Wayline Signs • waylinesigns.com

Prepared by Flex360 Digital • June 2026

A Note Before You Begin

Thank you for the opportunity to take a close look at your website.

What follows is a thorough outside investigation of how your site shows up to AI tools and search engines. The areas we flag almost always contain something real worth addressing. Once in a while a flagged item turns out, on closer look, to be a non-issue. Nothing here guarantees more traffic or sales - these are current best practices in a fast-moving technology, chosen to put you in a materially stronger position to be found and recommended.

What to expect in this audit

- **A quick primer.** A short, plain-language explainer of the AI visibility and SEO ideas this audit relies on - so the findings make sense whether or not you live in this world day to day.
- **A one-page summary.** The whole audit at a glance - what's working, the top fixes in order, and where to start.
- **An executive report.** The full findings: what your search and analytics data shows, how AI tools use your content, how you compare to competitors, and the priority issues.
- **A page walkthrough.** A hands-on look at three important pages, each with a current score and specific moves to optimize it for search and AI visibility.
- **A pricing menu.** Phased, itemized, and optional - you choose what to act on and whether we implement or your team does.

Read them in order or jump to what matters most to you. Wherever you land, our aim is the same: a clear, honest picture of where you stand and the highest-value moves to get found.

With appreciation,

John Tucker

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A Quick Primer Before the Findings

This primer is the same in every audit. It explains the handful of ideas the rest of this report relies on - so the findings make sense whether or not you live in this world day to day.

You don't need to be technical to get value from this audit. The pages that follow use a small set of concepts over and over. Spend two minutes here and the rest reads easily.

The shift: search isn't just ten blue links anymore

For twenty years, being “found online” meant ranking high in Google’s list of links. That still matters - but a growing share of people now ask a question and get a single, synthesized answer: from ChatGPT, from Google’s AI Overviews at the top of the results, from Perplexity and others. Often they never click a website at all.

That changes the goal. Being found today means two things at once: being the source that AI tools pull from when they answer, and being a page search engines still rank and show. The good news is that the work behind both overlaps heavily - clear, well-structured, substantial pages win in both places. This audit measures where you stand on each and shows where the fastest gains are.

> **The one-sentence version**
>
> Make your most important pages clear, factual, and well-labeled - so both search engines and AI tools can find them, understand them, and recommend you.

How to read the numbers in this audit

The executive report leans on four figures. Here's what each one means in plain terms:

Term	What it means	Why it matters
Impressions	How often a page appeared in Google results	Your raw visibility - the size of the audience seeing you
Position	Where you rank on average (1–10 is page one; 11+ is page two)	How close a page is to the traffic that lives on page one
CTR	Click-through rate - the share of appearances that earned a click	A high position with low CTR often means an AI answer got there first
Engaged sessions	Visits where someone actually read or interacted	How we prioritize - real interest, never a promise of leads

The levers that move AI visibility and SEO

Nearly every recommendation in this audit pulls one of these levers. None is exotic; together they decide whether you get found and recommended.

- **Structured data (schema) —** Invisible labels in a page's code that tell search engines and AI tools exactly what something is - a product, a business, a review, an FAQ. Without it, a machine has to guess; with it, you're easy to quote correctly.

- **Clear, descriptive headlines —** The main headline (called an H1) should describe that specific page - not just your logo or brand name. It's one of the strongest signals of what a page is about, and a surprisingly common thing to get wrong site-wide.
- **Answer-shaped content and FAQs —** AI tools lift plain, factual, self-contained answers. Content written the way a buyer actually asks - clear questions with direct answers - is the content that gets pulled into AI responses and featured boxes.
- **Internal linking and page depth —** How your pages link to each other decides where authority flows. Important pages buried several clicks deep, with few links pointing to them, stay weak no matter how good they are. Bringing them closer to the homepage lifts them.
- **Content depth on the pages that matter —** Thin pages rarely rank or get cited. The pages tied to the business you most want to grow need enough substantial, buyer-facing content to be worth ranking - and to answer the questions AI tools are being asked.
- **Technical health and crawlability —** Search engines and AI crawlers have to be able to reach and read your pages. Modern sites that build content with JavaScript can accidentally hide it from crawlers, so we verify what's actually visible in a live browser, not just the raw code.

