

CAP & BOIR User Guide - Expanded CAP Edition

A practical manual for understanding every CAP section and item, implementing recommendations and proving completion.

Governing CAP	Source authority	Companion	Audience
CAP v2.1.0 Production Lock 001	CFAR v2.1.2 Production Lock 001 Hotfix 001 R1	BOIR CAP Companion v2.1.0	Business owners, programme leads, content teams, developers, SEO specialists and verification owners

Document control. Aligned to CAP-V2.1.0-PRODUCTION-LOCK-001. The CAP remains the action-level implementation authority; the BOIR translates those actions into owner decisions and workstreams. If a guide conflicts with the CAP, the CAP controls.

How to use this guide

A practical manual for understanding every CAP section and item, implementing recommendations and proving completion.

Product relationship and authority

Artifact	Purpose	Authority boundary
CFAR v2.1.2	Identifies and governs accepted source findings.	Audit/source authority; it does not implement website changes.
CAP v2.1.0	Converts each retained finding into one owned, testable action.	Technical implementation authority for scope, instruction and PASS evidence.
BOIR v2.1.0	Groups CAP actions into decisions, workstreams, owners and management controls.	Management companion only; it cannot add, remove or amend CAP actions.

Locked scope. The approved commercial paths are 23 Page Paid Plan and 10 Page Free Plan. Free is exactly 10 pages. A 23-page Free request must fail closed.

1. What this guide is for

This guide is centred on the CAP. It explains what a CAP section is, what an individual item is, how to read every field, how to translate a recommendation into a controlled implementation brief, and how to prove that the work is complete. The BOIR is covered later as the management companion.

The short answer. A section groups related findings by business or implementation theme. An item is one governed action linked to one accepted CFAR finding. Implement the item exactly within its named scope and close it only when the published result meets its CAP acceptance criterion.

2. What is a CAP section?

A CAP section is an organising layer. It helps users find related actions and coordinate common decisions, but it does not merge items or change their authority. Two items in the same section remain separate actions with separate IDs, scope and completion evidence.

CAP section	What it covers	Implementation focus
AI Visibility Readiness	How clearly the organisation, audience, offer, difference and page purpose can be understood.	Approve the business position, then apply it consistently according to each page's role.
Priority Findings	High-impact structural or pathway issues requiring early control.	Repair the named relationship or technical issue while protecting working URLs and journeys.
Commercial Readiness	Fit, scope, inclusions, exclusions, pricing context, process and next steps.	Approve commercial facts first; then publish clear decision information and conversion routes.
Evidence & Proof Readiness	Whether important claims are supported by relevant, permitted first-party evidence.	Create a claim-to-proof map and place support close to the claim without exaggeration.
Local SEO Readiness	Genuine service-area relevance, identity consistency and supporting public evidence.	Use truthful location signals; avoid unsupported locations and thin doorway content.
Page-Level Findings	Specific content, structure, schema, metadata or user-path issues on named pages.	Work only on the named page(s), follow the action instruction and test the live result.

3. What is a CAP item?

A CAP item is the smallest controlled unit of implementation. In the latest 23-page Paid CAP there are 38 items. Each item has a CAP action ID and is traceable to one CFAR finding ID. The item tells the delivery team what was found, why it matters, what to change, where to change it, who owns it and what must be true before closure.

Field	What it means	How to use it
CAP action ID	The implementation record, for example CAP-ACT-004.	Use it in briefs, tickets, evidence filenames, approvals and status reporting.
Section	The theme under which the source finding is organised.	Use it for programme grouping, not as permission to combine actions.
CFAR finding ID	The accepted source finding, for example CFI-004.	Use it to preserve audit traceability and confirm the correct source evidence.
Finding	What the governed source identified.	Do not rewrite it into a broader diagnosis or treat it as a new audit.

Field	What it means	How to use it
Impact	Why the issue matters to buyers, search systems or operations.	Use it to explain priority and business value to approvers.
Required action	The controlled recommendation and intended change.	Turn it into a task without weakening or expanding the instruction.
Scope	The page, URL set, sitewide relationship or other controlled boundary.	Change only the listed scope and protect everything outside it.
Priority and phase	The relative urgency and recommended programme stage.	Sequence work, but do not use priority to delete lower-ranked items.
Owner	The accountable role and supporting delivery role.	Name an individual for each role before work starts.
Acceptance / fixed when	The observable condition required for closure.	Use it as the test script; a completed task is not necessarily a passed action.
QA check	The traceability and live-result verification instruction.	Retain dated evidence and the verifier's decision.

4. How to implement a CAP recommendation

1. **Identify:** Copy the CAP action ID, linked CFAR finding ID and section into the implementation record.
2. **Interpret:** Read Finding and Impact separately. State the problem in plain language without adding a new diagnosis.
3. **Confirm scope:** List every implementation URL in the item. Mark all other pages and pathways as protected unless separately governed.
4. **Resolve decisions:** Obtain business approval for audience, offer, claims, proof, pricing, local position or structural change before production work begins.
5. **Brief the owner:** Copy the recommendation, target state, scope, owner, priority, acceptance criterion and QA check into the task. Do not send only the action title.
6. **Implement:** Make the smallest complete change that satisfies the instruction. Preserve page-role distinction, working journeys and supported claims.
7. **Verify:** Test the published result against the exact 'fixed when' statement and linked rule. Check all named URLs, not only a sample.
8. **Evidence and close:** Retain dated live evidence, record verifier and approver, then set Passed / Closed only when the criterion is met.

Implementation brief minimum. CAP ID; CFAR ID; section; finding; impact; recommendation; affected URL(s); protected scope; owner; approver; verifier; target date; acceptance criterion; evidence required; rollback or change-control note.

5. Reading the recommendation correctly

- **Correct / align:** Revise the named content or relationship until it satisfies the tested rule; this is not authority for an unrestricted redesign.
- **State / explain:** Add specific, accurate buyer-facing information. Obtain approval for material facts and claims before publication.
- **Connect / link:** Create or repair the contextual relationship named in the item; test destination, anchor meaning and user pathway.
- **Support / evidence:** Link a material claim to relevant first-party proof with permission and enough context for a reader to judge it.

- **Consolidate / make consistent:** Use one approved business position across affected pages while keeping each page's distinct role.
- **Protect:** Do not alter unaffected URLs, navigation, enquiries, canonicals, redirects or working content without separate approval.

6. Worked example: CAP-ACT-004

Section and item: AI Visibility Readiness; CAP-ACT-004 linked to CFI-004.

Finding: The Home page does not state a sufficiently specific and supported difference.

Impact: Buyers and recommendation systems cannot confidently explain why this provider or offer should be selected over common alternatives.

Implementation decision: Leadership approves the precise buyer-relevant difference, how it works, who benefits and which first-party proof supports it.

9. Review the Home page and the cited evidence; do not start a new audit.
10. Draft one specific differentiation statement that is true, material to the buyer and explainable.
11. Add the operating mechanism: how Logue Media delivers that difference in practice.
12. Identify the intended buyer and the benefit without promising unsupported outcomes.
13. Connect the statement to relevant first-party proof, such as an approved case study, method or demonstrable output.
14. Publish on the governed Home page only, unless another CAP item separately governs other pages.
15. Verify the live page states the difference, explains how it operates and connects it to proof; retain a dated capture and URL.

Closure rule: 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

7. Handling sitewide and multi-URL items

Sitewide does not mean 'rewrite everything'. It means the finding concerns a cross-page system or a defined set of implementation URLs. Create one approved source position, map it to each page role, then verify every governed URL. For recurring patterns, one template change may help, but each listed page must still be checked.

- Create an affected-URL checklist directly from the CAP item.
- Separate shared decisions from page-specific execution.
- Record template-level and page-level changes separately.
- Check that Home, hub, offer, pricing, proof and conversion pages keep distinct jobs.
- Verify every listed URL and retain exceptions or failures; do not infer full completion from one passing page.

8. Evidence, verification and closure

Evidence type	Use	Minimum record
Decision evidence	Proves the business position was authorised.	Decision, approver, date, affected CAP IDs and any constraints.
Implementation evidence	Shows what changed and where.	Change record, URLs/files, delivery owner, date and rollback reference.
Live verification	Proves the published result meets the CAP rule.	Live URL, dated capture or test, exact criterion, verifier and result.
Traceability	Keeps CAP work tied to the accepted source.	CAP ID, CFAR ID, check ID and evidence ID where supplied.
Closure	Records controlled acceptance.	Passed/Closed status, verifier, approver, date and evidence location.

Do not close on effort. Hours spent, a supplier completion message, a draft, staging approval or a screenshot alone does not prove CAP completion. Closure requires the published result to meet the exact acceptance condition.

9. Using the BOIR

The BOIR is deliberately secondary in this guide. Use it to understand programme scale, group actions into management workstreams, approve shared decisions, allocate accountable owners and monitor risk. Return to the CAP for the exact item, scope, recommendation and PASS evidence.

