

Business Owner Implementation Report

CAP Companion

Logue Media

<https://logue.group/>

Owner-level implementation position

Logue Media has one governed implementation programme containing **38 actions** across **23 reviewed pages**. This BOIR translates the CAP into owner decisions, accountable workstreams and completion controls without changing any canonical action.

PLAN 23 Page Paid Plan	SOURCE CFAR CFAR-V2.1.2-PRODUCTION-LOCK-001-HOTFIX-001-R1
CAP BUILD CAP-V2.1.0-CFAR-V2.1.2-SYNCHRONISATION-CANDIDATE-001	PREPARED 2026-08-09

Source authority. This report is a management companion to the governed CAP. The CAP remains the technical implementation authority. This BOIR does not perform another audit, add findings, remove actions or broaden implementation scope.

Executive Summary

Logue Media has one controlled programme of **38 CAP actions** arising from the 23-page Paid review. The immediate management task is to approve the business position, allocate the right owners and require evidence against each CAP PASS condition.

The programme is weighted toward AI Visibility Readiness, Commercial Readiness and specific Page-Level Findings. All 38 actions are recorded as independent in the governing CAP, so none should be presented as formally blocked by another action. Management should still sequence shared decisions before publishing related changes to avoid contradiction and rework.

38

CANONICAL ACTIONS

23

CRITICAL PRIORITY

12

HIGH PRIORITY

23

REVIEWED PAGES

Owner direction. Approve the governing market, commercial, evidence and local-position decisions; commission the exact CAP scope; protect unaffected assets and pathways; and accept completion only when the named verification evidence exists.

1. What the CAP Means for the Business

The CAP is not a list of general website suggestions. Each action is traceable to one accepted CFAR finding and carries a defined owner, implementation instruction, scope and acceptance test.

What management is buying

A controlled implementation programme that turns 38 accepted findings into owned, testable work.

What management is not buying

An unrestricted redesign, a new audit, a general rewrite or permission to extend suppliers beyond governed scope.

Why coordinated sequence matters

Although the CAP records every action as independent, several actions share business positions, pages and public claims. Common decisions should be approved once and applied consistently.

What completion means

An action closes only when the published result meets the CAP acceptance criteria and the verification owner retains evidence.

2. The Business Position the Programme Is Intended to Create

The intended result is a more coherent and supportable commercial system: clear audiences and offers, accurate differentiation, defensible proof, useful commercial context, trustworthy local relevance and obvious next steps.

The target state does not require every page to say the same thing. It requires each page to perform its role while supporting one approved account of who Logue Media serves, what it provides, how delivery works, what makes the offer relevant, what evidence supports it and how a suitable buyer proceeds.

Management interpretation. The CAP supports clearer identification, explanation and buyer decision-making. It does not establish a promise of rankings, traffic, enquiries or revenue.

3. What Must Be Protected During Implementation

Governed scope boundaries Repair the named page, relationship or sitewide issue only. Require written approval before any supplier expands the scope.	Existing working pathways Retain functioning enquiry, navigation and commercial routes unless the CAP explicitly supports a replacement.
Evidence integrity Do not strengthen a public claim beyond the available first-party evidence or use proof without relevance and permission.	Page-role distinction Keep the Home page, hubs, offer pages, pricing pages, proof assets and conversion pages distinct while aligning their shared position.

4. Major Implementation Workstreams

The workstreams below use the CAP's source-report sections. Their purpose is management coordination; the action-level CAP remains controlling.

