



PULSE CHECK REPORT · 90-DAY ACTION PLAN

# Harbour & Co Accountants

A 5-day evidence-led review of the public website, customer journey, and lead-capture flow — with a prioritised 90-day plan.

PREPARED FOR	PREPARED BY	DELIVERED	ENGAGEMENT
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**SAMPLE REPORT — FICTIONAL CLIENT.** All findings, screenshots, and numbers are illustrative and used to demonstrate the Successify Media Pulse Check format. No real client data is included.

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## HOW TO READ THIS REPORT

Every finding follows the same shape: **what we observed** → **why it matters** → **what to do** → **how to measure**. Findings are ranked by **impact × effort**. Priority 1 = do this in the next 14 days. Anywhere we couldn't see hard data (no GA4 access yet, for example), we mark it **[ASSUMPTION]** and tell you how to verify.

01 · EXECUTIVE SNAPSHOT

# The one-page version

**Who you are.** Harbour & Co Accountants is a Wollongong-based boutique accounting and advisory firm (11 years operating, 6 staff) specialising in tradies, small business tax, and property investors across the Illawarra and South Sydney.

**What you want in the next 90 days.** More qualified enquiries from local trade-business owners and property investors — without paying for ads. The bar you set: from ~3 web enquiries/week (mostly wrong-fit) to ~6 enquiries/week with at least half being a fit.

<h2>4 / 12</h2> <p><b>Messaging audit score</b></p> <p>Across home + 3 service pages. Median: 5 / 12.</p>	<h2>10</h2> <p><b>Friction findings</b></p> <p>3 high-impact, 4 medium-impact, 3 lower.</p>	<h2>0</h2> <p><b>GA4 events tracked</b></p> <p>No CTA clicks, form submits, or scroll events firing.</p>
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## Top 3 things to do now

**PRIORITY 1 · IMPACT HIGH · EFFORT LOW**

### Rewrite the homepage hero so a tradie can self-identify in 5 seconds

Current H1 (“*Trusted accountants serving the Illawarra for over a decade.*”) says everything and nothing. Replace with a sharper, ICP-named promise (e.g. “*Accountants for Illawarra trade businesses — fixed-fee, BAS-ready, no jargon.*”) and one CTA above the fold.

**PRIORITY 2 · IMPACT HIGH · EFFORT LOW**

### Add a single, primary CTA to every service page

Today three service pages have either no CTA or three competing CTAs (phone, contact form, generic “learn more”). Pick one — “Book a 20-min fit call” — and put it in the hero, mid-page, and end of every service page.

**PRIORITY 3 · IMPACT HIGH · EFFORT LOW**

### Turn on baseline measurement (GA4 + GSC + 3 events)

You can't improve what you can't see. Install GA4, verify Search Console, and instrument three events: *hero\_cta\_click*, *contact\_form\_submit*, *phone\_tap*. Two-hour install; this is the foundation for everything after.

**ONE THING YOU SHOULD NOT DO (YET)**

Do not commission a full website rebuild this quarter. The current site's structure is sound; the copy and CTAs are the binding constraint. Rebuilding the visual design now would be expensive theatre — it doesn't change the message, and the message is what isn't landing.

## 02 · SCOPE &amp; METHOD

# What we looked at

Five business days, one analyst, no guesswork dressed up as data. Below is exactly what we reviewed and the method we used.

## Pages reviewed

- / (homepage)
- /services (services overview)
- /services/tax-returns
- /services/business-advisory
- /about
- /contact
- Footer + global nav (sitewide)

## Devices & viewports

Desktop (1440x900) and mobile (iPhone-class 390x844). Each page reviewed on both. Mobile reviewed first — that's where 64% of your traffic lands.

## Journey mapped

First land → /services → /services/tax-returns → /contact (form submit). Eight click-decisions; three of them ambiguous.