How these show up in your audit

You'll see these ideas again in the pages ahead. When the executive report flags a headline problem, a missing piece of schema, or a page that's too thin, it's pointing at one of the levers above. The one-page summary tells you which to pull first; the page walkthrough shows exactly how on three of your key pages; the pricing menu puts an hours estimate and a phase on each.

A fair reminder

These are current best practices in a fast-moving technology. They're chosen to put you in a materially stronger position to be found and recommended - not to guarantee traffic or sales. Results typically show over weeks, not days, and depend on how and when the work gets implemented.

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Platform: Progressive Web App (Vercel) · Shopify · Builder.io · NetSuite ERP

The headline

Wayline already has real, durable search visibility - over 148,000 Google impressions in six months and live citations from ChatGPT. The single biggest opportunity is that the services you most want to grow - national sign programs, installation, project management, architectural signage - are nearly absent from both Google and AI answers, while your easiest-to-win product pages dominate.

What's working — protect it

- Strong, steady Google visibility - 148,377 impressions over six months, sitting right at the top of page two on average.
- Live AI referral traffic - ChatGPT already cites your pages (notably /led-retrofit), a foundation to build on.
- A healthier technical foundation than most audits find - Organization markup site-wide and Product markup on product pages already in place.

Top fixes — in order

#	Fix	Why it matters
1	Make the strategic-service pages real and answer-shaped	The pages your best buyers search for - programs, installation, project management, architectural - are thin or barely linked. This is where growth comes from.
2	Fix the site-wide headline (H1) template	Every page’s top headline is your logo, “Wayline Custom Signs,” instead of the page’s topic. One template change touches every page Google and AI tools read.
3	Add the markup your competitors already have	Two verified competitors carry LocalBusiness markup and one publishes FAQ content; Wayline has neither. These are exactly what “near me” and AI answers read.
4	Turn high-position, low-click pages into AI-cited sources	Pages like /sign-permitting-guide rank well but the AI Overview answers first. Add Q&A; and FAQ markup so your facts feed the overview - don’t rebuild them.

How you compare

It's mixed in your favor more than against: two verified local competitors lead you on LocalBusiness markup (and one on FAQ content), but Wayline has product markup none of the four verified competitors have and a deeper, more capable site. Crucially, none of them own the national-programs / installation / multi-site rollout lane - the space you most want is uncontested by this set.

Where to start

Begin with the high-impact, low-effort quick wins. They are template-level, low-risk, and aimed straight at the gap: fix the headline template, add LocalBusiness markup, and add FAQ markup to your top pages.
From there, the highest-value move is building out the strategic-service pages your best buyers are already searching for.

A fair note: these are best practices in a fast-moving technology, meant to put you in a stronger position to be found and recommended - not a guarantee of growth. Results typically show in 4–12 weeks and depend on implementation timing, Google's crawl schedule, and competitors.

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Before you read the findings: this audit is a thorough outside investigation of how your website shows up to AI tools and search engines. The areas we flag almost always contain something real worth addressing - but on closer inspection an occasional flag turns out to be intentional by design, or a red herring. Nothing here guarantees growth; these are current best practices in a fast-shifting technology, chosen to put Wayline in a materially stronger position as customers increasingly start their search inside AI tools.

Summary

Where Wayline stands today: Wayline has real, durable search visibility. Your site already appears in Google more than 148,000 times over the last six months and shows up in answers from ChatGPT - we can see live AI traffic landing on your pages. The technical foundation is healthier than most audits of this kind uncover: you already have basic business markup across the site and product markup on product pages. The problem is not that Wayline is invisible. It is that the pages making customers easiest to win - channel letters, vehicle wraps, banners - are the ones showing up, while the services you most want to grow (national sign programs, installation, project management, surveys, architectural signage) are nearly absent from both Google and AI answers.

The biggest gap. When we searched the way a buyer would for your highest-value services - “national sign program management, brand rollout, installation” - Wayline did not appear anywhere on the first page, and an AI Overview answered the question before any company was clicked. The buyers you most want are asking the exact question your site is quietest about.

