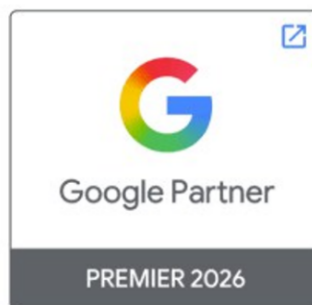




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CULTURE FOUNDRY

OPTIMIZATION REVIEW

ABOUT THIS REVIEW

This is a review of how well the Culture Foundry website performs for search engines and AI tools. It looks across seven areas:

- Google Business Profiles
- Off-site signals
- Technical health
- On-site optimization and structure
- Content & blog strategy
- Schema markup
- Answer engine optimization.

Findings are drawn from a hands-on audit of the site and its profiles using a variety of tools and processes, including a full technical crawl.

Further analysis is possible with access to your website back end, Google Business Profiles, and Google Search Console account, although this is not necessary for this initial review.

INTRODUCTION

Let's start with what's going well. Culture Foundry has a distinctive brand and a genuinely strong body of proof. Testimonials are attributed to real, named clients with their roles and companies. Case studies carry specific, quantified results. The crew is presented as individuals with real expertise. That's the kind of credibility most agencies claim and few can show, and most of what follows builds on it rather than changing it.

This report looks at one question. How easily can search engines and AI tools find, understand, and recommend Culture Foundry?

That question has two parts: SEO and AEO.

SEO is search engine optimization. It's the work that helps you show up in Google when someone searches for the services you offer.

AEO is answer engine optimization. It's newer. More and more people now take their questions to AI tools like ChatGPT, Claude, Google's AI Overviews, and Perplexity. AEO is the work that helps those tools find you, trust you, and name you when someone asks.

Both matter for a business like yours. Choosing a web agency is a high-stakes,

considered decision, usually made by a marketing or technology leader doing careful research. That research increasingly begins with a question typed into Google or an AI tool. You want to be the answer they find, and the one they trust.

Here's the idea behind everything in this report.

A website really has two audiences. There are people, who read, judge, and decide. And there are machines, the search engines and AI tools that read the same page to work out what it's about and who to recommend. A site can speak beautifully to the first audience and still be hard for the second to read.

Good branding and strong discoverability aren't in conflict. They just speak to different audiences.

That's the opportunity here. The Culture Foundry site was built to make a strong brand impression, and it does. Much of this review is about helping search engines and AI tools understand the same firm just as clearly. Most of these changes work alongside the brand rather than against it.

To make this easy to act on, the report is organized in a few parts. First, a look at where your search visibility stands today. Then what's working well, followed by a section-by-section look at what we found. After that comes a prioritized set of opportunities, from quick wins to longer projects, and a checklist you can work from directly.

SEARCH VISIBILITY TODAY

Before the section-by-section findings, one piece of data frames the whole report.

We tracked a set of commercial keywords that map directly to what Culture Foundry sells. Terms like enterprise web development, custom WordPress development company, Drupal to WordPress migration, and website speed optimization. In both Seattle and Austin, the site currently holds no trackable rankings for any of them, on desktop or mobile.

The local search grids tell the same story. Across both metro maps, Culture Foundry does not currently register a map ranking at any grid point.

This is not a reflection of the firm's quality or reputation. It reflects how the firm's visibility works today. People who already know the Culture Foundry name find you easily. People searching for what you do, without knowing your name, don't find you at all.

The good news is that the raw materials to change this are already in place: real expertise, real proof, a real blog, and a healthy technical base. The findings below are about connecting those assets to the searches that matter.

SUMMARY OF FINDINGS

Culture Foundry starts from a position most firms would envy in one respect: the proof of expertise is real, specific, and already published. The technical foundation is healthy, and some forward-looking pieces, like an llms.txt file, are already in place.

The core opportunity is discoverability. Three themes run through the findings:

- **Visibility is almost entirely brand-based.** The firm doesn't currently rank for the commercial terms that describe its services, in either home market. Connecting the site's structure, content, and internal links to those terms is the biggest lever in the report.
- **The local footprint needs building out.** Reviews, photos, services, and descriptions are thin on the Google Business Profiles. Citation scores sit in the low 20s, and an old Seattle address still circulates widely across the web, including in the site's own footer.
- **The authority isn't fully machine-readable.** The expertise, testimonials, and results are real. But author bios, local and service schema, and extractable answers aren't yet in place, so AI tools have to work harder than they should to cite you.

