

Harbourframe audit: method sample

Harbourframe is a fictional, self-initiated contractor concept. This document demonstrates an audit process; it is not paid client work and makes no claim about leads, sales, revenue, rankings, or conversion lift.

PAGE REVIEWED	Fictional Harbourframe service-business landing page
INTENDED ACTION	Submit a qualified renovation-project inquiry
REVIEW LIMIT	One public page; visible conversion evidence only
TECHNICAL RECORD	Next.js static export; Lighthouse 91 / 100 / 100 / 100

Executive direction

The concept already has a clear first-screen promise, a dominant project CTA, an explicit service area, and a short qualifier. The highest-priority work is not a visual redesign. It is converting fictional proof and placeholder integrations into approved business evidence, a real submission destination, and a verified measurement trail before publication. This distinction keeps the audit grounded in observable state instead of forcing five cosmetic criticisms.

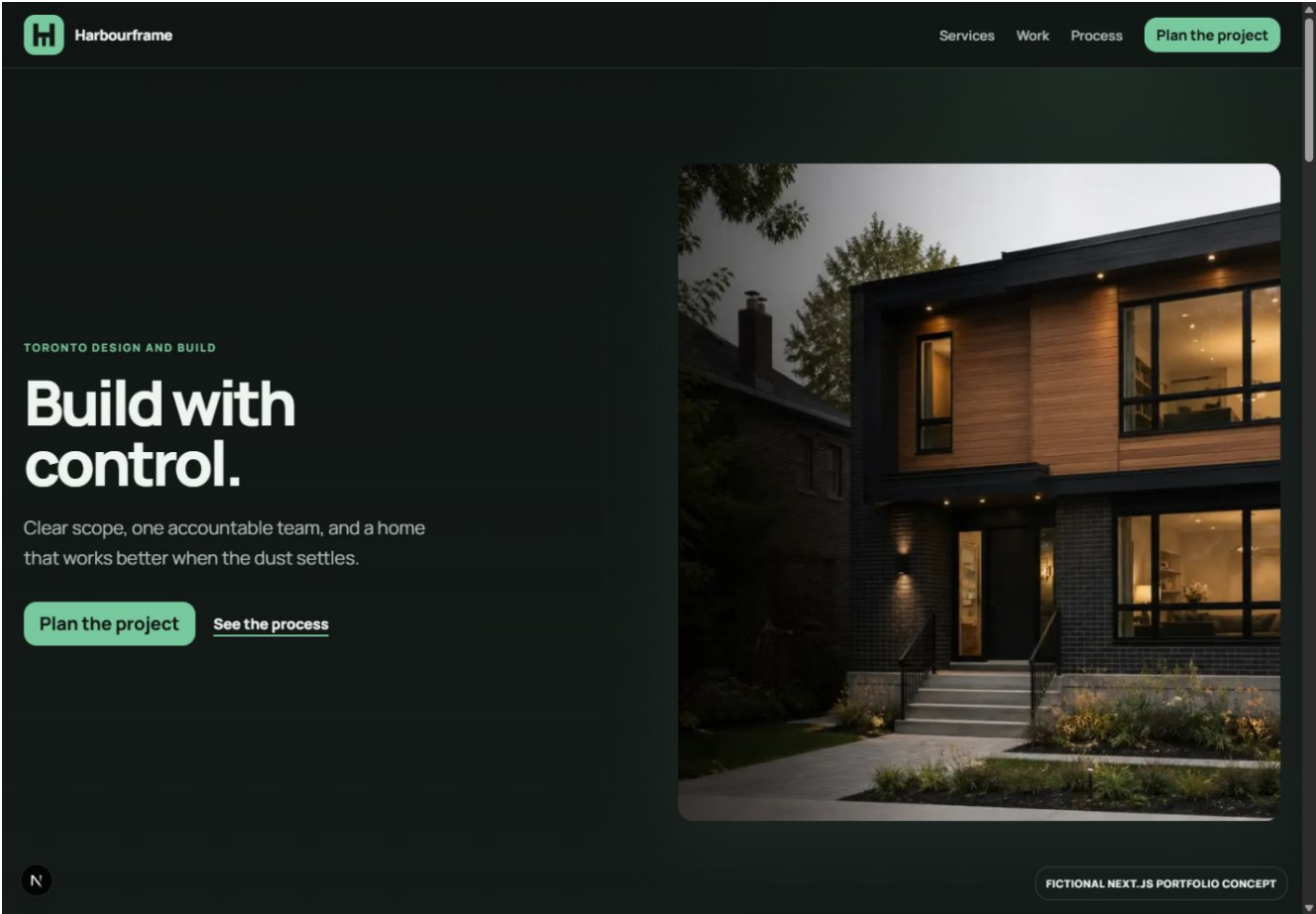


Figure 1. Desktop concept used as the visible evidence surface. The brand and project are fictional.

Five prioritized findings

1	Preserve one dominant first-screen action Visible evidence: The hero uses 'Plan the project' as the filled action and 'See the process' as a quieter secondary route. Why it matters: The visitor can distinguish action from supporting detail without interpreting several equal buttons. Recommended direction: Keep the primary/secondary hierarchy. Test the primary label against the real sales process before launch. Effort: Small - copy confirmation only
2	Replace fictional commitments with approved proof Visible evidence: The concept includes service commitments and project imagery, but it is explicitly labeled fictional. Why it matters: A real contractor page cannot borrow conceptual proof. Unverified reviews, licences, project counts, guarantees, or images create trust and compliance risk. Recommended direction: Create one proof block using only owner-approved projects, review sources, service area, credentials, and warranty language. Effort: Medium - client evidence required
3	Activate a real submission destination before publication Visible evidence: The form has a replaceable endpoint adapter and complete UI states, but the concept has no client CRM or inbox. Why it matters: A polished success state is not proof that a lead reached the business. The commercial path is incomplete until receipt is verified end to end. Recommended direction: Connect the approved inbox or CRM, test one synthetic inquiry, confirm receipt, and document the retry or fallback path. Effort: Medium - implementation and client access