Use the BOIR for	Return to the CAP for
Executive programme view	Finding and impact detail
Owner decisions and delegation	Exact recommendation and implementation URLs
Workstream coordination	Action ID and source traceability
Management assurance	Acceptance criteria, QA check and closure evidence

Authority boundary. The BOIR may group, explain and coordinate CAP actions. It cannot add, remove, merge, rewrite or close them. If the documents differ, the CAP controls.

10. Status and governance

Status	Meaning	Evidence expectation
Not started	No authorised work has begun.	Owner and scope may still be unconfirmed.
Decision required	A business approval is needed.	Decision request and named approver.
In progress	Controlled implementation is under way.	Current work record and affected URLs.
Ready for verification	Delivery is published but not yet proven.	Implementation evidence and test-ready live result.
Blocked	An external constraint prevents progress.	Blocker, owner, next action and review date.
Passed / Closed	The live result meets the exact criterion.	Dated verification and closure approval.

11. Common mistakes

- Treating the section heading as the recommendation and skipping the individual item.
- Sending a supplier only the title, without Finding, Impact, scope, acceptance and evidence requirements.
- Broadening a page repair into a redesign or adding unsupported recommendations.
- Applying identical wording across pages and removing page-role distinction.
- Publishing claims, proof, prices or location statements without owner approval and support.
- Marking work complete on staging or supplier assurance without live verification.
- Using the BOIR to change CAP scope or merging similar-looking actions.

12. User checklist

- I can identify the CAP section and the exact CAP item.
- I have recorded the CAP ID and linked CFAR ID.
- I understand the Finding separately from the Impact.
- The recommendation has been copied without weakening or expanding it.
- Every implementation URL and protected boundary is recorded.
- A named owner, approver and verifier are assigned.
- Required business decisions are approved before implementation.
- The live result has been tested against the exact fixed-when statement.
- Dated evidence is retained before Passed / Closed is used.

Appendix A. CAP item-by-item implementation reference

The following 38 records identify the section and item, explain the recommendation and state how to implement and verify it. They are a reading aid; the governed CAP remains controlling.

CAP-ACT-001 | Correct core message and positioning on Sitewide

Section: AI Visibility Readiness | Item: CFI-001 | Priority: Critical (99) | Owner: Strategy / Leadership | Effort: 1-4 hours

What the item is: On Sitewide, CFAR found: The core message and positioning are not sufficiently specific, consistent and evidenced across the priority buyer pathways. Evidence: "Cross-page semantic coverage: audience 13/20; meaningful differentiation 1/13."

Why it matters: Buyers and generative systems may identify individual services or products but still lack a reliable explanation of who the organisation is for, why it should be chosen and what proof supports that choice.

Recommendation: Implement the approved CFAR direction on Sitewide: Align the Home page, hubs and priority offer pages around a specific audience, proposition, evidenced differentiation and clear commercial pathway while preserving page-role distinction. Use the cited evidence and tested rule as the acceptance basis and do not broaden the task beyond the supported finding.

How to implement: Align the Home page, hubs and priority offer pages around a specific audience, proposition, evidenced differentiation and clear commercial pathway while preserving page-role distinction. Start with the named implementation scope, retain working unaffected content, and publish only approved, supportable wording or technical changes.

Implementation scope: Sitewide scope listed in the CAP

Complete when: 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

Evidence to retain: Dated live-page evidence and verification against CFI-001 / S-C005-CORE-MESSAGING; record the verifier, date and result.

CAP-ACT-004 | Correct meaningful differentiation on Logue Media: AI Website Audits and Video-First Strategy

Section: AI Visibility Readiness | Item: CFI-004 | Priority: Critical (98) | Owner: Strategy / Leadership | Effort: 1-4 hours

What the item is: On Logue Media: AI Website Audits and Video-First Strategy, CFAR found: The page's differentiation is missing, generic or insufficiently supported. Evidence: "Differentiation classification: missing; candidates: []; detailed statements: []; proof pathway: True."

Why it matters: Buyers and recommendation systems cannot confidently explain why this provider or offer should be selected over common alternatives.

Recommendation: Implement the approved CFAR direction on Logue Media: AI Website Audits and Video-First Strategy: State the specific difference, how it operates, who benefits and the first-party evidence supporting it. Use the cited evidence and tested rule as the acceptance basis and do not broaden the task beyond the supported finding.

How to implement: State the specific difference, how it operates, who benefits and the first-party evidence supporting it. Start with the named implementation scope, retain working unaffected content, and publish only approved, supportable wording or technical changes.

Implementation scope: <https://logue.group/>

Complete when: 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

Evidence to retain: Dated live-page evidence and verification against CFI-004 / P01-C005-DIFFERENTIATION; record the verifier, date and result.

CAP-ACT-005 | Correct meaningful differentiation on On-Page Website Audit & Readiness Reports | Free & Paid Plans

Section: AI Visibility Readiness | **Item:** CFI-005 | **Priority:** Critical (98) | **Owner:** Strategy / Leadership | **Effort:** 1-4 hours

What the item is: On On-Page Website Audit & Readiness Reports | Free & Paid Plans, CFAR found: The page's differentiation is missing, generic or insufficiently supported. Evidence: "Recurring pattern supported on 10 reviewed pages: On-Page Website Audit & Readiness Reports | Free & Paid Plans, Client Action Plan | See website fixes, Client Webpage Repair Tool | Fix Existing Website | Logue Media, Technical SEO Central Coast | Audits, Speed & Index Fixes, Microsite & Landing Pages on the Central Coast, Blog Content Creation Services for Central Coast Businesses, Webpage Copywriter & Copy Services | Central Coast, Innovative Case Study Content Marketing | Central Coast, Client Facing Audit Report, Off-Page Public Evidence Review & Readiness Report.".

Why it matters: Buyers and recommendation systems cannot confidently explain why this provider or offer should be selected over common alternatives.

Recommendation: Implement the approved CFAR direction on On-Page Website Audit & Readiness Reports | Free & Paid Plans: State the specific difference, how it operates, who benefits and the first-party evidence supporting it. Use the cited evidence and tested rule as the acceptance basis and do not broaden the task beyond the supported finding.

How to implement: State the specific difference, how it operates, who benefits and the first-party evidence supporting it. Start with the named implementation scope, retain working unaffected content, and publish only approved, supportable wording or technical changes.

Implementation scope: Sitewide scope listed in the CAP

Complete when: 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

Evidence to retain: Dated live-page evidence and verification against CFI-005 / P04-C005-DIFFERENTIATION; record the verifier, date and result.

CAP-ACT-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

Section: Priority Findings | **Item:** CFI-003 | **Priority:** Critical (98) | **Owner:** Website / Developer | **Effort:** 1-4 hours

What the item is: On Search Marketing Services Central Coast | Transparent Fees, CFAR found: A parent page exists for the selected service family, but the captured evidence does not confirm that it performs a sufficiently substantive governing hub role. Evidence: "Recurring pattern supported on 2 reviewed pages: Search Marketing Services Central Coast | Transparent Fees, Content Marketing Agency Central Coast | Video-First Content.".

Why it matters: The page family may be linked in navigation without a strong central explanation of how the child pages relate, differ and lead to the next decision.

Recommendation: Implement the approved CFAR direction on Search Marketing Services Central Coast | Transparent Fees: Strengthen the AI Visibility & Readiness Audits | AI Website Checks page so it explains and governs the service family, then verify its parent-to-child and child-to-parent pathways. Use the cited evidence and tested rule as the acceptance basis and do not broaden the task beyond the supported finding.

How to implement: Strengthen the AI Visibility & Readiness Audits | AI Website Checks page so it explains and governs the service family, then verify its parent-to-child and child-to-parent pathways. Start with the named implementation scope, retain working unaffected content, and publish only approved, supportable wording or technical changes.

Implementation scope: <https://logue.group/search-marketing/>; <https://logue.group/content-marketing/>

Complete when: 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

Evidence to retain: Dated live-page evidence and verification against CFI-003 / P-ARCH-SERVICE-HUB-ROLE-02; record the verifier, date and result.

CAP-ACT-002 | Correct the ai visibility & readiness audits | ai website checks page is not confirmed as a substantive governing service hub on Sitewide

Section: Priority Findings | **Item:** CFI-002 | **Priority:** Critical (98) | **Owner:** Website / Developer | **Effort:** 1-4 hours

What the item is: On Sitewide, CFAR found: A parent page exists for the selected service family, but the captured evidence does not confirm that it performs a sufficiently substantive governing hub role. Evidence: "Recurring pattern supported on 11 reviewed pages: On-Page Website Audit & Readiness Reports | Free & Paid Plans, Client Action Plan | See website fixes, Client Webpage Repair Tool | Fix Existing Website | Logue Media, Technical SEO Central Coast | Audits, Speed & Index Fixes, Microsite & Landing Pages on the Central Coast, Blog Content Creation Services for Central Coast Businesses, Webpage Copywriter & Copy Services | Central Coast, Innovative Case Study Content Marketing | Central Coast, Client Facing Audit Report, Off-Page Public Evidence Review & Readiness Report, Marketing Consultancy Services.".