## Method

1. **Messaging audit** on home + 3 most-trafficked pages, using the 6-point clarity rubric (Who · What · Why · Proof · CTA · Trust).
2. **Friction audit** across 8 themes (clarity, hierarchy, specificity, friction, trust, mobile, speed, tracking).
3. **Competitor scan** of 3 same-vertical firms in Wollongong + Sydney.
4. **Analytics review** of what is set up and what is firing. [ASSUMPTION — GA4 was empty at the time of review; results based on tag inspection, not user data.]

## Tools used

- Chrome DevTools (mobile emulation, network, Lighthouse)
- Google PageSpeed Insights (production URL)
- Tag inspection (View source / Tag Assistant)
- Manual journey mapping (Miro board, attached)
- Screenshot capture (CleanShot)

## Out of scope (by design)

Internal back-office, practice management software, branding refresh, paid ads strategy, and content rewrites beyond the home + 3 service pages.

### HOW FINDINGS ARE RANKED

**IMPACT** = how much this affects the goal (more qualified enquiries). **EFFORT** = roughly how long to fix (LOW < 2h · MED 2–8h · HIGH > 8h). **PRIORITY** = where to start, given impact × effort.

## 03 · WHAT'S WORKING

## Three strengths to keep — and why

It's easy to find what's broken. Just as important: name what's already working, so future changes don't accidentally cost you those strengths.

### STRENGTH 01

#### The /about page is honest and human

Daniel's bio reads like a person, not an executive summary. The photo is candid (sleeves rolled up, on-site in a workshop). This is one of the strongest assets on the site — it makes the firm feel local and reachable. **Keep.** Don't replace with corporate stock photography in any future redesign.

### STRENGTH 02

#### Suburb naming on the contact page

The contact page lists the suburbs you actually service ('Wollongong, Shellharbour, Kiama, Wollongong CBD, Port Kembla, Albion Park, Figtree, Dapto, Sutherland Shire, St George'). This boosts both trust and local SEO — and it's specific enough that wrong-fit prospects in Newcastle or Western Sydney can self-deselect. **Keep, and consider expanding to the homepage.**

### STRENGTH 03

#### Plain-language explanation of BAS lodgement (/services/tax-returns)

Mid-page on /services/tax-returns there is a short, jargon-free paragraph explaining what BAS means and when it's due. It's exactly the tone your audience needs site-wide — short, no acronyms, written like a human. **Keep, and adopt this voice across the site.** It's the closest thing the site has to a brand voice today.

### WHY WE LIST STRENGTHS

A common failure mode of audits is to recommend ripping everything out. That's expensive, demoralising, and usually wrong. When you implement the 90-day plan, treat the three strengths above as load-bearing — protect them while you change what isn't working.

04 · MESSAGING AUDIT

# Page-by-page clarity scorecard

Six elements, scored 0 (absent) to 2 (strong) on each page. Max per page = 12. Anything scoring 0 or 1 is a recommendation in the next section.

Page	Who	What	Why	Proof	CTA	Trust	Total
/ (home)	1	1	0	0	1	1	4 / 12
/services	0	1	0	1	1	1	4 / 12
/services/tax-returns	1	2	1	0	1	1	6 / 12
/services/business-advisory	0	1	0	0	1	1	3 / 12
/about	1	1	1	1	0	2	6 / 12
/contact	1	2	0	1	2	2	8 / 12

0 = absent

1 = implied / partial

2 = clearly stated

### PATTERN ACROSS THE SITE

**Why is the lowest-scoring element across every page.** Nowhere on the site do you state — clearly, in one sentence, above the fold — why a trade business owner in the Illawarra should choose Harbour & Co over the other 40-odd accountants on Google Maps. Fix this one element across home + services and you address 60% of the friction in this audit.

**CTA is consistently weak on /services and /services/business-advisory.** Either no CTA, or three competing ones (phone, email, contact form, all visually equal). Default behaviour: people do nothing.

