restrict it (VPN / IP allow-list / login) or take it offline.

Medium

B11. The site loads slower than Google's bar (LCP needs improvement)

VERIFIED FACT

What we found riversidemortgages.co.nz: real-visitor (CrUX, 28-day) phone p75 LCP is 3.8 s — needs-improvement (17% of visits rate poor). The main content takes 3.8 s to appear for a typical phone visitor — slower than Google's 2.5 s bar, and slow pages lose visitors.

Recommendation Compress and resize the hero image (WebP/AVIF), preload it, and cut render-blocking CSS/JS.

Medium

B12. Visitors can't zoom the page on their phone

VERIFIED FACT

What we found The viewport tag disables pinch-zoom (user-scalable=no) on 14 of 14 crawled pages.

Recommendation Remove user-scalable=no and any maximum-scale cap from the viewport tag.

Medium

B13. No named humans behind the business

VERIFIED FACT

What we found None of the 14 crawled pages carries a byline, a named role or credential, Person schema, or an author meta tag.

Recommendation Add an About page with real names, photos, roles and qualifications, and byline your content.

Medium

B14. robots.txt blocks an AI-search crawler

VERIFIED FACT

What we found riversidemortgages.co.nz/robots.txt blocks GPTBot — this crawler powers citations in AI search results (e.g. ChatGPT search, Perplexity).

Recommendation Remove the Disallow rule for GPTBot in robots.txt.

Medium

B15. Missing security headers

VERIFIED FACT

What we found riversidemortgages.co.nz is missing: Content Security Policy.

Recommendation Add the missing security headers at your web server or CDN.

Medium

B16. Competitors have significantly more organic search visibility

THIRD-PARTY DATA

What we found riversidemortgages.co.nz's estimated organic visibility (~140 monthly visits, 38 ranking keywords) trails its closest competitors (citymortgages.co.nz, kiwihomeloans.co.nz), who average ~475 monthly visits and 128 ranking keywords.

Recommendation Prioritise the technical/on-page fixes elsewhere in this report, then build content targeting the specific keyword gaps below.

Medium

B17. Competitors rank for keywords this site doesn't

THIRD-PARTY DATA

What we found citymortgages.co.nz ranks in Google for keywords riversidemortgages.co.nz does not appear for at all: "mortgage adviser wellington" (~210/mo, citymortgages.co.nz ranks #3); "first home buyer loan nz" (~140/mo, citymortgages.co.nz ranks #5).

Recommendation Add or expand a page directly targeting each keyword — a dedicated service/location page usually outperforms trying to rank the homepage for all of them.

Medium

B18. Very few other websites link to this site

THIRD-PARTY DATA

What we found riversidemortgages.co.nz has only 3 referring domain(s) on record (authority score 1.8/10) — very little external authority pointing back at the site.

Recommendation Build a handful of genuine referring domains: local directories, industry associations, supplier/partner pages, and press or sponsorship mentions.

Medium

B19. Very few Google reviews

THIRD-PARTY DATA

What we found Riverside Mortgages's Google Business Profile shows only 3 review(s) (rating 4.2/5).

Recommendation Ask recent, genuinely satisfied customers to leave a Google review — review count and recency are both real factors in local search visibility.

Medium

B20. Google Business Profile listing isn't claimed

THIRD-PARTY DATA

What we found Riverside Mortgages's Google Business Profile listing is not claimed or verified by its owner on Google Maps.

Recommendation Claim and verify the Google Business Profile listing (business.google.com) — an unclaimed listing can be edited by anyone, including competitors, and its hours/info aren't confirmed accurate.

Medium**B21. Not appearing in the Google Maps local pack**

THIRD-PARTY DATA

What we found Riverside Mortgages does not appear in the top 40 Google Maps results for "Mortgage broker Wellington" near its own location.

Recommendation Strengthen the Google Business Profile (category accuracy, photos, posts, review volume) and add location-specific on-site content — local pack ranking is driven heavily by GBP signals and proximity, not just the website.