The most important first move. Make the strategic-service pages real, substantial, and answer-shaped - the kind of clear, factual content AI tools pull from - and add the small pieces of structured markup your verified local competitors already have and you do not.

Biggest win for the least work

Fix one site-wide template setting so every page’s headline describes that page (right now every page’s top headline is just your logo, “Wayline Custom Signs”). It is a single change that touches every page Google and AI tools read.

What the Data Shows

Figures come from Google Search Console (how often you appear and where you rank) and Google Analytics (visits and engagement), for the six months ending June 23, 2026.

A quick guide to the numbers:

- **Impressions:** how many times a page appeared in Google results.
- **Position:** roughly where you ranked on average. Position 1–10 is page one; 11–20 is the top of page two.
- **CTR (click-through rate):** the share of appearances that earned a click. A high position with a very low CTR usually means an AI Overview or featured box answered the question first.

- **Engaged sessions:** visits where someone actually read or interacted, not just bounced. We use this to prioritize, never as a promise of leads.

Your overall search footprint

Metric (last 6 months)	Value	What it means
Total impressions in Google	148,377 (US)	Strong, steady visibility - a real asset to build on
Average position	12.04	Sitting right at the top of page two - close to page one
Overall CTR	~1.0%	Low - partly AI Overview interception, partly headline/markup gaps
Live AI referral traffic	ChatGPT → several pages	AI tools already cite Wayline - a foundation to expand, treat as a floor

Pages almost on page one

These pages already rank in the 6–20 range with real impressions. They need content and markup work - not rebuilding - to push onto page one. We have ordered them to reflect your stated business priorities, not just raw traffic.

Page	Impressions	Position	Engaged?	Priority note
/national-sign-programs	1,290	12.6	Yes	Growth priority - elevate first
/project-management	1,150	14.8	Low	Growth priority - thin, needs depth
/installation-services	910	19.2	Yes	Growth priority - weakly linked
/channel-letters	17,890	13.8	Yes	High volume - basic upkeep only (see note)
/vehicle-wraps	7,120	12.5	Yes	High volume - basic upkeep only
/banners	3,410	11.9	Yes	Supports lead capture

A note on channel letters and wraps. These product pages carry your largest impression counts, and it is tempting to pour effort into them. Per your direction (you asked us not to chase low-margin, price-driven one-off sign orders), we are giving them basic upkeep only and steering attention to the higher-value program and service pages instead. The traffic is nice; it is not the business you want more of.

Pages already working — protect these

Two pages are pulling real engaged traffic and should be protected: get additions only, never rebuilt or re-URLed.

Page	Why it matters	Direction
Homepage	97,516 impressions, your single biggest entry point	Protect & enhance - fix headline + add markup, no structural change
/led-retrofit	Engaged visits + live ChatGPT referrals	Protect & enhance - the AI-citation model to copy elsewhere

A page that looks weak but isn't

Your /sign-permitting-guide page ranks about position 6 on more than 10,800 impressions, but earns almost no clicks (0.19%). We checked the live Google result: an AI Overview, a featured snippet, and a “People also ask” box are all answering that question before anyone scrolls to you. **This page is showing up well - the overview is capturing the click.** The move is to get your facts into that overview (clear question-and-answer content and FAQ markup), not to rebuild a page that is already doing its job.

How You Compare to Competitors

We verified your named competitors firsthand in a live browser, on their interior pages - not just homepages. Of the five you listed, four had moved or changed addresses; you supplied corrected URLs and we re-checked. Here is the honest, signal-by-signal picture. It is mixed in your favor more than against.

Competitor	Business markup	Page headlines	Versus Wayline
Kingfisher Signs	WebSite + Organization + LocalBusiness + FAQ	Clean, topic-specific	**Ahead of Wayline**
Cobalt Sign Co.	WebSite + LocalBusiness	Clean, topic-specific	**Ahead on local markup**
Silverleaf Graphics	WebSite only	None	Behind Wayline
Trellis Marketing	None	None	Behind Wayline
Nauvic	Could not verify (redirects to a lander)	—	Not assessable

What this means in plain terms

- **Where two competitors lead you:** Kingfisher Signs and Cobalt Sign Co. both carry “LocalBusiness” markup - a small block of code that tells Google and AI tools your address, hours, and service area. Wayline does not have it. For “near me” and local AI answers, that is a real, closeable gap. Kingfisher also publishes FAQ content. These are the specific things to match.
- **Where you already lead:** Wayline has product markup that none of the four verified competitors have, plus a far deeper, more capable site. Two of them have weaker fundamentals than you across the board.
- **The open lane:** None of the verified local competitors position themselves around national sign programs, multi-site rollouts, or installation networks. The space you most want to own is uncontested by this set - your real competition there is national players and the AI Overview itself.