AI Visibility Readiness 6 actions 5 High severity	
Current implementation position The accepted findings show that core positioning, page purpose and recommendation support are not yet consistently specific and evidenced across priority buyer pathways.	What changes in practice Approve one supportable audience, proposition, differentiation and proof position, then apply it according to each page's role without flattening every page into identical copy.
Owner decision Approve the governing business position, affected scope and final public outcome. Do not accept completion without the CAP acceptance evidence.	Implementation control Primary allocation: Strategy / Leadership (5), Content / SEO (1). Use the exact CAP action and its PASS condition; preserve unaffected pages and working pathways.
Intended management result The business can be identified and explained consistently by buyers and AI systems without unsupported claims.	
Affected scope: Sitewide, Logue Media: AI Website Audits and Video-First Strategy, On-Page Website Audit & Readiness Reports Free & Paid Plans, Technical SEO Central Coast Audits, Speed & Index Fixes, Website Repair & Creation Tools Pricing Logue Media plus 1 other affected pages. Controlled CAP references: CAP-ACT-001, CAP-ACT-004, CAP-ACT-005, CAP-ACT-010, CAP-ACT-009, CAP-ACT-038	
Priority Findings 5 actions 5 High severity	
Current implementation position The CAP identifies high-impact structural and page-level failures that weaken the relationship between important pages, offers and user pathways.	What changes in practice Commission the precise repairs named by the CAP, protect unaffected relationships, and require the Website / Developer owner to document changed URLs, pathways and page functions.
Owner decision Approve the governing business position, affected scope and final public outcome. Do not accept completion without the CAP acceptance evidence.	Implementation control Primary allocation: Website / Developer (5). Use the exact CAP action and its PASS condition; preserve unaffected pages and working pathways.
Intended management result Priority pathways work as one controlled system and do not create avoidable migration or navigation risk.	
Affected scope: Search Marketing Services Central Coast Transparent Fees, Sitewide, Client Facing Audit Report, Technical SEO Central Coast Audits, Speed & Index Fixes. Controlled CAP references: CAP-ACT-003, CAP-ACT-002, CAP-ACT-006, CAP-ACT-008, CAP-ACT-007	

Commercial Readiness

8 actions | 8 High severity

Current implementation position

Commercial information is not consistently sufficient for a buyer to understand fit, scope, price context, delivery and the correct next step.

Owner decision

Approve the governing business position, affected scope and final public outcome. Do not accept completion without the CAP acceptance evidence.

Intended management result

A qualified buyer can judge relevance and progress without relying on inference or contradictory information.

What changes in practice

Approve the commercial position first, then publish role-appropriate pricing context, inclusions, exclusions, process, fit and conversion routes on the affected pages.

Implementation control

Primary allocation: Strategy / Leadership (8). Use the exact CAP action and its PASS condition; preserve unaffected pages and working pathways.

Affected scope: AI Visibility & Readiness Audits | AI Website Checks, Central Coast Digital Marketing & Video-First Content Agency, Logue Media: AI Website Audits and Video-First Strategy, Search Marketing Plans Central Coast | SEO, AIO & Local SEO, Sitewide plus 1 other affected pages.

Controlled CAP references: CAP-ACT-012, CAP-ACT-014, CAP-ACT-011, CAP-ACT-013, CAP-ACT-019, CAP-ACT-030, CAP-ACT-029, CAP-ACT-031

Evidence & Proof Readiness

4 actions | 4 High severity

Current implementation position

Claims and offers require clearer first-party substantiation, relevance and permission controls before they are treated as recommendation-ready.

Owner decision

Approve the governing business position, affected scope and final public outcome. Do not accept completion without the CAP acceptance evidence.

Intended management result

Important claims are credible, reviewable and defensible rather than merely promotional.

What changes in practice

Select only supportable proof, record claim-to-evidence links, approve public use, and ensure the proof appears close enough to the claim or offer it supports.

Implementation control

Primary allocation: Content / SEO (4). Use the exact CAP action and its PASS condition; preserve unaffected pages and working pathways.

Affected scope: AI Visibility & Readiness Audits | AI Website Checks, AI Visibility Audit Packages, Plans & Pricing, Central Coast Digital Marketing & Video-First Content Agency, Logue Media: AI Website Audits and Video-First Strategy.

Controlled CAP references: CAP-ACT-016, CAP-ACT-017, CAP-ACT-018, CAP-ACT-015

Local SEO Readiness

4 actions | 0 High severity

Current implementation position

The sitewide local position needs stronger consistency across location relevance, business identity and supporting public evidence.

Owner decision

Approve the governing business position, affected scope and final public outcome. Do not accept completion without the CAP acceptance evidence.

Intended management result

Local relevance is clear and supportable while the wider brand and service architecture remains coherent.

What changes in practice

Approve the genuine service-area position and implement consistent, non-duplicative local signals without creating unsupported location claims or thin doorway content.

Implementation control

Primary allocation: Strategy / Leadership (4). Use the exact CAP action and its PASS condition; preserve unaffected pages and working pathways.