## 05 · FRICTION FINDINGS

# Ten ranked observations

Ranked by impact x effort. The first three are priority-1 (do in the next 14 days). Findings 4–7 are priority-2 (weeks 3–6). Findings 8–10 are deferred — useful, but not the binding constraint.

**FINDING #01** · IMPACT **HIGH** · EFFORT **LOW** · PRIORITY 1

## / (homepage)

**What we observed.** Hero headline reads *“Trusted accountants serving the Illawarra for over a decade.”* This is true but says nothing about who you serve or why a tradie or property investor should keep reading. On mobile, the hero takes 1.4 screens before the next click target appears.

**Why it matters.** Generic headlines fail to make the prospect self-identify. A trade business owner scanning four firms on Google Maps needs to see themselves named within 2–3 seconds, or they bounce.

**Recommendation.** Replace H1 with an ICP-named promise (e.g. *“Accountants for Illawarra trade businesses — fixed-fee, BAS-ready, no jargon.”*) and add a single sub-line stating the proof and the next step. One CTA, above the fold.

**How we'd measure success.** GA4 *hero\_cta\_click* event → contact form submit conversion rate. Baseline expected 0.4–0.9% pre-change; first signal in 14 days. *[ASSUMPTION — based on common patterns, not your data; first 2 weeks of measurement will confirm.]*

**FINDING #02** · IMPACT **HIGH** · EFFORT **LOW** · PRIORITY 1

## /services and /services/business-advisory

**What we observed.** Three competing CTAs in the hero of each services page: phone number (top-right header), “Contact us” button, and “Learn more” link. All three are visually equal. On mobile they stack vertically and push the value proposition off the first screen.

**Why it matters.** When users see multiple CTAs of equal visual weight, decision fatigue increases and click-through to any one CTA drops. On mobile, stacked equal CTAs guarantee that 100% of mobile users see no value proposition above the fold.

**Recommendation.** Choose ONE primary CTA in the hero of each service page: *“Book a 20-min fit call”*. Demote phone number to a discreet header element. Remove “Learn more” entirely — the page below IS the “more”.

**How we'd measure success.** GA4 event *hero\_cta\_click* on each page; track mobile vs desktop split. *[ASSUMPTION — based on common patterns, not your data; first 2 weeks of measurement will confirm.]*

**FINDING #03 · IMPACT HIGH · EFFORT LOW · PRIORITY 1****Sitewide**

**What we observed.** There is no GA4 property installed. There is a legacy Universal Analytics tag that has been deprecated since July 2023. Search Console is verified but no sitemap submitted. No CTA, form-submit, or phone-tap events are being tracked anywhere.

**Why it matters.** You can't improve what you can't see. Every other recommendation in this report depends on being able to tell whether the change moved the metric or not.

**Recommendation.** Install GA4 via Google Tag Manager. Remove the deprecated UA tag. Submit the sitemap to Search Console. Add three baseline events: *hero\_cta\_click*, *contact\_form\_submit*, *phone\_tap*. Total time: 2 hours.

**How we'd measure success.** Within 24 hours of install: data flowing into GA4 real-time view; events firing in DebugView on a test session.

**FINDING #04 · IMPACT MEDIUM · EFFORT MEDIUM · PRIORITY 2****/services/business-advisory**

**What we observed.** The page is 1,200+ words and contains no headings between the hero and the footer. Five paragraphs, each 200+ words, no scannable structure. On mobile this reads as an unbroken wall of text approximately 2,800 pixels tall.

**Why it matters.** Most service-page visitors scan, not read. Without sub-headings, bullet lists, or pull-quotes, the page communicates roughly nothing to a scanner — which is 80%+ of mobile visitors.

**Recommendation.** Break the page into 5 sections with clear H2s: *Who we help* · *What you get* · *How it works* · *What it costs* · *Who Daniel is*. Convert two of the paragraphs to bullet lists. Add a pull-quote with the strongest sentence on the page.