Why it matters: The page family may be linked in navigation without a strong central explanation of how the child pages relate, differ and lead to the next decision.

Recommendation: Implement the approved CFAR direction on Sitewide: Strengthen the AI Visibility & Readiness Audits | AI Website Checks page so it explains and governs the service family, then verify its parent-to-child and child-to-parent pathways. Use the cited evidence and tested rule as the acceptance basis and do not broaden the task beyond the supported finding.

How to implement: Strengthen the AI Visibility & Readiness Audits | AI Website Checks page so it explains and governs the service family, then verify its parent-to-child and child-to-parent pathways. Start with the named implementation scope, retain working unaffected content, and publish only approved, supportable wording or technical changes.

Implementation scope: Sitewide scope listed in the CAP

Complete when: 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

Evidence to retain: Dated live-page evidence and verification against CFI-002 / P-ARCH-SERVICE-HUB-ROLE; record the verifier, date and result.

CAP-ACT-006 | Correct the ai visibility & readiness audits | ai website checks page is not confirmed as a substantive governing service hub on Sitewide

Section: Priority Findings | **Item:** CFI-006 | **Priority:** Critical (98) | **Owner:** Website / Developer | **Effort:** 1-4 hours

What the item is: On Sitewide, CFAR found: A parent page exists for the selected service family, but the captured evidence does not confirm that it performs a sufficiently substantive governing hub role. Evidence: "Recurring pattern supported on 11 reviewed pages: On-Page Website Audit & Readiness Reports | Free & Paid Plans, Client Action Plan | See website fixes, Client Webpage Repair Tool | Fix Existing Website | Logue Media, Technical SEO Central Coast | Audits, Speed & Index Fixes, Microsite & Landing Pages on the Central Coast, Blog Content Creation Services for Central Coast Businesses, Webpage Copywriter & Copy Services | Central Coast, Innovative Case Study Content Marketing | Central Coast, Client Facing Audit Report, Off-Page Public Evidence Review & Readiness Report, Marketing Consultancy Services.".

Why it matters: The page family may be linked in navigation without a strong central explanation of how the child pages relate, differ and lead to the next decision.

Recommendation: Implement the approved CFAR direction on Sitewide: Strengthen the AI Visibility & Readiness Audits | AI Website Checks page so it explains and governs the service family, then verify its parent-to-child and child-to-parent pathways. Use the cited evidence and tested rule as the acceptance basis and do not broaden the task beyond the supported finding.

How to implement: Strengthen the AI Visibility & Readiness Audits | AI Website Checks page so it explains and governs the service family, then verify its parent-to-child and child-to-parent pathways. Start with the named implementation scope, retain working unaffected content, and publish only approved, supportable wording or technical changes.

Implementation scope: Sitewide scope listed in the CAP

Complete when: 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

Evidence to retain: Dated live-page evidence and verification against CFI-006 / S-RS-ARCH-BREADCRUMB-HIERARCHY; record the verifier, date and result.

CAP-ACT-008 | Correct service child structural relationships are incomplete on Client Facing Audit Report

Section: Priority Findings | Item: CFI-008 | Priority: Critical (96) | Owner: Website / Developer | Effort: 1-4 hours

What the item is: On Client Facing Audit Report, CFAR found: Selected nested service pages are not linked contextually down from the governing Services hub. Evidence: "Recurring pattern supported on 2 reviewed pages: Client Facing Audit Report, Off-Page Public Evidence Review & Readiness Report."

Why it matters: The correct URL alone does not create a complete downward parent-to-child pathway.

Recommendation: Implement the approved CFAR direction on Client Facing Audit Report: Retain the nested URLs and add substantive contextual links from the governing Services hub to the affected child pages. Use the cited evidence and tested rule as the acceptance basis and do not broaden the task beyond the supported finding.

How to implement: Retain the nested URLs and add substantive contextual links from the governing Services hub to the affected child pages. Start with the named implementation scope, retain working unaffected content, and publish only approved, supportable wording or technical changes.

Implementation scope: <https://logue.group/ai-visibility-audits/client-facing-report/>; <https://logue.group/ai-visibility-audits/off-page-public-evidence-review/>

Complete when: 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

Evidence to retain: Dated live-page evidence and verification against CFI-008 / P-ARCH-SERVICE-CHILD-09; record the verifier, date and result.

CAP-ACT-007 | Correct service child structural relationships are incomplete on Technical SEO Central Coast | Audits, Speed & Index Fixes

Section: Priority Findings | Item: CFI-007 | Priority: Critical (96) | Owner: Website / Developer | Effort: 1-4 hours

What the item is: On Technical SEO Central Coast | Audits, Speed & Index Fixes, CFAR found: Selected service pages are not structurally connected to the governing Services hub. Evidence: "Recurring pattern supported on 5 reviewed pages: Technical SEO Central Coast | Audits, Speed & Index Fixes, Microsite & Landing Pages on the Central Coast, Blog Content Creation Services for Central Coast Businesses, Webpage Copywriter & Copy Services | Central Coast, Innovative Case Study Content Marketing | Central Coast."

Why it matters: The pages are outside the parent path and lack a confirmed downward relationship from the governing hub.

Recommendation: Implement the approved CFAR direction on Technical SEO Central Coast | Audits, Speed & Index Fixes: Place the affected pages beneath the governing Services path and connect the hub and child pages bidirectionally. Use the cited evidence and tested rule as the acceptance basis and do not broaden the task beyond the supported finding.

How to implement: Place the affected pages beneath the governing Services path and connect the hub and child pages bidirectionally. Start with the named implementation scope, retain working unaffected content, and publish only approved, supportable wording or technical changes.

Implementation scope: Sitewide scope listed in the CAP

Complete when: 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

Evidence to retain: Dated live-page evidence and verification against CFI-007 / P-ARCH-SERVICE-CHILD-04; record the verifier, date and result.

CAP-ACT-010 | Correct target audience specificity on Technical SEO Central Coast | Audits, Speed & Index Fixes

Section: AI Visibility Readiness | Item: CFI-010 | Priority: Critical (96) | Owner: Strategy / Leadership | Effort: 1-4 hours

What the item is: On Technical SEO Central Coast | Audits, Speed & Index Fixes, CFAR found: The page does not identify its intended buyer or user with enough specificity for reliable explanation and recommendation. Evidence: "Recurring pattern supported on 5 reviewed pages: Technical SEO Central Coast | Audits, Speed & Index Fixes, Search Marketing Services Central Coast | Transparent Fees, Microsite & Landing Pages on the Central Coast, Content Marketing Agency Central Coast | Video-First Content, Webpage Copywriter & Copy Services | Central Coast."

Why it matters: Generic or missing audience language weakens buyer relevance and prevents search and AI systems from matching the offer to a defined requirement.

Recommendation: Implement the approved CFAR direction on Technical SEO Central Coast | Audits, Speed & Index Fixes: Clarify the buyer, industry, need, eligibility or operating context for this page and keep that audience consistent with the wider website position. Use the cited evidence and tested rule as the acceptance basis and do not broaden the task beyond the supported finding.

How to implement: Clarify the buyer, industry, need, eligibility or operating context for this page and keep that audience consistent with the wider website position. Start with the named implementation scope, retain working unaffected content, and publish only approved, supportable wording or technical changes.

Implementation scope: Sitewide scope listed in the CAP

Complete when: 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

Evidence to retain: Dated live-page evidence and verification against CFI-010 / P09-C005-AUDIENCE-SPECIFICITY; record the verifier, date and result.

CAP-ACT-009 | Correct target audience specificity on Website Repair & Creation Tools Pricing | Logue Media

Section: AI Visibility Readiness | Item: CFI-009 | Priority: Critical (96) | Owner: Strategy / Leadership | Effort: 1-4 hours

What the item is: On Website Repair & Creation Tools Pricing | Logue Media, CFAR found: The page does not identify its intended buyer or user with enough specificity for reliable explanation and recommendation. Evidence: "Audience classification: generic; statements: ['The page explains pricing and package pathways for repairing existing webpages and planning new webpages']; specific terms: []; role terms: []."

Why it matters: Generic or missing audience language weakens buyer relevance and prevents search and AI systems from matching the offer to a defined requirement.

Recommendation: Implement the approved CFAR direction on Website Repair & Creation Tools Pricing | Logue Media: Clarify the buyer, industry, need, eligibility or operating context for this page and keep that audience consistent with the wider website position. Use the cited evidence and tested rule as the acceptance basis and do not broaden the task beyond the supported finding.

How to implement: Clarify the buyer, industry, need, eligibility or operating context for this page and keep that audience consistent with the wider website position. Start with the named implementation scope, retain working unaffected content, and publish only approved, supportable wording or technical changes.

Implementation scope: <https://logue.group/packages-pricing/ai-audit-pricing/website-repair-creation-tools-packages/>

Complete when: 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

Evidence to retain: Dated live-page evidence and verification against CFI-009 / P07-C005-AUDIENCE-SPECIFICITY; record the verifier, date and result.