Low**B22. Image alt text incomplete on interior pages**

REVIEWED JUDGEMENT

What we found Interior pages have gaps — /mortgages/ 4 of 7 without alt, /about/ 2 of 5 without alt. Observed on: Interior pages.

Recommendation Give content images descriptive alt; set decorative icons to empty alt.

Low**B23. Small tap targets in the mobile menu**

REVIEWED JUDGEMENT

What we found Mobile nav links sit ~32px apart — below the 48px comfortable-tap guideline, so mis-taps are likely on phones. Observed on: All pages (mobile).

Recommendation Increase mobile nav link padding to a 48px minimum tap area.

Low**B24. No DKIM signature found (common selectors)**

VERIFIED FACT

What we found No DKIM key found on the common selectors checked for riversidemortgages.co.nz.

Recommendation Enable DKIM at your mail provider and confirm its selector is published in DNS.

Low**B25. Buttons and links are too small to tap reliably**

VERIFIED FACT

What we found LAB test (Lighthouse): some tap targets are too small or too close together to tap reliably on a phone — 68% appropriately sized.

Recommendation Give links and buttons at least a 48px tap area with clear spacing between them.

Low**B26. Brand name capitalised inconsistently**

VERIFIED FACT

What we found The same word appears with different capitalisation across pages sampled: "Riverside" as Riverside/riverside.

Recommendation Pick one consistent capitalisation for your brand name and use it everywhere.

Low

B27. Images aren't a modern format or are oversized

VERIFIED FACT

What we found 1 of 1 homepage image(s) sampled are neither a modern format (WebP/AVIF) nor under 250KB.

Recommendation Convert large images to WebP or AVIF, or resize/compress them below ~250KB.

PERFORMANCE — MEASURED

Core Web Vitals — how fast the site really is

How quickly pages load, how fast they react to taps and clicks, and whether the layout holds steady while loading — measured, not estimated. These are the same numbers Google uses in its page-experience ranking signal.

Real-visitor speed (Chrome UX Report, last 28 days, phone): LCP 3.8 s (needs-improvement), INP 180 ms (good), CLS 0.05 (good).

On phones (primary)

Google's page-experience signal is read from phone visitors.

- The main content takes 3.8 s to appear for a typical phone visitor — slower than Google's 2.5 s bar, and slow pages lose visitors.
- The page reacts to taps and clicks in 180 ms for a typical phone visitor — it feels instant (Google's bar is 200 ms).
- The layout holds steady while loading (shift score 0.05 for a typical phone visitor; Google's bar is 0.10).

On desktop (secondary)

- The main content appears in 1.9 s for a typical desktop visitor — comfortably fast (Google's bar is 2.5 s).

The numbers (for the developer)

p75 = the experience of the 75th-percentile visitor — the standard cut Google scores on. Source: Chrome UX Report, 28-day real-visitor data for this origin.

Device	Metric	p75	Visitor experience	Rating
Phone	Loading speed (LCP)	3.8 s	 52% good · 31% needs improvement · 17% poor	Needs improvement
Phone	Responsiveness (INP)	180 ms	 88% good · 9% needs improvement · 3% poor	Good

Device	Metric	p75	Visitor experience	Rating
Phone	Visual stability (CLS)	0.05	 91% good · 6% needs improvement · 3% poor	Good
Desktop	Loading speed (LCP)	1.9s	 83% good · 12% needs improvement · 5% poor	Good

MOBILE EXPERIENCE

How the site behaves on a phone

Whether the site is set up to work properly on a phone — the mobile viewport, pinch-zoom, and desktop-era layout habits. Checked deterministically from the pages we crawled; rows marked as lab tests come from a simulated-device run.

Mobile experience: 2 of 4 checks passed across 14 crawled pages. Failed: Pinch-zoom not disabled; Tap targets big enough to tap (lab).