**How we'd measure success.** Average time on page (GA4) and scroll depth event firing at 75%. Aim for >45s average and >30% reaching 75% scroll.

**FINDING #05** · IMPACT **MEDIUM** · EFFORT LOW · PRIORITY 2**/contact**

**What we observed.** Contact form has 11 fields including title, company size, ABN, and an open-ended “tell us about your situation” text area marked required. Mobile form requires scrolling through 3 screens before the submit button is visible.

**Why it matters.** Every additional required field on a B2B contact form reduces submission rate. 11 fields is a tax. ABN at first contact is actively friction-creating — they don't know yet whether they trust you.

**Recommendation.** Reduce to 5 fields: name, email, phone, “what kind of business?” (drop-down of 6 options), and a short free-text “anything we should know?” (optional). Keep ABN and team size for the second touch (intake form post-booking).

**How we'd measure success.** GA4 event *contact\_form\_submit* divided by sessions on /contact. Target: lift from current ~3% to 6–9%. *[ASSUMPTION — based on common patterns, not your data; first 2 weeks of measurement will confirm.]*

**FINDING #06** · IMPACT **MEDIUM** · EFFORT MEDIUM · PRIORITY 2**/ (homepage)**

**What we observed.** The “What we do” section uses generic professional-services photography (a handshake, a laptop with a graph, a coffee meeting). None of the imagery references the Illawarra, trades, or property investing — the three things you said you specialise in.

**Why it matters.** Stock photography that doesn't reference the audience is white noise at best, and signals “generic firm” at worst. It actively works against the differentiated copy you'd write at the top of the page.

**Recommendation.** Replace with three photos that anchor the story: (a) the Wollongong CBD office exterior, (b) a tradie van or worksite (with permission — or stock-but-authentic), (c) a property landscape shot from the Illawarra. Local-first wins over polished-but-generic every time.

**How we'd measure success.** Qualitative: ask 3 new enquiries unprompted “what made you reach out?” over the next 30 days. Local references show up in answers.

**FINDING #07** · IMPACT **MEDIUM** · EFFORT MEDIUM · PRIORITY 2**Sitewide (mobile)**

**What we observed.** Lighthouse mobile performance score: 51/100. Largest Contentful Paint 4.1s. The hero image on every page is a 1.8 MB JPG served at full desktop resolution.

**Why it matters.** On a typical 4G connection (which is what tradies on-site use), 4+ second LCP means a measurable share of visitors leave before the page paints. Speed isn't a vanity metric; it's a bounce-rate driver, particularly on mobile.

**Recommendation.** Compress hero images to under 250KB using WebP. Add *loading="lazy"* to below-the-fold images. Target Lighthouse mobile  $\geq 80$ , LCP  $< 2.5s$ .

**How we'd measure success.** Lighthouse mobile score before vs after, plus Core Web Vitals in Search Console after 28 days of traffic.

**FINDING #08 · IMPACT LOW · EFFORT LOW · PRIORITY 3****Footer**

**What we observed.** Footer is missing ABN, physical address, and licence/registration details (Tax Practitioners Board registration). Only an email and a phone number are present.

**Why it matters.** ABN, address, and TPB registration are baseline trust signals for an Australian accounting practice — especially for first-time visitors comparing five firms. Absence costs trust.

**Recommendation.** Add ABN, Wollongong street address, TPB registration number, and a line: *“Liability limited by a scheme approved under Professional Standards Legislation.”* (verify wording with TPB.)

**How we'd measure success.** No metric — this is a trust hygiene fix. Verify by asking 2 sample first-time visitors “does this feel like a real firm?”

**FINDING #09 · IMPACT LOW · EFFORT MEDIUM · PRIORITY 3****/services (overview)**

**What we observed.** The four services are listed in a 2x2 card grid with identical visual weight and identical CTA (“Learn more”). No indication of which service is most relevant to the visitor's likely situation.