None of this requires undoing the brand. Most of it works alongside it, or lives under the hood.

WHAT'S WORKING WELL

It's worth pausing on the strengths first, because there are several, and some are rare:

The proof is exceptional. Client testimonials are attributed to named people with their roles and companies, many verified through third-party platforms like Clutch. Case studies include concrete, quantified outcomes, such as a 28% lift in new registrations. AI tools cite specifics, and this is exactly the kind of material they look for. Most firms don't have it. You do.

The people are visible. Content is attributed to named authors rather than an anonymous admin, authors have archive pages, and Person schema is already in place. The crew page presents individuals as specialists. This is the foundation of what Google and AI tools call E-E-A-T: experience, expertise, authoritativeness, and trustworthiness.

A few more things are working well:

- **The technical base is healthy.** The site is secure, indexed, and malware-free, with a working sitemap and mobile-first crawling verified. The server responds fast, layout is stable, and real-world load times are good.
- **AI tools can already read the site.** AI crawlers aren't blocked, and the key content sits in the page source rather than behind JavaScript. An llms.txt file is already published, which puts you ahead of the curve on an emerging standard.
- **The content foundation is in place.** The Cultivate blog is real and active, organized around the right topics, with categories in use and custom category pages built. The schema that exists is in JSON-LD and validates cleanly with no errors.
- **A named approach.** The firm's methodology and point of view are documented on the site, which gives AI tools something specific to cite and attribute.

The theme across this report is not about fixing a weak site. It's about making a strong one findable.

GOOGLE BUSINESS PROFILES

For a local business, your Google Business Profile is often the most visible thing you have in search. It's the listing with your map pin, photos, hours, and reviews. It appears in the map pack, in Google Maps, and in the panel beside the search results.

While you're a "national" and not a "local" business, the benefits of prominence in the GBPs in Seattle and Austin are too big to ignore and will support your presence even outside those locations.

People often see your Google Business Profile (or associated knowledge graph) before they ever reach your website. For a considered purchase like agency services, it's frequently where someone forms their first impression.

We reviewed the Seattle and Austin profiles in detail. The foundation is in place: both are claimed, correctly named, carry the right addresses, and use a sensible primary category. From there, several opportunities would help each profile show up more often and convert better:

- **Reviews.** This is the most urgent item. Seattle has a single review, and Austin has none. Reviews are one of the strongest factors in whether a profile gets chosen, and with the client relationships you clearly have, this is very fixable. A simple, consistent process for requesting reviews from recent and long-standing clients would change both profiles quickly.

- **Photos.** Seattle shows one photo plus the street view, and Austin shows only the street view. Even a handful of quality photos per office, including team and workspace shots, makes a profile look active and trustworthy.
- **Services.** No services are listed on either profile yet. Adding the firm's core offerings, such as web design, web development, and managed hosting, gives Google more to match against and helps each office surface for the right searches.
- **Descriptions.** Each profile has up to 750 characters to describe the firm and its work in relevant terms. Filling these in consistently, with the main services included, is quick, useful work.
- **Secondary categories.** The current mix includes web hosting company, software company, and internet marketing service. These are reasonable, but it's worth a review pass to make sure they match the searches you most want to win.
- **Hours.** The profiles show the business as open 24 hours on weekdays, but hours don't appear on the website. Showing them in both places, and keeping them consistent, reinforces trust. If the 24-hour listing reflects your support coverage, that's worth stating plainly on the site too.

One smaller note: the website also references Portland, Boulder, and Sarasota. Since these are service areas rather than physical offices, they don't need profiles of their own. There are still lighter-touch ways to build presence in those markets, such as service-area settings on the existing profiles and pages framed around serving those cities. Worth a short discussion once the two core profiles are in shape.

OFF-SITE OPTIMIZATION

Search engines don't only read your own website. They also weigh what the rest of the web says about you. Off-site optimization is about that wider reputation, the signals that live on other sites.

Two matter most. Citations are mentions of your business name, address, and phone number on directories and listings. They confirm to Google that each office is real, established, and located where you say it is. Backlinks are links from other sites, which act as votes of confidence and build authority over time.