Result	Check	What we saw
Pass	Mobile viewport configured	All 14 crawled pages carry a correct <meta name="viewport"> with width=device-width.
Issue	Pinch-zoom not disabled	The viewport tag disables pinch-zoom (user-scalable=no) on 14 of 14 crawled pages — visitors cannot enlarge text to read it.
Pass	No fixed-width desktop-era layout	No unambiguous fixed-width ($\geq 700\text{px}$) tables or inline styles on the 14 crawled pages.
Issue	Tap targets big enough to tap (lab)	LAB test (Lighthouse): some tap targets are too small or too close together to tap reliably on a phone — 68% appropriately sized.
Not checked	Text legible on phones (lab)	Not measured in this pass (this lab measurement was not available).

CONTENT & CREDIBILITY

Does the content read as expert and trustworthy?

Whether the site's content carries the credibility signals that win an enquiry — named people, credentials, substance, policy pages, and no leftover template text. Signal rows are machine-

verified facts from the crawled pages; AI-suggested judgements are separated below and are checked by a human before delivery.

Content & credibility: 5 of 6 verified signal checks passed across 14 crawled pages. Failed: Content signed by named humans. Plus 2 AI-suggested judgement(s) for the reviewer.

Verified signals (machine-checked)

Result	Signal	What we saw
Pass	No placeholder or template text	No placeholder or template-artifact text on any of the 14 crawled pages.
Pass	Pages have substantive content	All 11 assessable content pages carry at least 150 words of visible text.
Issue	Content signed by named humans	None of the 14 crawled pages carries a byline, a named role or credential, Person schema, or an author meta tag — including the about page (https://riversidemortgages.co.nz/about/). The site reads as anonymous.
Pass	Privacy / terms pages present	Found: privacy (https://riversidemortgages.co.nz/privacy/).
Pass	No visibly stale dates	Copyright/updated dates on the crawled pages are current.
Not checked	Testimonial / review evidence	None seen on the crawled pages — not flagged (reviews often live on Google/Facebook instead); worth the reviewer's glance.

AI-SUGGESTED — REVIEWER TO VERIFY BEFORE DELIVERY

These judgements were drafted by an AI reading the site's own copy. They are **not** verified findings and carry no score weight: each quoted example below is checked by a human reviewer before this report is delivered.

Value proposition clear at a glance — Mixed (<https://riversidemortgages.co.nz/>)

The homepage says what you do but not where, or why you over a bank.

"Helping Kiwis into homes with the right mortgage advice"

Tone / proofreading — Issue (<https://riversidemortgages.co.nz/mortgages/>)

Awkward phrasing reads as unedited.

"We are passionate to help you with getting your loan approved"

Suggested: We're here to get your loan approved.

AI-CRAWLER ACCESS

Can AI search engines actually read this site?

Whether the crawlers behind AI search results (ChatGPT search, Perplexity and similar) can reach the site, checked passively via robots.txt and /llms.txt.

Check	Status	Detail
AI-search crawlers	Blocked	GPTBot blocked in robots.txt.
/llms.txt	Not found	Optional — not a Google Search signal, low priority.
Server-rendered content	OK	Crawled pages carry real content in the raw HTML.

SCHEMA & STRUCTURED DATA

Is the structured data correct and current?

Whether the site's JSON-LD structured data actually parses, uses currently-supported schema.org types, and identifies the business itself — beyond simply checking whether any schema is present at all.

No JSON-LD present — nothing further to assess in this module.

Result	Check	What we saw
Not checked	JSON-LD structured data present	No JSON-LD found on the 14 crawled page(s) — see the site-wide structured-data check for that finding; nothing further to assess here.

TECHNICAL FOUNDATIONS

Do the technical basics hold up?

The mechanical checks search engines and browsers rely on — sitemap, canonical tags, security headers, page-level SEO hygiene — the same rubric the Site Snapshot runs on its own, folded in here so nothing is missing from the full picture.

Check	Status	Detail
Sitemap	OK	Valid XML sitemap found (14 URL(s) listed).
Canonical tag	OK	A self-referencing canonical tag is present on the homepage.