4	Keep the qualifier short and explain the next step Visible evidence: The form requests project type, city/postal code, investment, preferred start, and contact details. Why it matters: These fields qualify project fit without asking for a long narrative, but the real response owner and response timing remain unknown. Recommended direction: Retain the five-field structure. Add approved post-submit microcopy naming who responds and when. Effort: Small - operational decision required
5	Validate measurement without sending personal data Visible evidence: CTA, validation, submission, and navigation events are defined through a dataLayer boundary. Why it matters: Named events support diagnosis, but only if they fire once, match the CRM result, and exclude names, contact details, and free text. Recommended direction: Test the production tags, event counts, consent treatment, and CRM reconciliation. Keep personal field values out of analytics. Effort: Small to medium - analytics configuration

Audit principle: strengths are recorded as deliberately as friction. A recommendation is useful only when the visible evidence supports it and the owner can act on it.

Copy, inquiry, and measurement handoff

First-screen copy direction

EYEBROW	Toronto renovation planning - service area to be confirmed
HEADLINE	Renovations managed from first scope to final walkthrough
SUPPORT	One accountable team for the approved project types, with a clear plan before work begins.
PRIMARY CTA	Plan the project
MICROCOPY	Response owner and timing must be supplied and approved by the business.

Recommended inquiry path

- 1 Visitor activates the primary project CTA.
- 2 Page requests project type, location, investment, start window, and one contact route.
- 3 Validation explains what is missing without clearing completed fields.
- 4 Successful submission confirms the response owner and approved timing.
- 5 The CRM or inbox record is verified against the success event.

Measurement plan

primary_cta_click	Primary project CTA activated	One event per activation; placement included
form_validation_error	Submission blocked by invalid fields	No field values or personal data sent
form_submit_success	Endpoint confirms receipt	Success state and destination record both exist

Scope boundary: This sample is a focused conversion review, not a legal, privacy, accessibility-certification, security, or full SEO audit. Recommendations do not guarantee traffic, rankings, leads, sales, revenue, or conversion lift.

Deliverable demonstrated

Five evidence-based priorities, a first-screen copy direction, a trust boundary, an inquiry path, named measurement events, and an implementation order. A paid audit applies the same method to one real public page and the client's approved business inputs.