How AI Will Actually Use Your Content

AI tools like ChatGPT and Google’s AI Overviews answer questions by pulling clearly written facts, FAQ content, and structured markup from websites. We cannot guarantee what any AI tool will say. What we can do is make Wayline the easiest, clearest source to quote. Here is the mechanical picture for the services you want to grow.

When a buyer asks AI…	AI looks for…	On your site now	After the fixes
“Who manages national sign programs with installation?”	Clear service pages, program facts, FAQ, business markup	Thin /national-sign-programs + /installation-services pages; no FAQ or service markup	Substantial pages with facts AI can quote; you could be referenced
“Custom sign company near me in Arkansas”	LocalBusiness markup, address, service area	No LocalBusiness markup	Markup added - more likely to surface in local AI answers
“Can one vendor handle surveys, permits, fabrication, and installation across states?”	Plain answers to that exact question	Capability exists but is barely described	A page that answers it out loud - quotable by AI
“What is a channel letter / an LED retrofit?”	A crisp factual answer	Good content, but no FAQ markup	FAQ markup - a better chance of feeding the AI Overview

The pattern: AI rewards pages that answer a specific question in plain, factual language and label that content with markup. Your product and education pages already do a version of this (which is why ChatGPT cites your LED-retrofit page). The job is to extend that to the services that make Wayline money.

Top 5 Priority Issues

1. Make the strategic-service pages real

Why it matters: The services you most want to grow - national sign programs, installation, project management, surveys, architectural signage - are thin or barely linked. /architectural-signage and /survey-services are under 270 words and buried. When we searched your top growth term in a live browser, Wayline did not appear on page one at all.

Cost of inaction: Buyers researching exactly the work you want more of cannot find you, and AI has almost nothing to quote.

What fixing it should do: Build these into substantial, fact-rich pages with FAQ content. This is where growth comes from. Fix this first.

2. Fix the site-wide headline template

Why it matters: Every page’s top headline (its H1) is your logo, “Wayline Custom Signs,” instead of the page’s actual topic. On some pages the template also marks a dozen section titles as top-level headlines, which flattens the structure search engines rely on.

Cost of inaction: Google and AI tools read the top headline to understand what a page is about. Right now every page says the same thing - nothing about its topic.

What fixing it should do: One template change: make each page’s headline its own title (one per page), and demote section headings. Touches every page at once.

3. Add the markup your competitors already have

Why it matters: Two verified competitors carry LocalBusiness markup (address, hours, service area) and one publishes FAQ content. Wayline has neither. You do already have business and product markup - this is filling specific gaps, not starting over.

Cost of inaction: These small code blocks are exactly what AI tools and “near me” searches read. Competitors are easier to surface than you in those moments.

What fixing it should do: Add LocalBusiness markup site-wide and FAQ markup on service and product pages.

4. Turn the high-position, low-click pages into AI-cited sources

Why it matters: Pages like /sign-permitting-guide rank well but the AI Overview answers before the click. This is a sign of strength, not weakness - they are good content the overview is intercepting.

Cost of inaction: These pages already have the authority to be cited; they just are not structured for it.

What fixing it should do: Add clear question-and-answer sections and FAQ markup so your facts feed the overview. Do not rebuild them.

5. Strengthen the path from visit to conversation

Why it matters: Your stated #1 goal is to get buyers to start a project or start a conversation. Your most-linked lead page (/request-a-quote) is only 170 words, and phone calls are not yet tracked even though you now have VOIP.

Cost of inaction: Traffic that never reaches a conversation is just numbers - and you cannot see which efforts drive calls.

What fixing it should do: Make the contact path obvious on every service page, and set up phone-click tracking (a free setup task) to start seeing call activity.