Check	Status	Detail
Security headers	Issue	Missing: Content Security Policy.
Robots.txt (whole-site block)	OK	robots.txt does not block the whole site from being crawled.
Page title length	OK	Sampled page titles fit within Google's ~60-character display limit.
Meta description length	Not checked	Could not be evaluated for this report.
Brand-name casing	Issue	The same word appears with different capitalisation across pages sampled.
Organization schema — url field	Not checked	No Organization/LocalBusiness schema block was found to check.
Organization schema — sameAs links	Not checked	No Organization/LocalBusiness schema block was found to check.
Image optimisation	Issue	1 of 1 homepage image(s) sampled are neither a modern format (WebP/AVIF) nor under 250KB.

COMPETITIVE POSITION

How does this site compare to its real competitors?

Organic search visibility measured against the businesses actually competing for the same searches (DataForSEO Labs, live data) — named competitors and named keywords, not a generic SEO checklist item.

Compared against 2 closest competitor(s) in New Zealand: citymortgages.co.nz, kiwihomeloans.co.nz.

Domain	Ranking keywords	Est. monthly organic visits	Shared keywords
This site	38	140	—
citymortgages.co.nz	160	610	51
kiwihomeloans.co.nz	95	340	33

Keyword gaps

Keywords citymortgages.co.nz ranks for that this site does not appear for at all:

Keyword	Search volume	Competitor rank
mortgage adviser wellington	210/mo	#3
first home buyer loan nz	140/mo	#5

BACKLINK AUTHORITY

Do other websites vouch for this site?

A domain-authority score and referring-domain count — how much of the web is already pointing back at this site, one of the strongest trust signals search engines use.

riversidemortgages.co.nz: authority score 1.8/10, 3 referring domain(s).

Referring domains	3
Domain authority score	1.8 / 10
Data as of	2026-06-01

LOCAL & MAPS PRESENCE

How does this business show up on Google Maps?

Google Business Profile presence, review health, and local-pack ranking (Google Places API + DataForSEO, live) — the listing is confirmed against this site's own domain before anything below is reported, never guessed from a name match alone.

Google Business Profile listing confirmed for Riverside Mortgages; not claimed/verified; 3 review(s), 4.2/5; does not appear in local Maps results.

Listing	Riverside Mortgages
Address	12 Riverside Quay, Wellington 6011, New Zealand
Phone	+64 4 555 0123
Category	Mortgage broker
Rating & reviews	4.2/5, 3 review(s)
Claimed status	Not claimed

Local pack ranking

Does not appear in local Maps results for “Mortgage broker Wellington”

EMAIL SECURITY

Email deliverability & spoofing protection

Whether your domain is set up so your email reaches inboxes and so scammers can't send mail pretending to be you. Checked passively via public DNS records.

Check	Status	Detail
Mail servers (MX)	OK	1 published — riversidemortgages-co-nz.mail.protection.outlook.com
SPF (anti-spoofing)	OK	v=spf1 include:spf.protection.outlook.com ~all
DMARC (anti-spoofing)	Monitor only	p=none — reports but doesn't block spoofing.
DKIM (signing)	Not found	No key on common selectors (a custom one may be in use).

ATTACK SURFACE

Subdomains & exposure

Every subdomain we could find in public Certificate Transparency logs, with whether it currently resolves and a plain-English note on each. Passive only — nothing was probed or scanned. Managed services (e.g. Microsoft 365) are expected; **dev / staging / old** names left publicly reachable are the ones worth a closer look.

5 subdomain(s) found — 3 worth a closer look.

Subdomain	Assessment	DNS	Why
old.riversidemortgages.co.nz	Worth a look	live	name suggests a non-production 'old' environment
staging.riversidemortgages.co.nz	Worth a look	live	name suggests a non-production 'staging' environment
vpn.riversidemortgages.co.nz	Worth a look	live	a 'vpn' host — confirm it should be public and is locked down

Subdomain	Assessment	DNS	Why
autodiscover.riversidemortgages.co.nz	Normal	live	points to a managed service (outlook.com)
www.riversidemortgages.co.nz	Normal	live	standard infrastructure hostname

IMPLEMENTATION

Prioritised action plan

A pragmatic sequence — the highest-impact, lowest-effort items come first.