CAP-ACT-012 | Correct buyer decision completeness on AI Visibility & Readiness Audits | AI Website Checks

Section: Commercial Readiness | **Item:** CFI-012 | **Priority:** Critical (94) | **Owner:** Strategy / Leadership | **Effort:** 1-4 hours

What the item is: On AI Visibility & Readiness Audits | AI Website Checks, CFAR found: The page does not provide enough decision-stage information for its commercial role. Evidence: "Recurring pattern supported on 13 reviewed pages: AI Visibility & Readiness Audits | AI Website Checks, On-Page Website Audit & Readiness Reports | Free & Paid Plans, Client Action Plan | See website fixes, Client Webpage Repair Tool | Fix Existing Website | Logue Media, Technical SEO Central Coast | Audits, Speed & Index Fixes, Search Marketing Services Central Coast | Transparent Fees, Microsite & Landing Pages on the Central Coast, Content Marketing Agency Central Coast | Video-First Content, Blog Content Creation Services for Central Coast Businesses, Webpage Copywriter & Copy Services | Central Coast, Innovative Case Study Content Marketing | Central Coast, Client Facing Audit Report, Off-Page Public Evidence Review & Readiness Report."

Why it matters: Business: qualified buyers may be unable to judge fit, value or risk. SEO: incomplete commercial intent coverage can weaken relevance. AEO/GEO: AI systems lack enough evidence to explain who should choose the offer and why.

Recommendation: Implement the approved CFAR direction on AI Visibility & Readiness Audits | AI Website Checks: Clarify the missing buyer, problem, offer, outcome, process, proof, scope or next-step elements while retaining the page's defined role. Use the cited evidence and tested rule as the acceptance basis and do not broaden the task beyond the supported finding.

How to implement: Clarify the missing buyer, problem, offer, outcome, process, proof, scope or next-step elements while retaining the page's defined role. Start with the named implementation scope, retain working unaffected content, and publish only approved, supportable wording or technical changes.

Implementation scope: Sitewide scope listed in the CAP

Complete when: 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

Evidence to retain: Dated live-page evidence and verification against CFI-012 / P03-RS-COMMERCIAL; record the verifier, date and result.

CAP-ACT-014 | Correct buyer decision completeness on Central Coast Digital Marketing & Video-First Content Agency

Section: Commercial Readiness | **Item:** CFI-014 | **Priority:** Critical (94) | **Owner:** Strategy / Leadership | **Effort:** 1-4 hours

What the item is: On Central Coast Digital Marketing & Video-First Content Agency, CFAR found: The page does not provide enough decision-stage information for its commercial role. Evidence: "Commercial components: {'audience': False, 'problem': False, 'offer': True, 'outcome': True, 'process': True, 'proof': False, 'next_step': True}; completed 4 of 7."

Why it matters: Business: qualified buyers may be unable to judge fit, value or risk. SEO: incomplete commercial intent coverage can weaken relevance. AEO/GEO: AI systems lack enough evidence to explain who should choose the offer and why.

Recommendation: Implement the approved CFAR direction on Central Coast Digital Marketing & Video-First Content Agency: Clarify the missing buyer, problem, offer, outcome, process, proof, scope or next-step elements while retaining the page's defined role. Use the cited evidence and tested rule as the acceptance basis and do not broaden the task beyond the supported finding.

How to implement: Clarify the missing buyer, problem, offer, outcome, process, proof, scope or next-step elements while retaining the page's defined role. Start with the named implementation scope, retain working unaffected content, and publish only approved, supportable wording or technical changes.

Implementation scope: <https://logue.group/central-coast/>

Complete when: 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

Evidence to retain: Dated live-page evidence and verification against CFI-014 / P12-RS-COMMERCIAL; record the verifier, date and result.

CAP-ACT-011 | Correct buyer decision completeness on Logue Media: AI Website Audits and Video-First Strategy

Section: Commercial Readiness | Item: CFI-011 | Priority: Critical (94) | Owner: Strategy / Leadership | Effort: 1-4 hours

What the item is: On Logue Media: AI Website Audits and Video-First Strategy, CFAR found: The page does not provide enough decision-stage information for its commercial role. Evidence: "Commercial components: {'audience': False, 'problem': True, 'offer': True, 'outcome': False, 'process': True, 'proof': False, 'next_step': True}; completed 4 of 7."

Why it matters: Business: qualified buyers may be unable to judge fit, value or risk. SEO: incomplete commercial intent coverage can weaken relevance. AEO/GEO: AI systems lack enough evidence to explain who should choose the offer and why.

Recommendation: Implement the approved CFAR direction on Logue Media: AI Website Audits and Video-First Strategy: Clarify the missing buyer, problem, offer, outcome, process, proof, scope or next-step elements while retaining the page's defined role. Use the cited evidence and tested rule as the acceptance basis and do not broaden the task beyond the supported finding.

How to implement: Clarify the missing buyer, problem, offer, outcome, process, proof, scope or next-step elements while retaining the page's defined role. Start with the named implementation scope, retain working unaffected content, and publish only approved, supportable wording or technical changes.

Implementation scope: <https://logue.group/>

Complete when: 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

Evidence to retain: Dated live-page evidence and verification against CFI-011 / P01-RS-COMMERCIAL; record the verifier, date and result.

CAP-ACT-013 | Correct buyer decision completeness on Search Marketing Plans Central Coast | SEO, AIO & Local SEO

Section: Commercial Readiness | Item: CFI-013 | Priority: Critical (94) | Owner: Strategy / Leadership | Effort: 1-4 hours

What the item is: On Search Marketing Plans Central Coast | SEO, AIO & Local SEO, CFAR found: The page does not provide enough decision-stage information for its commercial role. Evidence: "Commercial components: {'offer': True, 'scope': False, 'pricing': True, 'proof': False, 'next_step': True}; completed 3 of 5."

Why it matters: Business: qualified buyers may be unable to judge fit, value or risk. SEO: incomplete commercial intent coverage can weaken relevance. AEO/GEO: AI systems lack enough evidence to explain who should choose the offer and why.

Recommendation: Implement the approved CFAR direction on Search Marketing Plans Central Coast | SEO, AIO & Local SEO: Clarify the missing buyer, problem, offer, outcome, process, proof, scope or next-step elements while retaining the page's defined role. Use the cited evidence and tested rule as the acceptance basis and do not broaden the task beyond the supported finding.

How to implement: Clarify the missing buyer, problem, offer, outcome, process, proof, scope or next-step elements while retaining the page's defined role. Start with the named implementation scope, retain working unaffected content, and publish only approved, supportable wording or technical changes.

Implementation scope: <https://logue.group/packages-pricing/search-marketing-plans/>

Complete when: 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

Evidence to retain: Dated live-page evidence and verification against CFI-013 / P11-RS-COMMERCIAL; record the verifier, date and result.

CAP-ACT-016 | Correct claim-to-proof support on AI Visibility & Readiness Audits | AI Website Checks

Section: Evidence & Proof Readiness | **Item:** CFI-016 | **Priority:** Critical (93) | **Owner:** Content / SEO | **Effort:** 1-4 hours

What the item is: On AI Visibility & Readiness Audits | AI Website Checks, CFAR found: The page presents a commercial or expertise proposition without attributable proof or a direct evidence pathway. Evidence: "Recurring pattern supported on 9 reviewed pages: AI Visibility & Readiness Audits | AI Website Checks, On-Page Website Audit & Readiness Reports | Free & Paid Plans, Client Action Plan | See website fixes, Client Webpage Repair Tool | Fix Existing Website | Logue Media, Technical SEO Central Coast | Audits, Speed & Index Fixes, Search Marketing Services Central Coast | Transparent Fees, Microsite & Landing Pages on the Central Coast, Innovative Case Study Content Marketing | Central Coast, Client Facing Audit Report."

Why it matters: Business: unsupported propositions reduce trust. SEO: weak proof limits authority signals. GEO/AIO: AI systems have less attributable evidence for confident recommendation.

Recommendation: Implement the approved CFAR direction on AI Visibility & Readiness Audits | AI Website Checks: Connect the page to a relevant named testimonial, case study, project, quantified result or expert record that supports this specific proposition. Use the cited evidence and tested rule as the acceptance basis and do not broaden the task beyond the supported finding.

How to implement: Connect the page to a relevant named testimonial, case study, project, quantified result or expert record that supports this specific proposition. Start with the named implementation scope, retain working unaffected content, and publish only approved, supportable wording or technical changes.

Implementation scope: Sitewide scope listed in the CAP

Complete when: 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

Evidence to retain: Dated live-page evidence and verification against CFI-016 / P03-RS-EVIDENCE; record the verifier, date and result.

