

Harbor & Pine Website Mini-Audit

Focused public customer-route review

REVIEW DATE	September 25, 2026	PREPARED BY	Ready for Discovery
BUSINESS	Harbor & Pine Home Repair, fictional	PRIMARY WEBSITE	https://harborpine.example/
MARKET	Charleston County, South Carolina	PRIMARY ACTION	Request a repair estimate

Overall conclusion: Correct the estimate route before sending more visitors to the service page.

The homepage and telephone route worked in this fictional review. The visible estimate button on the checked repair page reached an error, and the public business profile sent visitors to an older page with no estimate control.

Route and surfaces reviewed

1. Fictional public business profile website link.
2. Homepage at <https://harborpine.example/>.
3. Home-repair service page at </home-repair/>.
4. The visible “Request an estimate” control and its final destination.
5. Representative mobile and desktop views of the same route.

No form was submitted. No account, analytics property, Search Console property, website editor, or private configuration was accessed.

Verified strength

The published telephone control opened the device's call action with the same number shown on the public business profile. This establishes consistency on the checked route only. It doesn't establish call volume, answer rate, or customer behavior.

1. The estimate control reaches a missing page

What was observed

The visible “Request an estimate” control on the checked home-repair page points to `https://harbortpine.example/request-estimate/`. That destination returned a fictional HTTP 404 missing-page response. The public form displayed normally at `https://harbortpine.example/estimate/`.

Exact evidence

```
Start: https://harbortpine.example/home-repair/  
Control: "Request an estimate"  
Current destination: https://harbortpine.example/request-estimate/  
Observed response: HTTP 404, page not found  
Public form observed at: https://harbortpine.example/estimate/
```

Plausible business consequence

A visitor who uses this checked control reaches an error instead of the public estimate form. This evidence doesn't establish visitor volume, abandonment, a lost inquiry, or lost revenue.

Recommended corrective outcome

Confirm that `/estimate/` is the intended public destination. Then make the checked control reach that approved form without an error or unintended detour.

Likely repair owner

The business or the website provider that controls the home-repair page.

How to verify the correction

1. Open the home-repair page in a normal browser.
2. Use the visible estimate control at phone and desktop widths.
3. Confirm that it reaches the approved form and that the telephone route still works.

2. The public business profile points to an older page

What was observed

The fictional public business profile links to `https://harborpine.example/services/`. That page opens, but it describes an older service list and provides no estimate control. The site's current navigation uses `/home-repair/`.

Exact evidence

```
Public listing destination: https://harborpine.example/services/  
Observed page: older service list; no estimate control  
Current navigation destination: https://harborpine.example/home-repair/  
Checked action on current page: "Request an estimate"
```

Plausible business consequence

Someone using the checked listing route receives different service information and has no direct path to the requested estimate action. The review doesn't establish how often the listing is viewed or whether anyone abandoned the route.

Recommended corrective outcome

Confirm the intended current landing page, then make the profile's website link and the site's public navigation agree on that destination.

Likely repair owner

The person who manages the Google Business Profile, with the business owner confirming the intended page.

How to verify the correction

1. Open the website link from the public profile.
2. Confirm that it reaches the owner-approved page.
3. Confirm that the page accurately describes current services and provides the intended estimate route.

What this review did not establish

This focused review did not inventory the full site, inspect private settings, identify backend root cause, test a real submission, verify search indexing or rankings, or measure traffic, inquiries, bookings, or revenue. The two bounded public-route findings don't require a complete audit to describe. A full audit would be appropriate if the owner wants the rest of the site, public footprint, search evidence, and domain setup examined together.

One brief clarification about these findings would be included for seven calendar days after delivery. Repairs and post-repair verification would require separate scope.