The link profile is clean. The spam score sits at 1%, well below the level where low-quality links become a concern. There's nothing to clean up, which is a good place to start from.

The opportunities are about building strength and fixing one real inconsistency:

- **Citations.** Seattle scores 26 out of 100 and Austin scores 23. Both sit well under the 40 mark we like to see for real local credibility. This is well-understood, repeatable work. Submitting each office to the right directories and listings lifts these scores and helps each location rank in its own market.
- **The old Seattle address is everywhere.** This is the most important cleanup in the report. Google shows the Seattle office at 600 N 36th St #200, but most directories still carry the previous 5101 14th Ave NW address. Several Austin listings even carry Seattle addresses. Inconsistent citations can be worse than missing ones, because they make Google unsure which location data to trust. The citation project should correct these, not just add new listings.
- **Name consistency.** The firm appears as both Culture Foundry and Culture Foundry LLC across properties, with phone formats varying too. Tightening this to one consistent name, address, and phone format helps search engines and AI tools connect every mention to a single, trusted firm.

A natural next step, once the fundamentals are in place, is a backlink and keyword gap analysis. That compares where similar agencies are earning links and ranking against where you are today, and points the on-site and content work at the highest-value targets. It's a recommendation rather than a finding.

TECHNICAL FOUNDATION

Technical optimization is the under-the-hood work. It's everything that helps search engines and AI tools reach the site, load it quickly, and read it cleanly. Visitors rarely notice it. But it shapes how well everything else performs.

The base here is healthy. The site is secure, indexed, and malware-free. It has a working sitemap and is set up correctly for mobile-first crawling. The server responds very quickly, and in real-world conditions the key measures hold up: the main content loads in about 2.4 seconds and the layout doesn't shift at all. The lab-based mobile speed score sits in the moderate range, but the real-world experience is the measure that counts.

A handful of opportunities would remove points of friction:

- **Image weight.** This is the clearest quick win. 27 images are loading at 1MB or more. Compressing them, which doesn't change how they look, lightens the pages, lifts the lab scores, and protects speed as the site grows.
- **Interaction responsiveness.** One testing-tool measure, the delay between a tap and the page's visible response, came back above Google's recommended threshold. These ratings often show things much slower than real-life conditions,

so this isn't something to act on by itself. It simply merits a quick live review to confirm the site feels as responsive as it should.

- **Page titles.** Several pages, including critical ones, have titles long enough to get cut off in search results. Some blog and crew pages share duplicate titles, and several resource pages have titles too short to be descriptive. Tidying these is quick work, and it pairs with the bigger title opportunity covered in the On-Site section.
- **Headings.** Two service pages are missing a main heading, and some resource pages carry more than one. Giving each page a single, clear main heading helps machines identify the topic at a glance.
- **Thin content.** A few pages, including a service page, carry very little text. Thin pages give search engines little to work with and may be skipped. These should be built out as part of the content work.
- **Link cleanup.** The crawl found a small number of internal links pointing to pages that no longer exist, plus one blog post canonicalized to a different URL that should be verified as intentional.

We can provide detailed files listing the specific pages and images involved in each of these items, so the cleanup can be worked through systematically.

ON-SITE OPTIMIZATION

On-site optimization is the content and structure of your own pages: the words, the headings, the links, and how everything is organized. This is the area you fully control.

It's also where brand and discoverability meet most directly, because the same page has to work for a visitor reading it and for a machine trying to understand it.

There's real strength here. The navigation is clean and logical. There's a services index, and each distinct service has its own page. The crew and company pages are excellent, and key team members have their own pages. The home page carries enough text for Google to understand what the site is about, and critical pages have optimized titles.

The opportunities share one theme. The site makes a strong brand impression, and there's room to connect that impression, plainly and structurally, to the services you want to be found for:

- **Link the home page services to their pages.** The main services are summarized near the top of the home page, but the summaries don't link to the service pages. This is a small change with real impact. Those links pass

authority to the pages that generate inquiries and tell machines which pages matter most.