**Why it matters.** Equal weighting on every service signals “we do everything for everyone” — which is the opposite of the specialised firm you described in our discovery call.

**Recommendation.** Re-order so Tax Returns and Business Advisory are visually prominent (60% of grid space). Add a one-line problem-statement under each service so a visitor can self-identify (e.g. *“For trade businesses doing \$500k–\$3M in revenue who want BAS off their desk.”*).

**How we'd measure success.** Click-through rate from /services into each individual service page (GA4 event *service\_card\_click*).

**FINDING #10 · IMPACT LOW · EFFORT LOW · PRIORITY 3****/about**

**What we observed.** Daniel's bio mentions “over a decade of experience” but doesn't reference Wollongong, the Illawarra, or any specific industries. The strongest local signal on the page is the office address in the footer.

**Why it matters.** The /about page is your single best opportunity to compound local credibility. Generic bios compound nothing.

**Recommendation.** Rewrite the first paragraph of Daniel's bio to lead with Wollongong, the firm's founding year, and one specific industry (e.g. *“Daniel founded Harbour & Co in 2014 after seven years auditing trade businesses across the Illawarra...”*).

**How we'd measure success.** Qualitative: refresh and re-test the messaging audit on /about after 30 days; aim to lift the page score from 6/12 to 9+/12.

06 · QUICK WINS

# Eight fixes under two hours each

Below — eight changes any developer (or a focused 2-hour block from you) can ship in a week. They don't replace the bigger findings above; they compound them.

#	Quick win	Why	Time
01	Add ABN + Wollongong address to footer	Trust hygiene. 15 minutes.	15 min
02	Replace homepage H1 with ICP-named promise (Finding #01)	The single highest-leverage word change on the site.	30 min
03	Cap hero JPGs at 250KB, convert to WebP	Lighthouse mobile +20–25 points.	45 min
04	Add a single CTA to /services/business-advisory hero	Choose “Book a 20-min fit call”.	20 min
05	Install GA4 + Tag Manager + 3 events	Foundational. Everything else needs this.	2 hr
06	Submit sitemap to Search Console	Indexation hygiene.	15 min
07	Strip /contact form down to 5 fields (Finding #05)	Expect 30–60% lift in submit rate over 30 days.	45 min
08	Add the TPB registration line to the footer	Compliance + trust.	15 min

**Total time to ship all 8 quick wins: 5 hours, 25 minutes.** If you ship only these and nothing else this quarter, you will measurably improve the funnel. We recommend doing them in week 1, before any of the bigger findings.

07 · TRACKING & MEASUREMENT

# What's missing, and the minimum to fix it

You can't measure what isn't instrumented, and you can't improve what isn't measured. Today the site flies blind. Two hours of work changes that.

What	State today	What to do	Time
<b>GA4</b>	Not installed	Install GA4 via GTM. Remove deprecated Universal Analytics tag.	<b>1 hr</b>
<b>Search Console</b>	Verified, no sitemap submitted	Submit sitemap.xml. Set up email alerts for coverage errors.	<b>15 min</b>
<b>Bing Webmaster</b>	Not set up	Verify ownership (5 minutes — free).	<b>5 min</b>
<b>CTA click events</b>	None firing	Add three events: <code>hero_cta_click</code> , <code>secondary_cta_click</code> , <code>footer_cta_click</code> .	<b>20 min</b>
<b>Form submit event</b>	Not tracked	Add <code>form_submit</code> event with <code>form_name</code> parameter.	<b>10 min</b>
<b>Phone tap (mobile)</b>	Not tracked	Add <code>tel:</code> link tracker via GTM event.	<b>10 min</b>
<b>Scroll depth</b>	Not tracked	Enable GA4 enhanced measurement (1-click).	<b>1 min</b>
<b>Microsoft Clarity (heatmaps)</b>	Not set up	Free; install via single script. No GDPR friction.	<b>10 min</b>
<b>Google Business Profile</b>	Exists, not optimised	Add service categories, photos, posts; respond to existing reviews.	<b>30 min</b>

## Recommended baseline (the absolute minimum this week)

If you do only one block of work on measurement, do these three: (1) GA4 installed via GTM, (2) `hero_cta_click`, `contact_form_submit`, and `phone_tap` events firing, (3) sitemap submitted to Search Console. Two hours. Once these are live, every other change in this report becomes testable.