CAP-ACT-017 | Correct claim-to-proof support on AI Visibility Audit Packages, Plans & Pricing

Section: Evidence & Proof Readiness | **Item:** CFI-017 | **Priority:** Critical (93) | **Owner:** Content / SEO | **Effort:** 1-4 hours

What the item is: On AI Visibility Audit Packages, Plans & Pricing, CFAR found: The page presents a commercial or expertise proposition without attributable proof or a direct evidence pathway. Evidence: "Recurring pattern supported on 3 reviewed pages: AI Visibility Audit Packages, Plans & Pricing, Website Repair & Creation Tools Pricing | Logue Media, Search Marketing Plans Central Coast | SEO, AIO & Local SEO."

Why it matters: Business: unsupported propositions reduce trust. SEO: weak proof limits authority signals. GEO/AIO: AI systems have less attributable evidence for confident recommendation.

Recommendation: Implement the approved CFAR direction on AI Visibility Audit Packages, Plans & Pricing: Connect the page to a relevant named testimonial, case study, project, quantified result or expert record that supports this specific proposition. Use the cited evidence and tested rule as the acceptance basis and do not broaden the task beyond the supported finding.

How to implement: Connect the page to a relevant named testimonial, case study, project, quantified result or expert record that supports this specific proposition. Start with the named implementation scope, retain working unaffected content, and publish only approved, supportable wording or technical changes.

Implementation scope: <https://logue.group/packages-pricing/ai-audit-pricing/>; <https://logue.group/packages-pricing/ai-audit-pricing/website-repair-creation-tools-packages/>; <https://logue.group/packages-pricing/search-marketing-plans/>

Complete when: 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

Evidence to retain: Dated live-page evidence and verification against CFI-017 / P06-RS-EVIDENCE; record the verifier, date and result.

CAP-ACT-018 | Correct claim-to-proof support on Central Coast Digital Marketing & Video-First Content Agency

Section: Evidence & Proof Readiness | Item: CFI-018 | Priority: Critical (93) | Owner: Content / SEO | Effort: 1-4 hours

What the item is: On Central Coast Digital Marketing & Video-First Content Agency, CFAR found: The page presents a commercial or expertise proposition without attributable proof or a direct evidence pathway. Evidence: "Attributable proof records: []; generic proof vocabulary alone is ignored."

Why it matters: Business: unsupported propositions reduce trust. SEO: weak proof limits authority signals. GEO/AIO: AI systems have less attributable evidence for confident recommendation.

Recommendation: Implement the approved CFAR direction on Central Coast Digital Marketing & Video-First Content Agency: Connect the page to a relevant named testimonial, case study, project, quantified result or expert record that supports this specific proposition. Use the cited evidence and tested rule as the acceptance basis and do not broaden the task beyond the supported finding.

How to implement: Connect the page to a relevant named testimonial, case study, project, quantified result or expert record that supports this specific proposition. Start with the named implementation scope, retain working unaffected content, and publish only approved, supportable wording or technical changes.

Implementation scope: <https://logue.group/central-coast/>

Complete when: 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

Evidence to retain: Dated live-page evidence and verification against CFI-018 / P12-RS-EVIDENCE; record the verifier, date and result.

CAP-ACT-015 | Correct claim-to-proof support on Logue Media: AI Website Audits and Video-First Strategy

Section: Evidence & Proof Readiness | Item: CFI-015 | Priority: Critical (93) | Owner: Content / SEO | Effort: 1-4 hours

What the item is: On Logue Media: AI Website Audits and Video-First Strategy, CFAR found: The page presents a commercial or expertise proposition without attributable proof or a direct evidence pathway. Evidence: "Attributable proof records: []; generic proof vocabulary alone is ignored."

Why it matters: Business: unsupported propositions reduce trust. SEO: weak proof limits authority signals. GEO/AIO: AI systems have less attributable evidence for confident recommendation.

Recommendation: Implement the approved CFAR direction on Logue Media: AI Website Audits and Video-First Strategy: Connect the page to a relevant named testimonial, case study, project, quantified result or expert record that supports this specific proposition. Use the cited evidence and tested rule as the acceptance basis and do not broaden the task beyond the supported finding.

How to implement: Connect the page to a relevant named testimonial, case study, project, quantified result or expert record that supports this specific proposition. Start with the named implementation scope, retain working unaffected content, and publish only approved, supportable wording or technical changes.

Implementation scope: <https://logue.group/>

Complete when: 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

Evidence to retain: Dated live-page evidence and verification against CFI-015 / P01-RS-EVIDENCE; record the verifier, date and result.

CAP-ACT-019 | Correct service-to-pricing and conversion layering on Sitewide

Section: Commercial Readiness | Item: CFI-019 | Priority: Critical (93) | Owner: Strategy / Leadership | Effort: 1-4 hours

What the item is: On Sitewide, CFAR found: One or more priority service pages do not connect the offer to both pricing context and a clear conversion pathway. Evidence: "Service-to-pricing/conversion rows: [{url: 'https://logue.group/ai-visibility-audits/', 'pricing': True, 'conversion': True}, {url: 'https://logue.group/ai-visibility-audits/on-page-website-audit-readiness-report/', 'pricing': True, 'conversion': True}, {url: 'https://logue.group/ai-visibility-audits/client-action-plan/', 'pricing': True, 'conversion': True}, {url: 'https://logue.group/ai-visibility-audits/repair-tool/', 'pricing': True, 'conversion': True}, {url: 'https://logue.group/search-marketing/technical-seo/', 'pricing': True, 'conversion': False}, {url: 'https://logue.group/search-marketing/', 'pricing': True, 'conversion': False}, {url: 'https://logue.group/web-development/microsites-landing-pages/', 'pricing': True, 'conversion': False}, {url: 'https://logue.group/content-marketing/', 'pricing': False, 'conversion': False}, {url: 'https://logue.group/content-marketing/blog-content-creation/', 'pricing': True, 'conversion': False}, {url: 'https://logue.group/content-marketing/webpage-copywriter-content/', 'pricing': True, 'conversion': False}, {url: 'https://logue.group/content-marketing/case-study-content/', 'pricing': True, 'conversion': False}, {url: 'https://logue.group/ai-visibility-audits/client-facing-report/', 'pricing': True, 'conversion': True}, {url: 'https://logue.group/ai-visibility-audits/off-page-public-evidence-review/', 'pricing': True, 'conversion': True}, {url: 'https://logue.group/marketing-consultancy/', 'pricing': True, 'conversion': True}]."

Why it matters: Business: buyers may understand the service but cannot easily compare commercial options or proceed. SEO and AI: the relationship between offer, pricing and conversion is less explicit.

Recommendation: Implement the approved CFAR direction on Sitewide: Add contextual service-to-pricing and service-to-conversion pathways that preserve the diagnostic role of each page. Use the cited evidence and tested rule as the acceptance basis and do not broaden the task beyond the supported finding.

How to implement: Add contextual service-to-pricing and service-to-conversion pathways that preserve the diagnostic role of each page. Start with the named implementation scope, retain working unaffected content, and publish only approved, supportable wording or technical changes.

Implementation scope: Sitewide scope listed in the CAP

Complete when: 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

Evidence to retain: Dated live-page evidence and verification against CFI-019 / S-RS-COMMERCIAL-LAYERING; record the verifier, date and result.

CAP-ACT-020 | Correct strategic topic completeness on On-Page Website Audit & Readiness Reports | Free & Paid Plans

Section: Page-Level Findings | Item: CFI-020 | Priority: Critical (92) | Owner: Content / SEO | Effort: 1-4 hours

What the item is: On On-Page Website Audit & Readiness Reports | Free & Paid Plans, CFAR found: The page does not cover enough of the buyer and topic components required for its governed role. Evidence: "Recurring pattern supported on 7 reviewed pages: On-Page Website Audit & Readiness Reports | Free & Paid Plans, Client Webpage Repair Tool | Fix Existing Website | Logue Media, Technical SEO Central Coast | Audits, Speed & Index Fixes, Search Marketing Services Central Coast | Transparent Fees, Content Marketing Agency Central Coast | Video-First Content, Blog Content Creation Services for Central Coast Businesses, Webpage Copywriter & Copy Services | Central Coast."

Why it matters: Business: buyers may understand only part of the proposition. SEO: the page may not satisfy the complete search intent. AEO/GEO: answer and recommendation systems receive an incomplete problem, offer, process or outcome model.

Recommendation: Implement the approved CFAR direction on On-Page Website Audit & Readiness Reports | Free & Paid Plans: Strengthen the missing role-specific topic components and connect them to evidence and the appropriate next step without duplicating adjacent pages. Use the cited evidence and tested rule as the acceptance basis and do not broaden the task beyond the supported finding.

How to implement: Strengthen the missing role-specific topic components and connect them to evidence and the appropriate next step without duplicating adjacent pages. Start with the named implementation scope, retain working unaffected content, and publish only approved, supportable wording or technical changes.

Implementation scope: Sitewide scope listed in the CAP

Complete when: 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

Evidence to retain: Dated live-page evidence and verification against CFI-020 / P04-RS-CONTENT; record the verifier, date and result.