Affected scope: Sitewide.

Controlled CAP references: CAP-ACT-032, CAP-ACT-033, CAP-ACT-034, CAP-ACT-035

Current implementation position

Individual reviewed pages contain specific content, presentation and decision-support gaps that must be repaired within their governed scope.

Owner decision

Approve the governing business position, affected scope and final public outcome. Do not accept completion without the CAP acceptance evidence.

Intended management result

Each affected page performs its intended role with clearer content, evidence and next steps.

What changes in practice

Assign each action to its named owner, use the CAP instruction and acceptance test as the implementation contract, and avoid broad rewrites beyond the affected page or relationship.

Implementation control

Primary allocation: Content / SEO (6), Strategy / Leadership (3), Website / Developer (2). Use the exact CAP action and its PASS condition; preserve unaffected pages and working pathways.

Affected scope: On-Page Website Audit & Readiness Reports | Free & Paid Plans, Central Coast Digital Marketing & Video-First Content Agency, Website Repair & Creation Tools Pricing | Logue Media, Client Action Plan | See website fixes, Logue Media: AI Website Audits and Video-First Strategy plus 4 other affected pages.

Controlled CAP references: CAP-ACT-020, CAP-ACT-023, CAP-ACT-021, CAP-ACT-022, CAP-ACT-025, CAP-ACT-024, CAP-ACT-026, CAP-ACT-028, CAP-ACT-027, CAP-ACT-036, CAP-ACT-037

5. How the Workstreams Should Be Sequenced

The CAP records all actions as independent. The sequence below is an operating recommendation to control shared decisions and publication risk; it does not create new CAP dependencies.

1

Approve governing business positions

Set audience, offers, differentiation, commercial boundaries, evidence rules and genuine local position.

2

Protect structure and pathways

Confirm affected page roles, URLs, hierarchy, templates and conversion routes before implementation.

3

Implement content, commercial and proof repairs

Apply approved decisions to the exact pages and relationships identified by each CAP action.

4

Verify action-by-action completion

Test each published result against its acceptance criterion and retain evidence against the CAP reference.

5

Review the combined business system

Check that page roles, claims, proof, commercial information, local signals and pathways remain coherent together.

6. Management Decisions Required Before Work Begins

Audience and offer position

Who is the priority buyer, what is the exact offer, who is it not for, and what outcome may be stated?

Differentiation and claims

Which distinctions are materially true, and what evidence supports each public claim?

Commercial policy

What pricing context, scope, inclusions, exclusions, fit and next step should be public?

Local position

Which service areas and local claims are genuine, useful and supportable?

Website structure

Which page roles, URLs and pathways must remain protected, and which named relationships may change?

Publication authority

Who approves wording, technical release, evidence use and final acceptance?

7. What the Owner Can Delegate

Execution can be delegated; the governing business choices and final acceptance cannot. The table reflects the CAP's recorded primary owners.

Primary owner	Actions	Delegated delivery boundary	Controlled CAP references
Strategy / Leadership	20	Business position, audience, offer, scope, claims, commercial policy and approval.	CAP-ACT-001, CAP-ACT-004, CAP-ACT-005, CAP-ACT-010, CAP-ACT-009, CAP-ACT-012, CAP-ACT-014, CAP-ACT-011, CAP-ACT-013, CAP-ACT-019, CAP-ACT-025, CAP-ACT-024, CAP-ACT-026, CAP-ACT-030, CAP-ACT-029, CAP-ACT-031, CAP-ACT-032, CAP-ACT-033, CAP-ACT-034, CAP-ACT-035
Content / SEO	11	Content execution, search presentation, evidence placement and editorial QA.	CAP-ACT-016, CAP-ACT-017, CAP-ACT-018, CAP-ACT-015, CAP-ACT-020, CAP-ACT-023, CAP-ACT-021, CAP-ACT-022, CAP-ACT-036, CAP-ACT-037, CAP-ACT-038
Website / Developer	7	Technical implementation, page relationships, templates, pathways and release controls.	CAP-ACT-003, CAP-ACT-002, CAP-ACT-006, CAP-ACT-008, CAP-ACT-007, CAP-ACT-028, CAP-ACT-027

Owner control. Suppliers may recommend wording or implementation options, but they must not invent claims, widen scope, change protected URLs or declare completion without the CAP evidence.