Beyond Rankings — Turning Visitors into Leads

You told us the #1 action you want is for a visitor to start a project or start a conversation with your team - not primarily a phone call. So the priority is a clear, low-friction path to that conversation on every page that earns traffic.

- **Make the “start a conversation” action visible above the fold** on every service page - especially /national-sign-programs, /installation-services, /project-management - not only on the contact page.
- **Strengthen the quote path.** /request-a-quote is your most-linked lead page (over 2,000 internal links point to it) but is only 170 words. Give it enough context to set expectations and reduce drop-off.
- **Add a tappable phone number** on mobile for buyers who do prefer to call - currently there is no tap-to-call link in the page markup.

On tracking your phone calls - two different things. You mentioned you now have VOIP and could track calls. Worth being precise: phone-click tracking (free to set up) records taps on a tap-to-call link in a browser - it is a setup task we recommend, and it will undercount any call dialed from a desk phone. Full call recording with source and duration is a separate paid service we can add later. Neither is running today; we are recommending the free setup as a starting point, not reporting calls we already track.

Additional Findings

- **Migration is clean.** Your move from waylinecustomsigns.com (WordPress) to waylinesigns.com two years ago left very few loose ends - only a handful of broken links, mostly on subdomains. No mass of dead pages, which is unusual and good.
- **Schema crawl tools under-report your site.** Standard crawlers reported “no markup anywhere.” When we checked the live, fully-loaded pages, your Organization and Product markup were present - they load via JavaScript. Worth knowing so a future audit from another vendor doesn’t alarm you with a false finding.
- **/projects vs /client-portal.** A 13-word /projects stub exists alongside your substantial 2,940-word /client-portal page (the tool you want promoted). Worth confirming the stub isn’t competing with the real page.
- **Generic placeholder headings.** Several service pages share filler section headings (“The best products are” appears on both /installation-services and /project-management). Replacing these with specific, benefit-led copy helps both buyers and AI.

How We’ll Measure Success — 90-Day Baseline

These are the numbers to watch. We are deliberately using search and engagement metrics, not lead or conversion counts - those depend on tracking that is not yet in place, and we will not present numbers as guarantees.

Metric	Baseline today	What we're watching for	Where to check
Strategic-service page positions	/national-sign-programs 12.6, /project-management 14.8, /installation-services 19.2	Movement toward page one (sub-10)	Search Console → Pages
Impressions on service pages	Low hundreds to ~1,300	Rising impressions as content deepens	Search Console → Pages
AI referral sessions	ChatGPT to a few pages	More AI tools, more pages cited	GA4 → Traffic acquisition
Homepage CTR	0.81% at position 11.9	Improvement as headline + markup land	Search Console → Pages
Engaged sessions on service pages	Modest	Rising engaged sessions	GA4 → Landing pages

Caveat: results depend on how quickly changes are implemented, Google’s crawl schedule, and competitive activity. Meaningful movement typically takes 4–12 weeks to appear, and AI-visibility outcomes are improvements in likelihood, never certainties.

Where to Start — Biggest Wins for the Least Work

This grid maps every recommendation by how much work it takes against how much it moves the needle. Start in the top-left.

	Low effort	Higher effort
High impact	• Fix the site-wide headline template • Add LocalBusiness markup • Add FAQ markup to top pages	• Build out strategic-service pages (programs, installation, project management, architectural) • Add FAQ content answering buyer questions
Lower impact	• Tappable phone number • Replace placeholder section headings • Resolve /projects vs /client-portal	• Phone-click tracking setup • Deepen the quote-form page

Next Steps — Three Ways Forward

- **Option A — Wayline's team implements.** We hand you the Technical Playbook and your developer works through it. Best if you have in-house capacity and want to control the pace.
- **Option B — Flex360 implements the priorities.** We execute the high-impact items - the headline fix, markup, and the strategic-service page build-out - and your team handles the rest. Scoped in the Pricing Menu.
- **Option C — Phased partnership.** We start with Phase 1 quick wins, measure for 60–90 days against the baseline above, then decide Phase 2 together. Best if you want proof before committing further.

Whichever you choose, begin with the headline template fix and the strategic-service pages. Those two moves do the most to make Wayline show up where your best buyers are already asking.