## What we did not recommend, and why

We did not recommend installing a CDP, server-side tagging, a consent management platform, or any A/B testing tool yet. At your traffic volume (~2.4k sessions/month) those tools cost more in setup and maintenance than they return in insight. Revisit after 12 months if traffic doubles.

08 · COMPETITOR SCAN

# Three same-vertical reads — what they do, what you can do better

Three Wollongong + Sydney accounting firms in the same boutique tier. Names anonymised — what matters is the pattern, not the brand.

Competitor	What they do well	Where you're stronger	Where they're stronger
<b>Firm A</b> Wollongong CBD 5–10 staff	Specific vertical naming on home — “for tradies, builders, and contractors” — within the first 2 seconds.	Faster, more local-feeling /about page. Stronger plain-English service descriptions.	Stronger H1 — they make the visitor self-identify in 1 sentence. No measurement gap (GA4 + GBP active).
<b>Firm B</b> Wollongong (suburb office) 2–4 staff	Embedded online booking + visible Google reviews block (32 reviews, 4.9★) above the fold.	Broader service depth. Stronger business-advisory copy. Site loads ~2x faster.	Visible social proof. They turn reviews into trust within 5 seconds — you don't mention reviews anywhere.
<b>Firm C</b> Sydney (Inner West) 10–25 staff	Polished branding, sector pages (construction · trades · property · health), each with its own ICP-named hero.	More local credibility for Illawarra clients. Direct founder access (Daniel) is a real differentiator.	Information architecture — visitors can self-segment by industry in one click. Stronger downloadable assets (BAS guide, etc.).

## Pattern across the three

All three competitors have one thing you currently don't: a hero that names the audience by industry within the first sentence. Two of the three (A and B) actively use social proof above the fold (reviews / Google rating). Firm C is segmenting visitors by industry before they ever scroll — which is exactly the model your three target audiences (tradies, small business, property investors) are best served by.

## Where you can win, fast

Two assets your competitors cannot easily copy: **(1)** direct founder access — “Daniel will be on the call” — and **(2)** local depth in the Illawarra (length of tenure + named suburbs already on contact page). Lean into both. Both can be made visible on the home page in under a day.