- **Lead with a plain answer.** The home page opens with the brand line, "reclaim the power of tech." It's a strong line and it should stay. Pairing it with a short, extractable statement of what Culture Foundry is, what it does, and who it serves, high on the page, gives search engines and AI tools the context they need. It sits alongside the brand voice rather than replacing it.
- **Make the priority services obvious in the structure.** The current structure treats all services fairly evenly, so it's not clear to machines, or to unfamiliar visitors, what the firm most wants to be known for. Elevating the highest-value services in the navigation, the home page, and internal linking sharpens that signal.
- **Show full addresses on the office pages.** The Seattle and Austin pages name the city but not the exact address. Showing the full address, matched exactly to the Google Business Profile, strengthens each page's local signal. The Portland, Boulder, and Sarasota pages can stay lighter, framed around serving those markets.
- **A few contact-page touches.** Embedding each office's Google Business Profile, making the phone number clickable on the contact page itself, and showing the full name and address there are all quick wins that smooth the path from search to first contact.
- **Fix the footer address.** The sitewide footer currently shows only the old Seattle address. It should show the current address, matched character-for-character to the Google profile. It's also worth considering showing both the Seattle and Austin addresses there.

CONTENT AND BLOGGING: CULTIVATE

Content is how you earn visibility over time and show genuine expertise. For Culture Foundry, the Cultivate blog is one of the firm's biggest untapped assets, so this section goes deeper than the others.

The essentials are done well. Cultivate is a real, active blog. It's organized around the right topics, categories are in use, custom category pages exist, and posts are attributed to named authors with their own archive pages backed by Person schema. That's a foundation most firms never build.

What's missing is the connective tissue that turns good content into authority and

inquiries. Right now, Cultivate is published but largely isolated. It doesn't link to the service pages, its authors don't have real bios, and its structure isn't yet organized around the commercial topics you want to win. Four moves would change that:

Build deliberate topic clusters

A topic cluster is a group of posts on one theme, all linked to a central pillar page, usually a service page or a dedicated hub. It's how Google and AI tools decide you're an authority on a topic rather than an occasional commenter.

Cultivate already has the raw material. The next step is to map existing posts against your target topics, such as enterprise web development, WordPress and Drupal work, site performance, and UX. Then fill the gaps with new posts, and link every post in a cluster to its pillar. The keyword data from this review gives you the target list to build around.

Turn category pages into real landing pages

The custom category pages are in place, which is great. The opportunity is to make each one a genuine landing page rather than a simple post archive. That means a proper introduction that names the topic in plain terms, links to the matching service pages, and a curated view of the strongest posts.

Done well, each category page becomes a mid-level hub in its cluster: readers get orientation, search engines get a clearly labeled topic page, and authority flows from the blog toward the pages that drive business.

Build author authority

The bylines and author archive pages exist, but there are no real author bios behind them. This is the single biggest E-E-A-T gap on the site, and it's very fixable.

Each regular author should have a proper bio page: specific expertise, credentials, years of experience, domain focus, a photo, and links to external profiles like LinkedIn. Those external links matter, because they let machines verify the person is real and connected to a wider professional graph. AI tools weigh authorship heavily when deciding who is credible. Named authors with specific, verifiable bios give these systems a reason to treat Culture Foundry as an authority rather than an anonymous source.

Link posts to service pages

Cultivate posts currently link out, but not to your own service pages. When a post touches a topic the firm handles, linking it to that service page guides the reader toward the next step and passes authority to the pages that generate inquiries. It's simple to do, easy to overlook, and it becomes more powerful as the clusters and

category pages come together.

Two smaller habits round this out. Lead key posts with a short, direct answer to the question they address, since AI tools pull from the top of a page. And keep filing every post into a meaningful category so the cluster structure stays clean as the blog grows.

Together, these turn Cultivate from a well-kept blog into the engine that earns the topic visibility identified at the start of this report.

SCHEMA MARKUP

Schema is a quiet but powerful piece of the puzzle. It's a small layer of code behind your pages that labels things explicitly for machines. It tells search engines and AI tools, in their own language, "this is the firm name, this is the office address, these are the hours, this is the author." Visitors never see it. But it removes the guesswork for the machines reading the site, which helps them display and recommend you with confidence.

There's good news within this one. The schema that exists is in JSON-LD, which is Google's preferred format, and it validates cleanly with no errors. Organization schema is in place, and the author markup already uses Person nodes tied to named individuals. So the foundation is sound. It's mostly a matter of adding the pieces that describe the offices and services.