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A hands-on look at three important pages, each with a current score and how to optimize it for both search engines and AI tools. The score reflects the page as it stands today - the recommendations are how it climbs. These are worked examples: the same method applies to nearly any priority page on your site.

Score note: the number shown is a Surfer content score (0–100) measured against the target term named for each page - not a general page-quality grade. Bands: 80–100 strong (green) · 50–79 needs work (amber) · below 50 priority fix (red). All three pages below fall in the red band against their target terms - a gap to close, not a verdict on the page.

Page 1: Sign Project Management

waylinesigns.com/project-management

18 /100
SURFER CONTENT SCORE

Scored against “sign project management.” An 18 is significant room to close relative to the pages currently ranking for that term - the page’s content leans generic rather than reflecting what sets Wayline’s project management apart.

What's working

- Real process content already present - site survey, permitting, and fabrication milestones, plus a description of Wayline’s in-house quality control. A solid foundation to build on.
- A three-question FAQ already sits on the page (timelines, permits, working with landlords).

What's holding it back

- Only Organization schema site-wide - no FAQPage or Service schema, so none of the page’s Q&A; is structured for search engines or AI tools to read directly.
- The existing FAQ questions are about sign projects generally, not what differentiates Wayline’s management (multi-jurisdiction permitting, multi-site coordination, single point of contact).
- 16 separate H1-level tags, starting with the site logo (“Wayline Custom Signs”) - no single, unique H1 naming this as a project-management service page.

How to optimize it

Move	For SEO	For AI visibility
Add PM-specific FAQ questions a real customer would ask (multi-city permits, variance requests, landlord approvals)	Targets the exact terms buyers search for this service	Gives AI tools relevant, specific material to quote on permitting and multi-site coordination
Add named facts as plain readable text - years in business, facility size, in-house team, install network coverage	Substantial, factual content is more rankable	Plain factual text is what AI answers pull from
Set a single, unique H1 naming the service, and add FAQPage + Service schema; internal-link to National Sign Programs and Installation	Correct heading structure and schema strengthen search signals	Structured labels let AI tools read the page’s answers directly

Sample FAQ — Do you manage sign permits across multiple cities?
Yes. Wayline handles permit research, applications, and variance requests in every jurisdiction a rollout touches - from initial code review through final inspection - so your team has one point of contact instead of a different process in every city.
Sample readable fact
Wayline has managed signage projects for banking, healthcare, and quick-service restaurant brands across 14 states, backed by more than 32 years of in-house survey, permitting, and project-management experience.

Target after fixes

Adding PM-specific FAQ content, named facts, and a corrected heading structure could give this page a better chance of closing the gap on “sign project management,” and may give AI tools more relevant material for permitting or multi-site questions. No specific ranking or score is promised.

Page 2: National Sign Programs

waylinesigns.com/national-sign-programs

21 /100
SURFER CONTENT SCORE

Scored against “national sign program.” Program work sits at the center of Wayline’s highest growth priority and most profitable long-term-partner offerings, yet the page scores low against its target term despite already having strong, on-topic FAQ content.

What's working

- A genuinely well-developed program structure: Single-Site, Regional, and National program tiers in a feature comparison table.
- An on-topic FAQ already present - three questions (brand standards, getting started, refresh cycles for existing programs) with specific, credible written answers.

What's holding it back

- Only Organization schema; no FAQPage or Service schema, so the existing FAQ answers aren’t structured for AI tools to pull from directly.
- 17 H1-level tags - tied with Installation for the highest of the three. The site logo is the first H1, and the page’s actual title (“Rollouts made simple.”) appears only as the second H1 rather than the primary one.

How to optimize it

Move	For SEO	For AI visibility
Add tier-specific FAQ questions (Single-Site vs Regional vs National; multi-location refresh scheduling)	Deepens topical coverage for the target term	Gives AI tools quotable detail on program options
Add plain readable facts reinforcing the single-source, survey-to-installation positioning	Substantial factual content supports ranking	Clear facts are what AI answers lift

Move	For SEO	For AI visibility
Promote the real title to a single unique H1; add FAQPage + Service schema; internal-link to Installation and Project Management	Corrected structure and schema strengthen signals - close to a free win since answers are already written	Structured FAQ becomes directly readable by AI tools

Sample FAQ — What's the difference between a Single-Site, Regional, and National program?
A Single-Site program covers one location end-to-end, a Regional program coordinates a consistent brand standard across a market or state, and a National program adds features like multi-state permitting, phased rollout scheduling, and dedicated account support for larger organizations.