8. Adviser and Subject-Matter Roles

Strategy / Leadership

Owns market position, offer, claims, commercial policy, prioritisation and final business acceptance.

Website / Developer

Owns controlled technical implementation, page relationships, release integrity, pathway testing and rollback readiness.

Content / SEO

Owns faithful content execution, evidence placement, search presentation, editorial quality and action-level content QA.

Verification owner

Checks the live result against the exact CAP acceptance criterion and retains dated evidence before closure.

9. Implementation Risks and Controls

Unsupported claim or proof

Control: require claim-to-evidence mapping, relevance, permission and owner approval.

Uncontrolled structural change

Control: document affected URLs, relationships, redirects and rollback before release.

Scope drift

Control: use the CAP action, implementation URLs and acceptance test as the supplier contract.

Inconsistent supplier outputs

Control: approve shared business decisions once and apply them according to page role.

Commercial ambiguity

Control: settle fit, scope, price context and next steps before publication.

False completion

Control: no closure from screenshots or supplier assurance alone; require the defined live PASS evidence.

10. What Completion and Success Will Look Like

Clearer market position

Audience, offer, difference and delivery are expressed consistently and accurately.

Defensible evidence

Important claims and recommendation scenarios are supported by relevant first-party proof.

Usable buyer pathways

Relevant pages provide sufficient commercial context and a clear next step.

Supportable local relevance

Location signals reflect the real service position without duplication or unsupported claims.

Protected website integrity

Unaffected pages, working relationships and functioning conversion pathways remain intact.

Controlled closure

All 38 actions have evidence against their CAP acceptance criteria and an accountable verifier.

Success boundary. Completion means the CAP's implementation controls are satisfied. Commercial outcomes such as ranking, traffic, leads or revenue remain outside the source evidence and are not guaranteed by this report.

11. Recommended Owner Direction

1 Approve the governing decisions.

Confirm audience, offer, differentiation, proof, commercial position and local position.

2 Approve coordinated sequence.

Settle shared decisions before dependent publication work, without altering CAP dependency status.

3 Allocate accountable owners.

Assign each of the 38 CAP actions to its recorded primary owner and verification owner.

4 Protect scope and strengths.

Require change control for URLs, relationships, claims, pathways and unaffected assets.

5 Require completion evidence.

Reject closure unless the live result satisfies the exact CAP acceptance criterion.

6 Review the combined system.

Confirm the implemented pages work coherently as one supportable business system.

Owner approval / date

Programme lead / date

Appendix A. Controlled CAP Reference

This register reproduces the controlling identity, priority, owner and acceptance condition for all 38 canonical CAP actions. Detailed implementation instructions, URLs, source traces and QA checks remain in the CAP.

