

PREPARED FOR



staywithlumina.com

Website Audit & Growth Plan

PREPARED BY

Cavmir

DATE

August 2026

AUDIT SCOPE

Full site, 43 URLs

REFERENCE

Quote #1352

EXECUTIVE SUMMARY

Your inventory is invisible.

We audited all 43 published URLs on staywithlumina.com, your live property feed, your sitemap, robots.txt, page structure and search visibility. This is what we found.

The site looks the part. The photography is strong, the brand is coherent, and the guest experience reads as genuinely premium. The problem is not how the site looks — it is that **Google cannot see most of it**, and the parts it can see are not asking to be found.

0 PROPERTY PAGES GOOGLE CAN REACH	34 BLOG POSTS WITH NO LINK TO THEM	95^k WORDS WRITTEN, THEN STRANDED	21 DEFECTS FOUND IN THIS AUDIT
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Three findings account for most of the lost ground. **First**, not one of your properties has a web address. The cards on your search page are drawn by JavaScript and contain no links, so Google has never seen a single home you market. **Second**, your blog — thirty-four articles, roughly ninety-five thousand words, already written and already well targeted — is not linked from anywhere on your website. **Third**, your homepage title tag and description both read **Stay With Lumina**, which tells a search engine nothing about what you do or where you do it.

None of these are design problems and none require rewriting your brand. They are structural, they are fixable, and the content to fix two of them is already paid for and sitting on your server.

THE STRATEGIC READ

You do not have a guest problem. You have an owner problem.

Lumina currently pays **\$1,000 per referred owner, plus 5% of management fees for twenty-four months, uncapped**. That is the pricing of a company whose constraint is supply, not demand — and it is a channel you rent rather than own.

Guest-side search is the wrong battle at your size: you would be bidding against Airbnb, Vrbo and AvantStay for head terms with a portfolio in the single digits. Owner-side search is the winnable one. Terms like *vacation rental management Manhattan Beach* carry modest volume and almost no credible competition — and by your own published figures a single qualifying home is worth over \$500,000 in annual revenue. One signed owner returns this entire engagement many times over.

Everything in the plan that follows is pointed at that outcome.

CRITICAL FINDINGS

The portfolio has no front door.