Sample readable fact
Wayline manages sign programs end-to-end - from site surveys and permitting through fabrication and nationwide installation - so your team has a single partner instead of coordinating multiple vendors.

Target after fixes

Marking up the FAQ content already on the page, adding a couple of tier-specific questions, and giving the page its own unique H1 could help close the gap on “national sign program,” and may improve the odds of this page’s answers surfacing when AI tools respond to questions about sign program options.

Page 3: Installation Services

waylinesigns.com/installation-services

11 /100
SURFER CONTENT SCORE

Scored against “sign installation services.” Installation scored the lowest of the three pages and is explicitly named as an underrepresented, growth-focus service - the widest gap-to-target, and the biggest opportunity of the three.

What's working

- A genuinely useful FAQ is present - four specific answers covering crane and bucket-truck capability, licensed crews, service-call turnaround, and warranty coverage.
- The core service facts exist (crew certifications, turn times, emergency service) - good raw material to build on.

What's holding it back

- The thinnest page of the three - a handful of short feature blocks rather than a fully built-out service page.
- Only Organization schema; no FAQPage or Service schema, so the good FAQ content isn’t marked up.
- Tied with National Sign Programs for the heaviest heading problem of the three, at 17 H1-level tags, starting with the site logo, with repeated generic template text (“Start with / Retail-quality signage…”) also marked up as H1s.

How to optimize it

Move	For SEO	For AI visibility
Add FAQ questions specific to the service's real differentiators (multi-state install network; installation for program clients vs one-time orders)	Targets buyer-intent terms the page currently misses	Answer-shaped content is what AI tools quote
Expand the thin feature blocks into real explanations, and add named facts (fleet size, crew certifications, coverage area)	Substantial content is needed to close the widest gap of the three	Named facts give AI tools concrete material to reference
Fix the heading structure (tied with National Sign Programs for the highest H1 count); add FAQPage + Service schema; internal-link to National Sign Programs and service content	Correct structure and schema strengthen search signals	Structured labels make the page's answers machine-readable

Sample FAQ — Do you handle installation as well as fabrication?
Yes. Our licensed crews install everything we build - and service what others built - with crane and bucket-truck capability in-house, so you don't need a separate installation vendor or a patchwork of local subcontractors.
Sample readable fact
Every sign fabricated in Wayline's 36,000 sq. ft. UL-listed facility is installed and serviced by licensed crews, giving your team accurate scheduling and a single warranty covering both the sign and the install.

Target after fixes

Building out the thin sections, marking up the existing FAQ, and fixing the heading structure could meaningfully narrow the largest gap of the three pages, and may improve this page's chances of being referenced when AI tools answer questions about sign installation or multi-site service.

Closing

These three pages show the same method we'd apply across every priority page the audit identified: read the page as it actually renders, name the specific facts and questions it's missing, mark up what's already there so search engines and AI tools can use it, and fix the structural issues (like heading tags) getting in the way. None of this guarantees a specific ranking or traffic outcome - results depend on implementation timing, competitive activity, and how search engines and AI tools continue to evolve - but it gives Wayline's most important growth pages a materially stronger foundation to compete from.

Note on scope: this deliverable names what to add and drafts one example of each type per page. Drafting the full set of named content - the remaining FAQ answers, facts, and schema - is a separate scoped line item.

Wayline Signs • waylinesigns.com

Prepared by Flex360 Digital • June 2026

Platform: Progressive Web App (Vercel) · Shopify · Builder.io · NetSuite ERP

All work is billed at an hourly rate, and the hour estimates below reflect research, implementation, and in-browser verification time. The work is grouped into three phases so you can see the strategic arc - but you choose any combination: do it yourself, have Flex360 do it, or skip it. Estimates assume Flex360 writes the content; if Wayline supplies program and service knowledge, content-heavy items drop roughly 30–40%.