CAP / CFAR	Action and scope	Priority	Primary owner	CAP PASS condition
CAP-ACT-001 CFI-001	Correct core message and positioning on Sitewide Sitewide	Critical High severity	Strategy / Leadership	The published page no longer shows the identified issue and satisfies the tested rule: The public website communicates a consistent entity, audience, offer, mechanism, outcome, differentiation, evidence, fit and commercial route across priority buyer pathways
CAP-ACT-004 CFI-004	Correct meaningful differentiation on Logue Media: AI Website Audits and Video-First Strategy Logue Media: AI Website Audits and Video-First Strategy	Critical High severity	Strategy / Leadership	The published page no longer shows the identified issue and satisfies the tested rule: The page states a specific buyer-relevant difference, explains how it operates and connects it to supporting first-party proof
CAP-ACT-005 CFI-005	Correct meaningful differentiation on On-Page Website Audit & Readiness Reports Free & Paid Plans On-Page Website Audit & Readiness Reports Free & Paid Plans	Critical High severity	Strategy / Leadership	The published page no longer shows the identified issue and satisfies the tested rule: The page states a specific buyer-relevant difference, explains how it operates and connects it to supporting first-party proof
CAP-ACT-003 CFI-003	Correct the ai visibility & readiness audits ai website checks page is not confirmed as a substantive governing service hub on Search Marketing Services Central Coast Transparent Fees Search Marketing Services Central Coast Transparent Fees	Critical High severity	Website / Developer	The published page no longer shows the identified issue and satisfies the tested rule: The selected Services page qualifies as a valid structural hub with at least two fully valid spokes
CAP-ACT-002 CFI-002	Correct the ai visibility & readiness audits ai website checks page is not confirmed as a substantive governing service hub on Sitewide Sitewide	Critical High severity	Website / Developer	The published page no longer shows the identified issue and satisfies the tested rule: The selected Services page qualifies as a valid structural hub with at least two fully valid spokes
CAP-ACT-006 CFI-006	Correct the ai visibility & readiness audits ai website checks page is not confirmed as a substantive governing service hub on Sitewide Sitewide	Critical High severity	Website / Developer	The published page no longer shows the identified issue and satisfies the tested rule: Child-page breadcrumbs visibly express the observed Service Hub parent relationship
CAP-ACT-008 CFI-008	Correct service child structural relationships are incomplete on Client Facing Audit Report Client Facing Audit Report	Critical High severity	Website / Developer	The published page no longer shows the identified issue and satisfies the tested rule: The service child qualifies as a valid structural spoke through URL inheritance, downward hub linkage, a full upward breadcrumb and a relevant sibling link
CAP-ACT-007 CFI-007	Correct service child structural relationships are incomplete on Technical SEO Central Coast Audits, Speed & Index Fixes Technical SEO Central Coast Audits, Speed & Index Fixes	Critical High severity	Website / Developer	The published page no longer shows the identified issue and satisfies the tested rule: The service child qualifies as a valid structural spoke through URL inheritance, downward hub linkage, a full upward breadcrumb and a relevant sibling link
CAP-ACT-010 CFI-010	Correct target audience specificity on Technical SEO Central Coast Audits, Speed & Index Fixes Technical SEO Central Coast Audits, Speed & Index Fixes	Critical High severity	Strategy / Leadership	The published page no longer shows the identified issue and satisfies the tested rule: The page identifies a commercially meaningful audience using buyer, industry, need, eligibility or operating-context detail rather than a generic audience word
CAP-ACT-009 CFI-009	Correct target audience specificity on Website Repair & Creation Tools Pricing Logue Media Website Repair & Creation Tools Pricing Logue Media	Critical High severity	Strategy / Leadership	The published page no longer shows the identified issue and satisfies the tested rule: The page identifies a commercially meaningful audience using buyer, industry, need, eligibility or operating-context detail rather than a generic audience word

