

Riverside Mortgage Advisers — Site Snapshot

riversidemortgages.co.nz · Where your site is losing customers

Automated check — every finding below was checked on your live site

Prepared by CyberCraft · 23 June 2026

57

/ 100

Needs work. Multiple issues are likely costing you enquiries right now — all fixable.

5 places you are losing customers

Ranked by what they cost you. Each one is a place a visitor who was ready to act can be lost — and each one is something you can check yourself.

CRITICAL

Your “Book a consultation” buttons are broken

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

Why it matters: 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.

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

HIGH

No meta descriptions anywhere on the site

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

Why it matters: 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.

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

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

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

Why it matters: 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.

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

MEDIUM**No Open Graph tags — shared links show no preview**

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

Why it matters: 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.

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

MEDIUM**Inconsistent page headings (H1s)**

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

Why it matters: 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.

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

What we verified on your live site

11 of 21 automated checks passed — every line below was tested against your live pages on 23 June 2026.

TECHNICAL SEO**6 of 7 passed**

✓ **Served securely over HTTPS**

https://riversidemortgages.co.nz/ resolves over TLS 1.3.

✓ **No broken links**

0 broken internal links across the 14 pages crawled (the broken booking buttons are counted separately above).

✓ **Forces a secure connection (http→https)**

http:// requests 301-redirect straight to https:// on every page tested.

✓ **Sitemap present, valid, and its URLs resolve**

sitemap.xml parses cleanly (14 URLs); every sampled URL returns 200.

✓ **robots.txt isn't blocking the site**

robots.txt allows normal search crawlers site-wide.

✗ **Security headers present (HSTS, CSP, X-Frame-Options, nosniff)**

Content-Security-Policy is missing; HSTS and X-Frame-Options are present.

✓ **Canonical tag present and self-consistent**

Every page inspected carries a self-referencing canonical.

ON-PAGE SEO

2 of 4 passed

✗ **Pages have meta descriptions**

<meta name="description"> = null on all 14 pages inspected.

✗ **Clear page headings (one H1)**

DOM H1 counts — /calculator/ = 0 · /mortgages/ = 2 · /about/ = 4.

✓ **Pages have title tags**

All 14 pages inspected carry a non-empty <title> tag.

✓ **Titles are a sane length (≤60 chars)**

All sampled titles are 60 characters or fewer.

AI & SOCIAL

0 of 2 passed

✗ **Social-share previews (Open Graph)**

og:* / twitter:* tags = 0 on every page sampled.

✗ **AI-search crawlers not blocked in robots.txt**

robots.txt blocks GPTBot — AI search engines can't read the site.

• **lms.txt present**

No /lms.txt file — entirely optional today, and not counted against this site. Listed because AI search tools are starting to read it.

EMAIL DELIVERABILITY

2 of 3 passed

✓ **SPF record present and sane**

v=spf1 include:spf.protection.outlook.com ~all (1 DNS lookup).

✓ **DMARC record present**

DMARC record present (policy: none).

✗ **MX present / DKIM detectable**

MX records are published, but no DKIM key was found on the common selectors checked.

SCHEMA

0 of 2 passed

✗ **Structured data (schema) present**

application/ld+json blocks = 0 on every page sampled.

✗ **Brand name capitalised consistently**

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

IMAGES

1 of 2 passed

✓ **Images have alt text**

25 of the 31 images across all 14 crawled pages carry alt text — under the flag threshold.

✗ **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.

CONVERSION

0 of 1 passed

✗ **Booking/contact buttons work**

The booking link href is pasted twice (...abc123https://...abc123) → 404 on 4 pages (Mortgages ×2, Financial Planning, KiwiSaver).

MOBILE

for information

• **Mobile-friendly basics (viewport, zoom)**

The homepage is missing a responsive viewport tag, or blocks pinch-zoom. The Site Blueprint tests mobile experience across the whole site.

This is the automated Site Snapshot. The Site Blueprint goes further.

The check above covers the issues we can confirm automatically. The **Site Blueprint** adds the parts that need measurement and a human eye:

- Field-measured Core Web Vitals (real LCP/INP/CLS) and a responsive sweep
- Content & E-E-A-T review, plus a **copy & brand proofread**
- Image/alt coverage, AI-search readiness, and full structured-data specs
- A two-audience report (owner + developer), a prioritised implementation plan, and a walkthrough
- Every finding **human-verified before delivery**, plus a free re-check after you fix

[Get the Site Blueprint →](#)

[See exactly how the Site Snapshot and Site Blueprint compare →](#)

Prefer to talk first? Reply, or book a 15-minute walkthrough — richard.williams@cybercraft.net

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

About this check. An automated assessment of riversidemortgages.co.nz on 23 June 2026, based on your site's live pages. Findings are concrete facts from your live site — what's present or missing, and any page errors — which you can check yourself. It is an estimate of SEO and conversion health, not professional advice, and does not replace the Site Blueprint. Rankings are never guaranteed.