CAP-ACT-023 | Correct page proposition completeness on Central Coast Digital Marketing & Video-First Content Agency

Section: Page-Level Findings | Item: CFI-023 | Priority: Critical (91) | Owner: Content / SEO | Effort: 1-4 hours

What the item is: On Central Coast Digital Marketing & Video-First Content Agency, CFAR found: The page does not communicate enough of the buyer proposition required for its governed role. Evidence: "Messaging component result: 6/10; role-required coverage: 62%; required components: ['audience', 'buyer_problem', 'commercial_pathway', 'entity', 'evidence', 'fit', 'offer', 'outcome']; missing required components: ['audience', 'buyer_problem', 'fit']; all components: {'entity': True, 'audience': False, 'buyer_problem': False, 'offer': True, 'delivery_mechanism': True, 'outcome': True, 'differentiation': False, 'evidence': True, 'fit': False, 'commercial_pathway': True}."

Why it matters: Incomplete proposition content forces buyers and machines to infer the offer, outcome, fit, evidence or next step.

Recommendation: Implement the approved CFAR direction on Central Coast Digital Marketing & Video-First Content Agency: Complete the missing page-role components without repeating generic brand copy across every page. Use the cited evidence and tested rule as the acceptance basis and do not broaden the task beyond the supported finding.

How to implement: Complete the missing page-role components without repeating generic brand copy across every page. Start with the named implementation scope, retain working unaffected content, and publish only approved, supportable wording or technical changes.

Implementation scope: <https://logue.group/central-coast/>

Complete when: 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

Evidence to retain: Dated live-page evidence and verification against CFI-023 / P12-C005-MESSAGE-COMPLETENESS; record the verifier, date and result.

CAP-ACT-021 | Correct page proposition completeness on On-Page Website Audit & Readiness Reports | Free & Paid Plans

Section: Page-Level Findings | Item: CFI-021 | Priority: Critical (91) | Owner: Content / SEO | Effort: 1-4 hours

What the item is: On On-Page Website Audit & Readiness Reports | Free & Paid Plans, CFAR found: The page does not communicate enough of the buyer proposition required for its governed role. Evidence: "Recurring pattern supported on 12 reviewed pages: On-Page Website Audit & Readiness Reports | Free & Paid Plans, Client Action Plan | See website fixes, Client Webpage Repair Tool | Fix Existing Website | Logue Media, Technical SEO Central Coast | Audits, Speed & Index Fixes, Search Marketing Services Central Coast | Transparent Fees, Microsite & Landing Pages on the Central Coast, Content Marketing Agency Central Coast | Video-First Content, Blog Content Creation Services for Central Coast Businesses, Webpage Copywriter & Copy Services | Central Coast, Innovative Case Study Content Marketing | Central Coast, Client Facing Audit Report, Off-Page Public Evidence Review & Readiness Report."

Why it matters: Incomplete proposition content forces buyers and machines to infer the offer, outcome, fit, evidence or next step.

Recommendation: Implement the approved CFAR direction on On-Page Website Audit & Readiness Reports | Free & Paid Plans: Complete the missing page-role components without repeating generic brand copy across every page. Use the cited evidence and tested rule as the acceptance basis and do not broaden the task beyond the supported finding.

How to implement: Complete the missing page-role components without repeating generic brand copy across every page. Start with the named implementation scope, retain working unaffected content, and publish only approved, supportable wording or technical changes.

Implementation scope: Sitewide scope listed in the CAP

Complete when: 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

Evidence to retain: Dated live-page evidence and verification against CFI-021 / P04-C005-MESSAGE-COMPLETENESS; record the verifier, date and result.

CAP-ACT-022 | Correct page proposition completeness on Website Repair & Creation Tools Pricing | Logue Media

Section: Page-Level Findings | Item: CFI-022 | Priority: Critical (91) | Owner: Content / SEO | Effort: 1-4 hours

What the item is: On Website Repair & Creation Tools Pricing | Logue Media, CFAR found: The page does not communicate enough of the buyer proposition required for its governed role. Evidence: "Recurring pattern supported on 2 reviewed pages: Website Repair & Creation Tools Pricing | Logue Media, Search Marketing Plans Central Coast | SEO, AIO & Local SEO."

Why it matters: Incomplete proposition content forces buyers and machines to infer the offer, outcome, fit, evidence or next step.

Recommendation: Implement the approved CFAR direction on Website Repair & Creation Tools Pricing | Logue Media: Complete the missing page-role components without repeating generic brand copy across every page. Use the cited evidence and tested rule as the acceptance basis and do not broaden the task beyond the supported finding.

How to implement: Complete the missing page-role components without repeating generic brand copy across every page. Start with the named implementation scope, retain working unaffected content, and publish only approved, supportable wording or technical changes.

Implementation scope: <https://logue.group/packages-pricing/ai-audit-pricing/website-repair-creation-tools-packages/>; <https://logue.group/packages-pricing/search-marketing-plans/>

Complete when: 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

Evidence to retain: Dated live-page evidence and verification against CFI-022 / P07-C005-MESSAGE-COMPLETENESS; record the verifier, date and result.

CAP-ACT-025 | Correct buyer outcome clarity on Client Action Plan | See website fixes

Section: Page-Level Findings | Item: CFI-025 | Priority: High (88) | Owner: Strategy / Leadership | Effort: 1-4 hours

What the item is: On Client Action Plan | See website fixes, CFAR found: The page does not state a sufficiently clear buyer outcome connected to the offer. Evidence: "Recurring pattern supported on 5 reviewed pages: Client Action Plan | See website fixes, Client Webpage Repair Tool | Fix Existing Website | Logue Media, Technical SEO Central Coast | Audits, Speed & Index Fixes, Content Marketing Agency Central Coast | Video-First Content, Blog Content Creation Services for Central Coast Businesses."

Why it matters: Business: buyers cannot readily judge the value of the offer. SEO: outcome-led intent coverage is weaker. AEO/GEO: systems have less context for explaining why the service matters.

Recommendation: Implement the approved CFAR direction on Client Action Plan | See website fixes: Explain the practical buyer outcome produced by the offer and support it with appropriate evidence rather than an unsupported generic claim. Use the cited evidence and tested rule as the acceptance basis and do not broaden the task beyond the supported finding.

How to implement: Explain the practical buyer outcome produced by the offer and support it with appropriate evidence rather than an unsupported generic claim. Start with the named implementation scope, retain working unaffected content, and publish only approved, supportable wording or technical changes.

Implementation scope: Sitewide scope listed in the CAP

Complete when: 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

Evidence to retain: Dated live-page evidence and verification against CFI-025 / P05-RS-OUTCOME; record the verifier, date and result.

CAP-ACT-024 | Correct buyer outcome clarity on Logue Media: AI Website Audits and Video-First Strategy

Section: Page-Level Findings | Item: CFI-024 | Priority: High (88) | Owner: Strategy / Leadership | Effort: 1-4 hours

What the item is: On Logue Media: AI Website Audits and Video-First Strategy, CFAR found: The page does not state a sufficiently clear buyer outcome connected to the offer. Evidence: "Outcome signal: False; visible outcome vocabulary is evaluated in the offer and buyer context."

Why it matters: Business: buyers cannot readily judge the value of the offer. SEO: outcome-led intent coverage is weaker. AEO/GEO: systems have less context for explaining why the service matters.

Recommendation: Implement the approved CFAR direction on Logue Media: AI Website Audits and Video-First Strategy: Explain the practical buyer outcome produced by the offer and support it with appropriate evidence rather than an unsupported generic claim. Use the cited evidence and tested rule as the acceptance basis and do not broaden the task beyond the supported finding.

How to implement: Explain the practical buyer outcome produced by the offer and support it with appropriate evidence rather than an unsupported generic claim. Start with the named implementation scope, retain working unaffected content, and publish only approved, supportable wording or technical changes.

Implementation scope: <https://logue.group/>

Complete when: 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

Evidence to retain: Dated live-page evidence and verification against CFI-024 / P01-RS-OUTCOME; record the verifier, date and result.

CAP-ACT-026 | Correct buyer outcome clarity on Website Repair & Creation Tools Pricing | Logue Media

Section: Page-Level Findings | Item: CFI-026 | Priority: High (88) | Owner: Strategy / Leadership | Effort: 1-4 hours

What the item is: On Website Repair & Creation Tools Pricing | Logue Media, CFAR found: The page does not state a sufficiently clear buyer outcome connected to the offer. Evidence: "Outcome signal: False; visible outcome vocabulary is evaluated in the offer and buyer context."

Why it matters: Business: buyers cannot readily judge the value of the offer. SEO: outcome-led intent coverage is weaker. AEO/GEO: systems have less context for explaining why the service matters.

Recommendation: Implement the approved CFAR direction on Website Repair & Creation Tools Pricing | Logue Media: Explain the practical buyer outcome produced by the offer and support it with appropriate evidence rather than an unsupported generic claim. Use the cited evidence and tested rule as the acceptance basis and do not broaden the task beyond the supported finding.

How to implement: Explain the practical buyer outcome produced by the offer and support it with appropriate evidence rather than an unsupported generic claim. Start with the named implementation scope, retain working unaffected content, and publish only approved, supportable wording or technical changes.

