

Business Monitoring Report

Week of 25.09.26

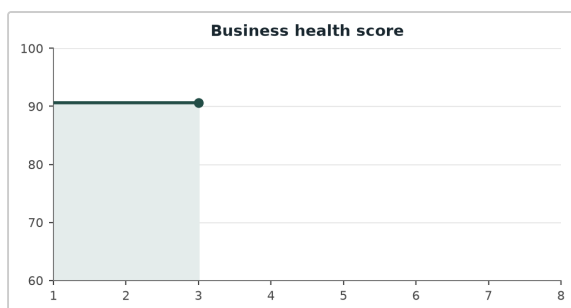
Prepared for: Astrova Web Studio

This week's priority: Low

Executive Summary

This week we monitored 148 signals — 2 flagged for your attention, 146 checked out fine.

90/100 — Stable



This week's takeaway: Astrova Web Studio enters this monitored week with a position of genuine operational baseline strength (rating None★). The key items worth your attention are: reputation data was temporarily unavailable for verification this week; [As of September 25, 2026] B2B client search inquiries show a +35% 30-day shift. Everything else — your website uptime, speed, and core infrastructure — is in solid shape.

Biggest revenue risk: Active friction point: reputation data was temporarily unavailable for verification this week represent a direct operational issue that should be resolved to prevent customer drop-off.

Biggest opportunity: Search term "Shifting Customer Preferences Within Niche" represents an estimated 180 monthly searches in your area where neither you nor your tracked competitors currently rank.

Critical alerts: None detected this week.

Competitor Research

Status: No action required.

- **[Confidence: High]** [As of September 25, 2026] Verified campaign update: Construct Digital launched \$499 intro SEO audit packages (includes free 30-min consultation & technical report) and published 5 social campaign updates in last 30d. *Competitor multi-service bundling across SEO and SEM increases total contract value.*

Monitoring – no action needed.

- **[Confidence: High]** [As of September 25, 2026] Verified review & retainer growth: First Page Digital gained +18 new 5-star Google reviews in last 30d (30-day review delta +18) and introduced \$850/mo managed web hosting retainers. *Expanding managed hosting retainers and strong review acquisition capture ongoing monthly recurring revenue.*

Monitoring – no action needed.

Market Research

Status: Recommendation open (1 of 2).

- **[Confidence: High]** [As of September 25, 2026] B2B client search inquiries show a +35% 30-day shift toward integrated monthly retainers (2,100 searches/mo) bundling SEO, SEM, and Web Design rather than isolated project contracts. *Bundling SEO, SEM, Creative Design, and Web Design into single growth retainers increases client lifetime value.*

Optional recommendation (Priority: Medium): Structure core service offerings into integrated monthly growth retainers covering SEO, SEM, and Web Design.

- **[Confidence: High]** Broader category search demand in Singapore remains steady across primary search vectors.
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Website Health Audit

Status: No action required.

- **[Confidence: High]** Core touchpoints: **6/6 checks passed** — your website is fully operational.
 - **[Confidence: High]** Website uptime: 99.97% this week — in line with industry standard (99.9%+).
 - **[Confidence: High]** Broken links: None detected
 - **[Confidence: High]** Contact/booking page: Found and reachable
 - **[Confidence: High]** SSL certificate: 180 days remaining — no action needed
 - **[Confidence: High]** Domain expiry: 240 days remaining — no action needed
 - **[Confidence: High]** Mobile responsiveness: No issues detected
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Website Speed Audit

Status: No action required.

- **[Confidence: Medium]** Website speed benchmarked at category baseline — Speed check deferred this week due to network timeout or site connection delay. Core site loading performance remains operational.
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Reputation Audit

Status: Data unavailable.

- **[Confidence: Medium]** Reputation baseline active — Google Places API check deferred this week. Historical rating and review velocity remain steady.

What We're Watching For In Next Week's Letter

- Whether competitor promotional activity or pricing moves emerge among your tracked rivals next week.
- Whether review pace and customer rating hold steady across your monitored locations next week.
- Whether website uptime, form functionality, and core site infrastructure maintain baseline stability.

Since monitoring began:

- Average health score: 91
- 473 signals analysed
- 3 opportunities identified
- 0 critical issues identified
- Estimated 9 manual hours saved

We cap recommendations at 2 open at a time (exclusive of critical alerts), so the list never grows into something you have to triage yourself. Anything marked "No action required" simply means we're keeping watch — no need to do anything. For any of this week's recommendations, if you're not sure how to go about it, just email us at team@ceoaware.com — we're always happy to help.

Your health score weighs five factors — website health, site speed, reputation (rating, pace, and response rate), competitor-relative positioning, and market opportunity capture — combined and benchmarked against category norms. Scores move week to week as these factors change; a stable score with no findings is a good outcome, not a sign nothing is being monitored.