09 · 90-DAY ACTION PLAN

# What to do, when, and what to expect

When	What	Why	Owner	Effort	Expected outcome
<b>NOW</b> Week 1-2	<b>Rewrite homepage hero (Finding #01) — ICP-named promise + one CTA</b>	Single highest-impact word change on the site.	Daniel + Manish	<b>3 hrs</b>	↑ hero CTA click-through; clearer self-identification by visitors.
	<b>Strip /contact form to 5 fields (Finding #05)</b>	Direct lift in submit rate, measurable in 14 days.	Dev	<b>45 min</b>	+30–60% form submit rate over 30 days.
	<b>Install GA4, GTM, 3 events; submit sitemap to GSC (Finding #03)</b>	Foundational measurement — every change after this is testable.	Dev / Manish	<b>2 hrs</b>	Real-time data flowing within 24 hrs.
	<b>Quick wins #1–#8 (full list page 11)</b>	Compound low-cost improvements before bigger work.	Daniel	<b>5.5 hrs</b>	Lighthouse mobile ≥ 80; trust hygiene resolved.
<b>NEXT</b> Week 3-6	<b>Add single primary CTA across /services and /services/business-advisory (Finding #02)</b>	Removes decision fatigue; one CTA outperforms three.	Dev	<b>1 hr</b>	Higher click-through into discovery funnel.
	<b>Rewrite /services/business-advisory with H2 structure + bullets (Finding #04)</b>	Scanners (80% of mobile) can finally read the page.	Daniel + Manish	<b>4 hrs</b>	Avg time on page >45s; scroll depth events firing.
	<b>Replace generic stock imagery with 3 local-anchor photos (Finding #06)</b>	Local-first beats polished-but-generic for this audience.	Daniel + local photographer	<b>4 hrs + shoot</b>	Qualitative: new enquiries cite local relevance unprompted.
	<b>Add Google Reviews block above the fold (Competitor pattern)</b>	Closes the social-proof gap vs Firms A & B.	Dev	<b>1.5 hrs</b>	Trust signal in the first 5 seconds.
<b>LATER</b> Week 7-13	<b>Industry segmentation on /services (Tradies · Small Business · Property)</b>	Lets visitors self-segment in one click — mirrors Firm C's model.	Manish + Dev	<b>3 weeks</b>	Higher service-page click-through; better-fit enquiries.
	<b>Compress + WebP all hero images sitewide; performance pass (Finding #07)</b>	Mobile speed compounds every other improvement.	Dev	<b>6 hrs</b>	Lighthouse mobile ≥ 90; LCP < 2.5s.

<p><b>Re-run Messaging Audit after week 10 to verify scores have moved</b></p>	<p>Closes the loop. If scores haven't moved, the copy didn't.</p>	<p>Manish</p>	<p><b>2 hrs</b></p>	<p>Median page score from 5/12 to <math>\geq</math> 9/12.</p>
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### What we did not recommend, and why

We did not recommend a brand refresh, a full visual redesign, or a paid-ads programme this quarter. The copy and the measurement layer are your binding constraints today. Once those are solved and you have 8–12 weeks of clean data, the conversation about paid acquisition or a redesign becomes an informed one rather than a hopeful one.

## 10 · RECOMMENDED NEXT STEP

## The single move that compounds

Based on the findings above, the highest-leverage move for Harbour & Co in the next 30 days is:

## OPTION A — RECOMMENDED

### A 3-week Conversion & Measurement Sprint with Successify Media

We rewrite the home + 3 service pages around the ICP-named promise, ship the 5-field contact form, install GA4 + 3 events + GSC sitemap, and ship the 8 quick wins. Fixed scope, fixed price, fixed timeline. You own everything we produce. Delivery in three weekly sprints, with a check-in call at the end of weeks 1 and 2.

## OPTION B — HONEST ALTERNATIVE

### Ship the 8 quick wins yourself; re-check in 60 days

If you have 6 focused hours and a developer on retainer, you can ship the 8 quick wins on page 11 yourself. Once GA4 is firing, you'll have real data to decide whether the bigger Sprint is worth it in 60 days. This is the cheaper, slower, perfectly defensible path. We'll send the quick-wins checklist as a stand-alone document if you choose it.

## 11 · METHOD, ASSUMPTIONS &amp; FINE PRINT

## The honest column

**What this report is.** This Pulse Check is based on what we could see on the public website between 11 May 2026 and 15 May 2026. It reflects best-practice patterns and reasoning we apply across Australian SME websites — not guarantees of outcome. Results depend on which recommendations you act on, how, and when.

**What it is not.** It is not an audit of internal practice-management systems, an SEO ranking forecast, or a creative brand review. Several recommendations are marked [ASSUMPTION] — those are the items where we did not have access to your data and have used common-pattern reasoning instead. Verify with the first 14 days of GA4 data once installed.

**Confidentiality.** This report is prepared for Daniel Harbour and Harbour & Co Accountants only. Successify Media will not share, anonymise, or repurpose its contents without your written consent.

**7-day Q&A window.** Email [manish@successifymedia.com.au](mailto:manish@successifymedia.com.au) with “Harbour & Co Pulse Check Q&A” in the subject line. We aim to reply within one business day.

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