The opportunities run from most to least foundational:

- **LocalBusiness schema for every office.** This is the big one. There's currently no LocalBusiness schema on the home page or the individual location pages. For a multi-office firm this is the most valuable piece to add. It's what lets Google and AI tools connect each office to its own name, address, hours, and area served. Each location should have its own complete markup, matched character-for-character to its Google Business Profile. This also covers the "NAP in schema" item, since the name, address, and phone live inside this same markup. It depends on the address cleanup above, so those two should move together.
- **Service schema on each service page.** The service pages exist, which is ahead of most sites. Adding Service schema to each one states plainly what the firm offers and pairs directly with the on-site and cluster work.
- **Breadcrumb schema.** BreadcrumbList markup reinforces the site's structure, improves how listings display, and helps AI tools understand the hierarchy. It should go on all pages except the home page.

- **Consolidate on JSON-LD.** The navigation currently emits some older-style microdata alongside the JSON-LD. Standardizing on JSON-LD keeps the signals clean and easier to maintain. This is a tidy-up rather than a fault.
- **FAQ schema where it fits.** There are currently no FAQs on the site, so this pairs with the FAQ discussion in the AEO section. Where genuine question-and-answer content gets added, marking it up with FAQ schema makes it one of the most extractable formats for AI tools.

NOTE: Schema is difficult to audit fully without seeing the site from the development side. There could be some minor omissions or updates to go with these findings.

ANSWER ENGINE OPTIMIZATION (AEO)

This is the newest layer, and it's where search is heading. More and more people now ask their questions to AI tools like ChatGPT, Google's AI Overviews, and Perplexity, and they often act on a single recommended answer rather than working through a page of links. AEO is the work that helps those tools find you, trust you, and name you when someone asks something like "who's a good agency for a complex WordPress build?"

For Culture Foundry this is genuinely encouraging, because much of the hard part is already done. AI crawlers aren't blocked, the content sits in the page source where they can read it, an llms.txt file is already published, the company and crew pages communicate real, specific expertise, and the site carries the named clients and quantified results that AI tools love to cite. Many firms fail at this starting line. You're well past it.

The opportunities are about making that authority easier to extract and giving the tools a few more reasons to trust you:

- **Lead with the answer.** AI tools pull from the top of a page, and right now the key pages open with brand or narrative rather than a direct answer. Starting each important page with a short, plain summary of what it covers, and who it's for, makes that content far easier to quote. It helps human readers too, since most skim before they commit.
- **Put real bios behind the authors.** This is the same thread from the content section, and it matters most here. Specific, verifiable author bios with external profile links are the strongest authorship signal you can send.
- **State the track record in plain numbers.** Years in business and client or project volume aren't currently stated anywhere. "20+ years, hundreds of

launches" style specifics outperform "established agency" every time, for both readers and machines. The company page and home page are the natural homes for this.

- **Publish something only you can publish.** Original data is the single strongest citation signal, and an agency is unusually well placed to produce it. Findings drawn from your own performance work, migration projects, or hosting data would make Culture Foundry a primary source rather than one voice among many. There's nothing like this on the site yet, and even one strong piece per year would matter.
- **Use FAQs responsibly.** There are currently no FAQs on the site, and adding some is worthwhile, with one honest caveat. Because so many marketers have piled onto FAQs chasing AI visibility, Google has been dialing back how much prominence it gives them. They are not the shortcut they were two years ago. But used in moderation, on the specific pages where they genuinely help the visitor, short question-and-answer sections remain valuable. They serve real readers, and they're still one of the most extractable formats for AI tools. We recommend short FAQs on individual service pages, formatted as a bold question followed by a clear, direct answer, rather than a standalone FAQ page. Add FAQ schema where they appear.

BRINGING IT TOGETHER

The picture here is a strong firm with real, published proof of its expertise, and almost no topic visibility to show for it. The brand is distinctive, the credibility is genuine, and the technical base is sound. The work ahead is mostly connection: linking the site's structure, the Cultivate blog, and the local profiles to the searches and questions your future clients are actually asking. Most of it happens under the hood, or alongside the brand, not against it.

The most urgent items are the review and photo push on the Google profiles, and the citation cleanup that retires the old Seattle address. The biggest structural levers are the topic clusters, the author bios, and the LocalBusiness and Service schema.

The prioritized roadmap that follows groups these opportunities into quick wins and longer projects, and the checklist lists the specific items to work through.