Implementation scope: <https://logue.group/packages-pricing/ai-audit-pricing/website-repair-creation-tools-packages/>

Complete when: 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

Evidence to retain: Dated live-page evidence and verification against CFI-026 / P07-RS-OUTCOME; record the verifier, date and result.

CAP-ACT-028 | Correct strategic internal pathways on Search Marketing Plans Central Coast | SEO, AIO & Local SEO

Section: Page-Level Findings | Item: CFI-028 | Priority: High (87) | Owner: Website / Developer | Effort: 1-4 hours

What the item is: On Search Marketing Plans Central Coast | SEO, AIO & Local SEO, CFAR found: The page lacks one or more role-appropriate contextual pathways or relies on weak anchor labels. Evidence: "Captured internal records: [{ 'text': 'Search Marketing', 'destination': 'https://logue.group/search-marketing/' }, { 'text': 'Technical Seo', 'destination': 'https://logue.group/search-marketing/technical-seo/' }, { 'text': 'Content Marketing', 'destination': 'https://logue.group/content-marketing/' }, { 'text': 'Microsites Landing Pages', 'destination': 'https://logue.group/web-development/microsites-landing-pages/' }, { 'text': '', 'destination': 'https://logue.group/search-marketing/' }, { 'text': '', 'destination': 'https://logue.group/search-marketing/technical-seo/' }, { 'text': '', 'destination': 'https://logue.group/content-marketing/' }, { 'text': '', 'destination': 'https://logue.group/web-development/microsites-landing-pages/' }]; destination roles: { 'pricing': False, 'evidence': False, 'conversion': False, 'service': True }; required roles: ('conversion',); descriptive anchors: 4."

Why it matters: Business: buyers may not reach the next evidence or decision step. SEO: authority and subject relationships are less explicit. GEO/AIO: AI systems have weaker cross-page evidence of service, proof and commercial relationships.

Recommendation: Implement the approved CFAR direction on Search Marketing Plans Central Coast | SEO, AIO & Local SEO: Add descriptive contextual links to the missing service, pricing, evidence or conversion pathway that genuinely supports this page. Use the cited evidence and tested rule as the acceptance basis and do not broaden the task beyond the supported finding.

How to implement: Add descriptive contextual links to the missing service, pricing, evidence or conversion pathway that genuinely supports this page. Start with the named implementation scope, retain working unaffected content, and publish only approved, supportable wording or technical changes.

Implementation scope: <https://logue.group/packages-pricing/search-marketing-plans/>

Complete when: 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

Evidence to retain: Dated live-page evidence and verification against CFI-028 / P11-RS-PATHWAY; record the verifier, date and result.

CAP-ACT-027 | Correct strategic internal pathways on Technical SEO Central Coast | Audits, Speed & Index Fixes

Section: Page-Level Findings | Item: CFI-027 | Priority: High (87) | Owner: Website / Developer | Effort: 1-4 hours

What the item is: On Technical SEO Central Coast | Audits, Speed & Index Fixes, CFAR found: The page lacks one or more role-appropriate contextual pathways or relies on weak anchor labels. Evidence: "Recurring pattern supported on 7 reviewed pages: Technical SEO Central Coast | Audits, Speed & Index Fixes, Search Marketing Services Central Coast | Transparent Fees, Microsite & Landing Pages on the Central Coast, Content Marketing Agency Central Coast | Video-First Content, Blog Content Creation Services for Central Coast Businesses, Webpage Copywriter & Copy Services | Central Coast, Innovative Case Study Content Marketing | Central Coast."

Why it matters: Business: buyers may not reach the next evidence or decision step. SEO: authority and subject relationships are less explicit. GEO/AIO: AI systems have weaker cross-page evidence of service, proof and commercial relationships.

Recommendation: Implement the approved CFAR direction on Technical SEO Central Coast | Audits, Speed & Index Fixes: Add descriptive contextual links to the missing service, pricing, evidence or conversion pathway that genuinely supports this page. Use the cited evidence and tested rule as the acceptance basis and do not broaden the task beyond the supported finding.

How to implement: Add descriptive contextual links to the missing service, pricing, evidence or conversion pathway that genuinely supports this page. Start with the named implementation scope, retain working unaffected content, and publish only approved, supportable wording or technical changes.

Implementation scope: Sitewide scope listed in the CAP

Complete when: 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

Evidence to retain: Dated live-page evidence and verification against CFI-027 / P09-RS-PATHWAY; record the verifier, date and result.

CAP-ACT-030 | Correct action pathway on Search Marketing Plans Central Coast | SEO, AIO & Local SEO

Section: Commercial Readiness | Item: CFI-030 | Priority: High (86) | Owner: Strategy / Leadership | Effort: 1-4 hours

What the item is: On Search Marketing Plans Central Coast | SEO, AIO & Local SEO, CFAR found: The page does not expose a clear actionable next step in the captured controls. Evidence: "No actionable control or form pathway was captured."

Why it matters: A page can explain the offer well but still lose qualified visitors if the next action is unclear.

Recommendation: Implement the approved CFAR direction on Search Marketing Plans Central Coast | SEO, AIO & Local SEO: Add one clear action control that matches the page role and leads to a valid internal destination. Use the cited evidence and tested rule as the acceptance basis and do not broaden the task beyond the supported finding.

How to implement: Add one clear action control that matches the page role and leads to a valid internal destination. Start with the named implementation scope, retain working unaffected content, and publish only approved, supportable wording or technical changes.

Implementation scope: <https://logue.group/packages-pricing/search-marketing-plans/>

Complete when: 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

Evidence to retain: Dated live-page evidence and verification against CFI-030 / P11-CTA; record the verifier, date and result.

CAP-ACT-029 | Correct action pathway on Technical SEO Central Coast | Audits, Speed & Index Fixes

Section: Commercial Readiness | Item: CFI-029 | Priority: High (86) | Owner: Strategy / Leadership | Effort: 1-4 hours

What the item is: On Technical SEO Central Coast | Audits, Speed & Index Fixes, CFAR found: The page does not expose a clear actionable next step in the captured controls. Evidence: "Recurring pattern supported on 7 reviewed pages: Technical SEO Central Coast | Audits, Speed & Index Fixes, Search Marketing Services Central Coast | Transparent Fees, Microsite & Landing Pages on the Central Coast, Content Marketing Agency Central Coast | Video-First Content, Blog Content Creation Services for Central Coast Businesses, Webpage Copywriter & Copy Services | Central Coast, Innovative Case Study Content Marketing | Central Coast."

Why it matters: A page can explain the offer well but still lose qualified visitors if the next action is unclear.

Recommendation: Implement the approved CFAR direction on Technical SEO Central Coast | Audits, Speed & Index Fixes: Add one clear action control that matches the page role and leads to a valid internal destination. Use the cited evidence and tested rule as the acceptance basis and do not broaden the task beyond the supported finding.

How to implement: Add one clear action control that matches the page role and leads to a valid internal destination. Start with the named implementation scope, retain working unaffected content, and publish only approved, supportable wording or technical changes.

Implementation scope: Sitewide scope listed in the CAP

Complete when: 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

Evidence to retain: Dated live-page evidence and verification against CFI-029 / P09-CTA; record the verifier, date and result.

CAP-ACT-031 | Correct commercial pathway continuity on Sitewide

Section: Commercial Readiness | Item: CFI-031 | Priority: High (85) | Owner: Strategy / Leadership | Effort: 1-4 hours

What the item is: On Sitewide, CFAR found: A selected pricing or conversion page does not expose a clear actionable next step. Evidence: "4 pricing or conversion page(s) selected; actionable status: [True, True, False, True].".

Why it matters: A broken commercial pathway can interrupt otherwise qualified buyer intent.

Recommendation: Implement the approved CFAR direction on Sitewide: Add or repair the relevant quote, demo, contact, purchase or comparison control. Use the cited evidence and tested rule as the acceptance basis and do not broaden the task beyond the supported finding.

How to implement: Add or repair the relevant quote, demo, contact, purchase or comparison control. Start with the named implementation scope, retain working unaffected content, and publish only approved, supportable wording or technical changes.

Implementation scope: Sitewide scope listed in the CAP

Complete when: The published page no longer shows the identified issue and satisfies the tested rule: Selected pricing and conversion pages expose actionable next steps

Evidence to retain: Dated live-page evidence and verification against CFI-031 / S-COMMERCIAL-PATH; record the verifier, date and result.

CAP-ACT-032 | Correct paid audit advisory delivery on Sitewide

Section: Local SEO Readiness | Item: CFI-032 | Priority: High (82) | Owner: Strategy / Leadership | Effort: 1-4 hours

What the item is: On Sitewide, CFAR found: The delivery method for Paid Audit advisory is not clear. Evidence: "paid_audit_advisory_delivery_stated: not confirmed in captured public evidence.".

Why it matters: Buyers and machine systems may not understand where the service applies, how it is delivered or which next step is appropriate.