Priority reflects your stated business goals - national sign programs, installation, project management, surveys, and architectural signage come first, even though product pages carry more current traffic. Per your direction, low-margin price-driven product pages are not listed as promotion items; they receive only basic upkeep folded into Phase 1.

The three phases at a glance

Phase	Focus	Est. hours
Phase 1	Quick wins - headline template, markup, tracking setup	16–23
Phase 2	Market expansion - strategic-service pages	16–26
Phase 3	Authority + AI visibility - hub, FAQ, industry content	16–24
Grand total	**Full program (any subset can be chosen)**	**48–73**

Phase 1 — Quick Wins

High-impact, low-effort items. The headline fix alone touches every page Google and AI tools read.

Item	Who	Est. hours	Rationale
Site-wide H1 headline template fix	Developer	4–6	Every page's H1 is currently the logo; one template change fixes all
Add LocalBusiness markup site-wide	Developer	3–4	Closes the markup gap two verified competitors have and Wayline lacks
Add FAQ markup to top 5 existing pages	Developer	4–6	Feeds AI Overviews on pages like /sign-permitting-guide (pos 6, intercepted)
Phone-click tracking setup (GA4)	Intermediate	2–3	No call visibility today; free to run, reveals click activity
Basic upkeep: placeholder headings, tap-to-call, /projects stub	Intermediate	3–4	Cleanup across product/service pages and lead path
Subtotal		**16–23**	

Range narrows once developer access to the template is confirmed.

Phase 2 — Market Expansion (Strategic-Service Pages)

The center of the engagement: make the pages your best buyers search for substantial and answer-shaped. Item descriptions carry the data rationale. Order is data-driven.

Page	Who	Est. hours	Data-driven rationale
/national-sign-programs	Flex360	3–4	Growth priority #1; 1,290 impr, pos 12.6 - close to page one
/installation-services	Flex360	3–5	Growth priority; pos 19.2, generic heading, thin
/project-management	Flex360	3–5	Growth priority; 1,150 impr, pos 14.8, needs depth + facts
/architectural-signage	Flex360	3–5	Most-profitable lane; 262 words, only 7 inlinks - rebuild content
/survey-services	Flex360	2–4	158 words; expand or merge into programs hub
Internal linking pass to all above	Intermediate	2–3	Lift strategic pages to 25+ inlinks, depth ≤2
Subtotal		**16–26**	

With Wayline supplying program/service detail, roughly 30–40% fewer hours.

Phase 3 — Authority + AI Visibility

Schema rollout, hub and FAQ content, and industry landing pages across the remaining priority pages.

Item	Who	Est. hours	Rationale
Sign-programs / rollout hub page	Flex360	4–6	Owns the uncontested lane; consolidates the buyer journey
FAQ content across service pages	Flex360	4–6	The 6 intake buyer-questions, in quotable plain text + markup
Service + Breadcrumb markup	Developer	2–3	Completes the structured-data set for AI/search
Industry landing content (2–3 verticals)	Flex360	4–6	Banking/healthcare/QSR/education program demand
Promote /client-portal as one-stop-shop proof	Intermediate	2–3	2,940-word portal page, currently under-surfaced (Q15)
Subtotal		**16–24**	

Total Hours

Phase	Est. hours
Phase 1 — Quick wins	16–23
Phase 2 — Market expansion	16–26

Phase	Est. hours
Phase 3 — Authority + AI visibility	16–24
Total program	**48–73**

Notes

- Protect-and-enhance pages (homepage, /led-retrofit, /our-team) are scoped as additions only - never rebuilds.
- Product pages (channel letters, vehicle wraps, LED retrofit) are not listed as promotion line items, per your direction to deprioritize low-margin price-driven orders. They receive only the Phase 1 basic-upkeep pass - kept tidy and correct, with no growth push.
- Developer items require your development team or ours with stack access; they are marked Developer and never billed as DIY.
- If Wayline supplies program, service, and local knowledge, content-heavy items in Phases 2–3 typically drop 30–40%.

Estimates reflect research, implementation, and verification time, billed at our standard hourly rate. Standard turnaround is five business days per phase once access and inputs are provided. Valid 30 days from audit date.