CAP / CFAR	Action and scope	Priority	Primary owner	CAP PASS condition
CAP-ACT-012 CFI-012	Correct buyer decision completeness on AI Visibility & Readiness Audits AI Website Checks AI Visibility & Readiness Audits AI Website Checks	Critical High severity	Strategy / Leadership	The published page no longer shows the identified issue and satisfies the tested rule: The page supports an informed buying decision across audience, problem, offer, outcome, process, proof and next action
CAP-ACT-014 CFI-014	Correct buyer decision completeness on Central Coast Digital Marketing & Video-First Content Agency Central Coast Digital Marketing & Video-First Content Agency	Critical High severity	Strategy / Leadership	The published page no longer shows the identified issue and satisfies the tested rule: The page supports an informed buying decision across audience, problem, offer, outcome, process, proof and next action
CAP-ACT-011 CFI-011	Correct buyer decision completeness on Logue Media: AI Website Audits and Video-First Strategy Logue Media: AI Website Audits and Video-First Strategy	Critical High severity	Strategy / Leadership	The published page no longer shows the identified issue and satisfies the tested rule: The page supports an informed buying decision across audience, problem, offer, outcome, process, proof and next action
CAP-ACT-013 CFI-013	Correct buyer decision completeness on Search Marketing Plans Central Coast SEO, AIO & Local SEO Search Marketing Plans Central Coast SEO, AIO & Local SEO	Critical High severity	Strategy / Leadership	The published page no longer shows the identified issue and satisfies the tested rule: The page supports an informed buying decision across audience, problem, offer, outcome, process, proof and next action
CAP-ACT-016 CFI-016	Correct claim-to-proof support on AI Visibility & Readiness Audits AI Website Checks AI Visibility & Readiness Audits AI Website Checks	Critical High severity	Content / SEO	The published page no longer shows the identified issue and satisfies the tested rule: Commercial or expertise propositions are supported by attributable proof or a direct governed proof pathway
CAP-ACT-017 CFI-017	Correct claim-to-proof support on AI Visibility Audit Packages, Plans & Pricing AI Visibility Audit Packages, Plans & Pricing	Critical High severity	Content / SEO	The published page no longer shows the identified issue and satisfies the tested rule: Commercial or expertise propositions are supported by attributable proof or a direct governed proof pathway
CAP-ACT-018 CFI-018	Correct claim-to-proof support on Central Coast Digital Marketing & Video-First Content Agency Central Coast Digital Marketing & Video-First Content Agency	Critical High severity	Content / SEO	The published page no longer shows the identified issue and satisfies the tested rule: Commercial or expertise propositions are supported by attributable proof or a direct governed proof pathway
CAP-ACT-015 CFI-015	Correct claim-to-proof support on Logue Media: AI Website Audits and Video-First Strategy Logue Media: AI Website Audits and Video-First Strategy	Critical High severity	Content / SEO	The published page no longer shows the identified issue and satisfies the tested rule: Commercial or expertise propositions are supported by attributable proof or a direct governed proof pathway
CAP-ACT-019 CFI-019	Correct service-to-pricing and conversion layering on Sitewide Sitewide	Critical High severity	Strategy / Leadership	The published page no longer shows the identified issue and satisfies the tested rule: Priority service pages connect the offer to both pricing/commercial context and a conversion pathway
CAP-ACT-020 CFI-020	Correct strategic topic completeness on On-Page Website Audit & Readiness Reports Free & Paid Plans On-Page Website Audit & Readiness Reports Free & Paid Plans	Critical Medium severity	Content / SEO	The published page no longer shows the identified issue and satisfies the tested rule: Role-appropriate topic coverage includes the buyer problem, offer, outcome, process and next step rather than relying on word count alone
CAP-ACT-023 CFI-023	Correct page proposition completeness on Central Coast Digital Marketing & Video-First Content Agency Central Coast Digital Marketing & Video-First Content Agency	Critical High severity	Content / SEO	The published page no longer shows the identified issue and satisfies the tested rule: The page communicates the entity, audience, problem, offer, mechanism, outcome, differentiation, evidence, fit and commercial pathway appropriate to its role
CAP-ACT-021 CFI-021	Correct page proposition completeness on On-Page Website Audit & Readiness Reports Free & Paid Plans On-Page Website Audit & Readiness Reports Free & Paid Plans	Critical High severity	Content / SEO	The published page no longer shows the identified issue and satisfies the tested rule: The page communicates the entity, audience, problem, offer, mechanism, outcome, differentiation, evidence, fit and commercial pathway appropriate to its role
CAP-ACT-022 CFI-022	Correct page proposition completeness on Website Repair & Creation Tools Pricing Logue Media Website Repair & Creation Tools Pricing Logue Media	Critical High severity	Content / SEO	The published page no longer shows the identified issue and satisfies the tested rule: The page communicates the entity, audience, problem, offer, mechanism, outcome, differentiation, evidence, fit and commercial pathway appropriate to its role
CAP-ACT-025 CFI-025	Correct buyer outcome clarity on Client Action Plan See website fixes Client Action Plan See website fixes	High High severity	Strategy / Leadership	The published page no longer shows the identified issue and satisfies the tested rule: The page states a buyer-relevant outcome connected to the governed offer
CAP-ACT-024 CFI-024	Correct buyer outcome clarity on Logue Media: AI Website Audits and Video-First Strategy Logue Media: AI Website Audits and Video-First Strategy	High High severity	Strategy / Leadership	The published page no longer shows the identified issue and satisfies the tested rule: The page states a buyer-relevant outcome connected to the governed offer
CAP-ACT-026 CFI-026	Correct buyer outcome clarity on Website Repair & Creation Tools Pricing Logue Media Website Repair & Creation Tools Pricing Logue Media	High High severity	Strategy / Leadership	The published page no longer shows the identified issue and satisfies the tested rule: The page states a buyer-relevant outcome connected to the governed offer