Recommendation: Implement the approved CFAR direction on Sitewide: Explain whether Paid Audit advisory is delivered in person, remotely or by agreement. Use the cited evidence and tested rule as the acceptance basis and do not broaden the task beyond the supported finding.

How to implement: Explain whether Paid Audit advisory is delivered in person, remotely or by agreement. Start with the named implementation scope, retain working unaffected content, and publish only approved, supportable wording or technical changes.

Implementation scope: Sitewide scope listed in the CAP

Complete when: The published page no longer shows the identified issue and satisfies the tested rule: Paid Audit advisory delivery is explained

Evidence to retain: Dated live-page evidence and verification against CFI-032 / S-C003-LOCAL-AUDIT-ADVISORY; record the verifier, date and result.

CAP-ACT-033 | Correct business base clarity on Sitewide

Section: Local SEO Readiness | Item: CFI-033 | Priority: High (82) | Owner: Strategy / Leadership | Effort: 1-4 hours

What the item is: On Sitewide, CFAR found: The website does not clearly state the business base. Evidence: "business_base_stated: not confirmed in captured public evidence.".

Why it matters: Buyers and machine systems may not understand where the service applies, how it is delivered or which next step is appropriate.

Recommendation: Implement the approved CFAR direction on Sitewide: State the genuine business base without implying offices in unsupported locations. Use the cited evidence and tested rule as the acceptance basis and do not broaden the task beyond the supported finding.

How to implement: State the genuine business base without implying offices in unsupported locations. Start with the named implementation scope, retain working unaffected content, and publish only approved, supportable wording or technical changes.

Implementation scope: Sitewide scope listed in the CAP

Complete when: The published page no longer shows the identified issue and satisfies the tested rule: The public website states the business base

Evidence to retain: Dated live-page evidence and verification against CFI-033 / S-C003-LOCAL-BASE; record the verifier, date and result.

CAP-ACT-034 | Correct in-person sales-area clarity on Sitewide

Section: Local SEO Readiness | **Item:** CFI-034 | **Priority:** High (82) | **Owner:** Strategy / Leadership | **Effort:** 1-4 hours

What the item is: On Sitewide, CFAR found: The website does not explain where in-person sales or consultations are available. Evidence: "in_person_sales_or_consultation_area_stated: not confirmed in captured public evidence."

Why it matters: Buyers and machine systems may not understand where the service applies, how it is delivered or which next step is appropriate.

Recommendation: Implement the approved CFAR direction on Sitewide: State where in-person sales or consultation meetings are available. Use the cited evidence and tested rule as the acceptance basis and do not broaden the task beyond the supported finding.

How to implement: State where in-person sales or consultation meetings are available. Start with the named implementation scope, retain working unaffected content, and publish only approved, supportable wording or technical changes.

Implementation scope: Sitewide scope listed in the CAP

Complete when: The published page no longer shows the identified issue and satisfies the tested rule: The in-person sales or consultation area is stated

Evidence to retain: Dated live-page evidence and verification against CFI-034 / S-C003-LOCAL-INPERSON-SALES; record the verifier, date and result.

CAP-ACT-035 | Correct service-to-location pathways on Sitewide

Section: Local SEO Readiness | **Item:** CFI-035 | **Priority:** High (82) | **Owner:** Strategy / Leadership | **Effort:** 1-4 hours

What the item is: On Sitewide, CFAR found: The selected service evidence does not provide a confirmed pathway to relevant location or delivery information. Evidence: "services_link_to_location_information: not confirmed in captured public evidence."

Why it matters: Buyers and machine systems may not understand where the service applies, how it is delivered or which next step is appropriate.

Recommendation: Implement the approved CFAR direction on Sitewide: Connect priority services to the appropriate location or delivery-model information. Use the cited evidence and tested rule as the acceptance basis and do not broaden the task beyond the supported finding.

How to implement: Connect priority services to the appropriate location or delivery-model information. Start with the named implementation scope, retain working unaffected content, and publish only approved, supportable wording or technical changes.

Implementation scope: Sitewide scope listed in the CAP

Complete when: The published page no longer shows the identified issue and satisfies the tested rule: Service pages link to relevant location information

Evidence to retain: Dated live-page evidence and verification against CFI-035 / S-C003-LOCAL-SERVICE-TO-LOCATION; record the verifier, date and result.

CAP-ACT-036 | Correct anchor relevance on Client Facing Audit Report

Section: Page-Level Findings | **Item:** CFI-036 | **Priority:** Medium (72) | **Owner:** Content / SEO | **Effort:** 1-4 hours

What the item is: On Client Facing Audit Report, CFAR found: The page relies too heavily on empty or generic internal-link labels. Evidence: "Recurring pattern supported on 2 reviewed pages: Client Facing Audit Report, Off-Page Public Evidence Review & Readiness Report."

Why it matters: Weak anchors reduce buyer orientation and make page relationships less explicit to search and AI systems.

Recommendation: Implement the approved CFAR direction on Client Facing Audit Report: Replace generic or empty labels with concise destination-specific anchor text where the link is visible and contextual. Use the cited evidence and tested rule as the acceptance basis and do not broaden the task beyond the supported finding.

How to implement: Replace generic or empty labels with concise destination-specific anchor text where the link is visible and contextual. Start with the named implementation scope, retain working unaffected content, and publish only approved, supportable wording or technical changes.

Implementation scope: <https://logue.group/ai-visibility-audits/client-facing-report/>; <https://logue.group/ai-visibility-audits/off-page-public-evidence-review/>

Complete when: 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

Evidence to retain: Dated live-page evidence and verification against CFI-036 / P18-RS-ANCHOR; record the verifier, date and result.

CAP-ACT-037 | Repair malformed headings on Content Marketing Agency Central Coast | Video-First Content

Section: Page-Level Findings | Item: CFI-037 | Priority: Medium (66) | Owner: Content / SEO | Effort: 1-2 hours

What the item is: On Content Marketing Agency Central Coast | Video-First Content, CFAR found: The page contains blank, concatenated or visibly malformed headings. Evidence: "Recurring pattern supported on 3 reviewed pages: Content Marketing Agency Central Coast | Video-First Content, Webpage Copywriter & Copy Services | Central Coast, Client Facing Audit Report.".

Why it matters: Broken headings reduce readability and weaken the hierarchy used by buyers and extraction systems.

Recommendation: Open the Content Marketing Agency Central Coast | Video-First Content heading inventory and correct each captured malformed heading. Split concatenated words, apply approved spelling and capitalisation, remove any empty heading elements, keep one clear H1, and preserve a logical H2/H3 hierarchy.

How to implement: Approved cleaned heading examples: "Recurring Pattern Supported On 3 Reviewed Pages: Content Marketing Agency Central Coast | Video-First Content, Webpage Copywriter & Copy Services | Central Coast, Client Facing Audit Report.". Confirm each final heading still matches its section purpose before publishing. Start with the named implementation scope, retain working unaffected content, and publish only approved, supportable wording or technical changes.

Implementation scope: <https://logue.group/content-marketing/>; <https://logue.group/content-marketing/webpage-copywriter-content/>; <https://logue.group/ai-visibility-audits/client-facing-report/>

Complete when: 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.

Evidence to retain: Dated live-page evidence and verification against CFI-037 / P14-HEADINGS; record the verifier, date and result.

CAP-ACT-038 | Correct question-led answer structure on AI Visibility Audit Packages, Plans & Pricing

Section: AI Visibility Readiness | Item: CFI-038 | Priority: Medium (62) | Owner: Content / SEO | Effort: 1-4 hours

What the item is: On AI Visibility Audit Packages, Plans & Pricing, CFAR found: The page does not expose a defensible buyer question and direct answer pathway for a question central to its role. Evidence: "No question-led heading was captured.".

Why it matters: A question heading without an associated answer does not provide answer-first clarity for buyers or answer engines.

Recommendation: Implement the approved CFAR direction on AI Visibility Audit Packages, Plans & Pricing: Add a concise buyer question and a direct, meaningful answer in the associated content block without turning the whole page into an FAQ. Use the cited evidence and tested rule as the acceptance basis and do not broaden the task beyond the supported finding.

How to implement: Add a concise buyer question and a direct, meaningful answer in the associated content block without turning the whole page into an FAQ. Start with the named implementation scope, retain working unaffected content, and publish only approved, supportable wording or technical changes.

Implementation scope: <https://logue.group/packages-pricing/ai-audit-pricing/>

Complete when: 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

Evidence to retain: Dated live-page evidence and verification against CFI-038 / P06-AEO; record the verifier, date and result.

Appendix B. Final handover record

Control	Record
Programme	Client, site, CAP release, CFAR authority and BOIR companion
Scope	Plan, reviewed-page quantity and controlled implementation URLs
Ownership	Programme lead, business approver, delivery owners and verification owner
Completion	38/38 action status or the governed action count for the applicable plan
Evidence	Decision log, implementation records, live verification and closure approvals
Exceptions	Open blockers, rejected changes, residual risks and next review date