#	Priority	Action	Ref	Owner
1	Critical	Your “Book a consultation” buttons are broken	B1	Developer
2	High	No meta descriptions anywhere on the site	B2	Developer
3	High	No structured data (schema) — Google can't read who/what/where you are	B3	Developer
4	Medium	No Open Graph tags — shared links show no preview	B4	Developer
5	Medium	Inconsistent page headings (H1s)	B5	Developer
6	Medium	Nothing for AI search to cite — no FAQ or Q&A structure	B6	Developer
7	Medium	Two local competitors outrank you for “mortgage adviser” searches	B7	Developer
8	Medium	DMARC is monitor-only (p=none)	B8	Developer
9	Medium	A non-production subdomain is publicly reachable — staging.riversidemortgages.co.nz	B9	Developer
10	Medium	A non-production subdomain is publicly reachable — old.riversidemortgages.co.nz	B10	Developer
11	Medium	The site loads slower than Google's bar (LCP needs improvement)	B11	Developer
12	Medium	Visitors can't zoom the page on their phone	B12	Developer
13	Medium	No named humans behind the business	B13	Developer
14	Medium	robots.txt blocks an AI-search crawler	B14	Developer
15	Medium	Missing security headers	B15	Developer
16	Medium	Competitors have significantly more organic search visibility	B16	Developer

#	Priority	Action	Ref	Owner
17	Medium	Competitors rank for keywords this site doesn't	B17	Developer
18	Medium	Very few other websites link to this site	B18	Developer
19	Medium	Very few Google reviews	B19	Developer
20	Medium	Google Business Profile listing isn't claimed	B20	Developer
21	Medium	Not appearing in the Google Maps local pack	B21	Developer
22	Low	Image alt text incomplete on interior pages	B22	Developer
23	Low	Small tap targets in the mobile menu	B23	Developer
24	Low	No DKIM signature found (common selectors)	B24	Developer
25	Low	Buttons and links are too small to tap reliably	B25	Developer
26	Low	Brand name capitalised inconsistently	B26	Developer
27	Low	Images aren't a modern format or are oversized	B27	Developer

AFTER YOU FIX

Your free re-check is included

Once you've worked through the action plan above, we'll re-run your Site Blueprint **at no charge** to confirm the fixes landed and give you an updated score. It's yours to claim any time within **90 days** of delivery, once per report — just reply to your report email or contact richard.williams@cybercraft.net and let us know you're ready.

APPENDIX

Methodology, scope & limitations

Method. We fetched the live site's server-rendered HTML and independently verified key findings by inspecting the live DOM in a real browser. robots.txt and the XML sitemap were reviewed directly. Email deliverability (SPF, DKIM, DMARC, MX) was assessed passively from public DNS records, and subdomains were enumerated passively from public Certificate Transparency logs and confirmed in DNS — no host was probed, scanned or brute-forced.

Third-party data. Where this report includes competitor, backlink or local-listing findings, those draw on external data providers rather than direct inspection of your site: competitor comparisons use DataForSEO Labs; the backlink figure is a referring-domain count from OpenPageRank (built on the Common Crawl web graph); and local-listing findings use the

Google Places API and DataForSEO Business Data. Each such panel names its source and, being third-party datasets, these are estimates rather than measurements taken on your live site.

Limitations. Findings reflect the site state on 23 June 2026. Where field measurement (e.g. Core Web Vitals) was outside this pass it is flagged as provisional. This is an assessment of SEO and conversion health, not professional advice. Rankings are never guaranteed.

Money-back guarantee. Not happy with this report? We'll refund you in full.

Questions or to book a walkthrough — richard.williams@cybercraft.net · cybercraft.net

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Prepared for
Riverside Mortgage Advisers · 23 June
2026