CAP / CFAR	Action and scope	Priority	Primary owner	CAP PASS condition
CAP-ACT-028 CFI-028	Correct strategic internal pathways on Search Marketing Plans Central Coast SEO, AIO & Local SEO Search Marketing Plans Central Coast SEO, AIO & Local SEO	High Medium severity	Website / Developer	The published page no longer shows the identified issue and satisfies the tested rule: Internal pathways use descriptive anchors and connect the page to the role-appropriate service, pricing, evidence or conversion destinations
CAP-ACT-027 CFI-027	Correct strategic internal pathways on Technical SEO Central Coast Audits, Speed & Index Fixes Technical SEO Central Coast Audits, Speed & Index Fixes	High Medium severity	Website / Developer	The published page no longer shows the identified issue and satisfies the tested rule: Internal pathways use descriptive anchors and connect the page to the role-appropriate service, pricing, evidence or conversion destinations
CAP-ACT-030 CFI-030	Correct action pathway on Search Marketing Plans Central Coast SEO, AIO & Local SEO Search Marketing Plans Central Coast SEO, AIO & Local SEO	High High severity	Strategy / Leadership	The published page no longer shows the identified issue and satisfies the tested rule: The page exposes an actionable next step appropriate to its governed role
CAP-ACT-029 CFI-029	Correct action pathway on Technical SEO Central Coast Audits, Speed & Index Fixes Technical SEO Central Coast Audits, Speed & Index Fixes	High High severity	Strategy / Leadership	The published page no longer shows the identified issue and satisfies the tested rule: The page exposes an actionable next step appropriate to its governed role
CAP-ACT-031 CFI-031	Correct commercial pathway continuity on Sitewide Sitewide	High High severity	Strategy / Leadership	The published page no longer shows the identified issue and satisfies the tested rule: Selected pricing and conversion pages expose actionable next steps
CAP-ACT-032 CFI-032	Correct paid audit advisory delivery on Sitewide Sitewide	High Medium severity	Strategy / Leadership	The published page no longer shows the identified issue and satisfies the tested rule: Paid Audit advisory delivery is explained
CAP-ACT-033 CFI-033	Correct business base clarity on Sitewide Sitewide	High Medium severity	Strategy / Leadership	The published page no longer shows the identified issue and satisfies the tested rule: The public website states the business base
CAP-ACT-034 CFI-034	Correct in-person sales-area clarity on Sitewide Sitewide	High Medium severity	Strategy / Leadership	The published page no longer shows the identified issue and satisfies the tested rule: The in-person sales or consultation area is stated
CAP-ACT-035 CFI-035	Correct service-to-location pathways on Sitewide Sitewide	High Medium severity	Strategy / Leadership	The published page no longer shows the identified issue and satisfies the tested rule: Service pages link to relevant location information
CAP-ACT-036 CFI-036	Correct anchor relevance on Client Facing Audit Report Client Facing Audit Report	Medium Medium severity	Content / SEO	The published page no longer shows the identified issue and satisfies the tested rule: Contextual internal links use descriptive anchors that identify the destination subject
CAP-ACT-037 CFI-037	Repair malformed headings on Content Marketing Agency Central Coast Video-First Content Content Marketing Agency Central Coast Video-First Content	Medium Medium severity	Content / SEO	Every visible heading is non-empty, correctly spaced and capitalised; none of the captured malformed tokens remain; one clear H1 is retained; and the rendered page and DOM show a logical hierarchy.
CAP-ACT-038 CFI-038	Correct question-led answer structure on AI Visibility Audit Packages, Plans & Pricing AI Visibility Audit Packages, Plans & Pricing	Medium Medium severity	Content / SEO	The published page no longer shows the identified issue and satisfies the tested rule: The page exposes a buyer-relevant question with a defensible direct answer where its role warrants it

Appendix B. Report Method and Disclosure

This BOIR interprets the governed CAP as a management implementation companion. It uses the CAP canonical JSON as the action authority and preserves exact action count, identifiers, priorities, owners and acceptance criteria.

Controlled source	CAP-V2.1.0-CFAR-V2.1.2-SYNCHRONISATION-CANDIDATE-001
CFAR authority	CFAR-V2.1.2-PRODUCTION-LOCK-001-HOTFIX-001-R1
Scope	23 Page Paid Plan
Canonical actions	38
Disclosure	Owner-level interpretation only; no new audit, finding or action.

If this BOIR and the CAP differ, the governed CAP controls. Production Lock status is not declared or changed by this companion report.