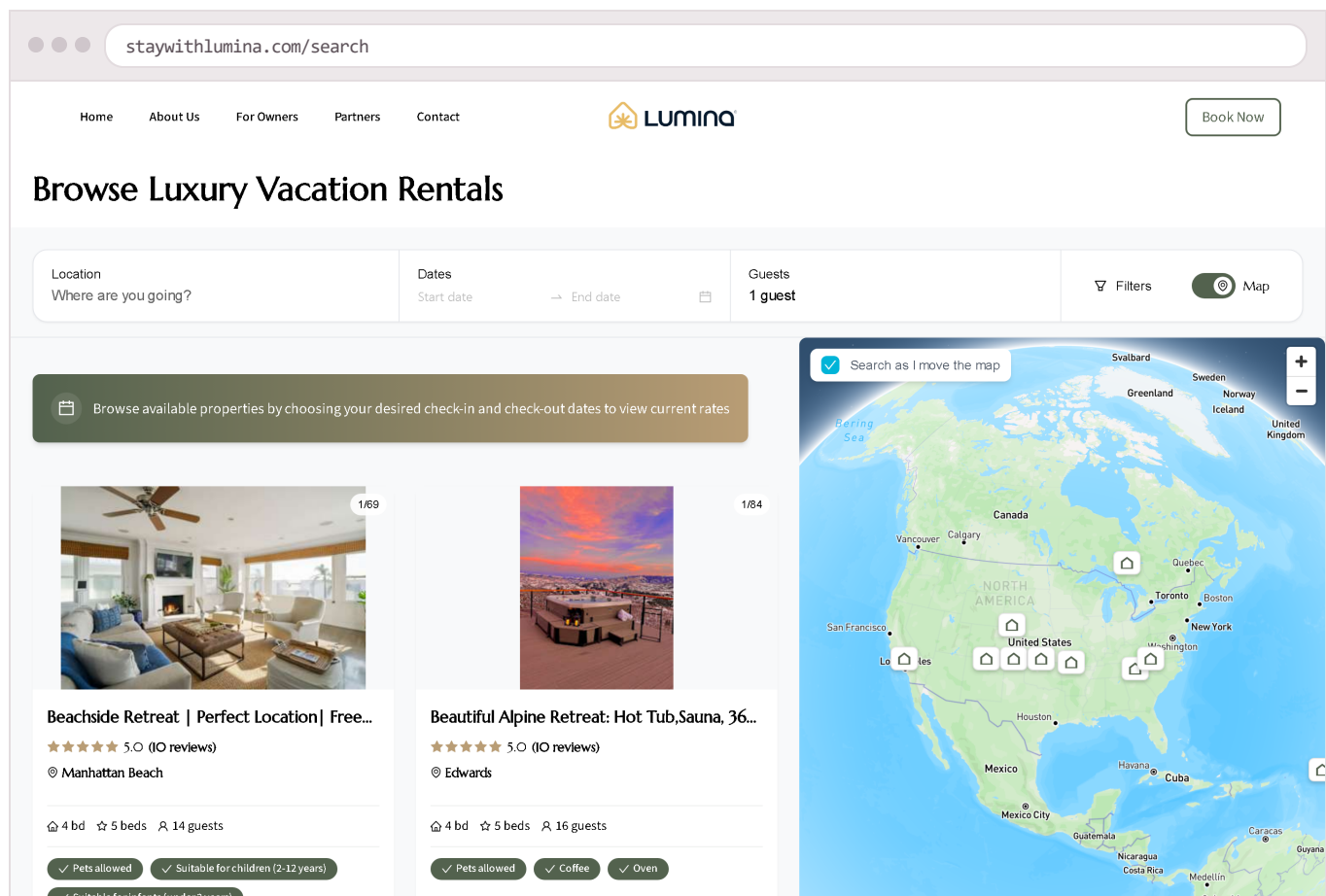
CRITICAL 01 No property has a web address

Your search page renders each listing as a `<div>` with a click handler rather than a link. We tested nine standard URL patterns — `/property/`, `/listing/`, `/stay/` and others — and every one returned a 404. No listing URL appears in your sitemap either.

The consequence: a guest searching for a five-bedroom oceanfront home in Manhattan Beach cannot find yours, because as far as Google is concerned it does not exist. Your product is the one thing on the site with no page of its own.

HOW WE FIX IT

Build a real, indexable page for every active listing, generated directly from your Guesty feed with full descriptions, amenity and LodgingBusiness schema, neighbourhood context and full-resolution photography. Pages rebuild automatically whenever Guesty changes. (*Plan item 03*)



Ten properties displayed. **Zero of them are links.** Every card is a JavaScript click target, invisible to search engines and impossible to share directly.

CRITICAL FINDINGS

Written, paid for, unreachable.

CRITICAL 02 Thirty-four articles nobody can reach

Your blog contains 34 long-form posts averaging roughly 2,800 words — approximately **95,000 words of well-targeted content**. We checked every top-level page on the site. Not one links to `/blog`. The footer displays the word "Blog" but it is plain text, not a link.

The consequence: that library is reachable only by typing the address directly. It passes no authority to your commercial pages and earns almost nothing back. It is the single largest piece of value already paid for and not switched on.

HOW WE FIX IT

Wire the blog into the navigation and footer, then build an internal-linking architecture that connects every article to the market page and service page it supports — and keeps all 295 pages within two clicks of the homepage. (*Plan items 14 & 16*)

CRITICAL 03 Your homepage title tag is your brand name, twice

The title tag and meta description are the headline and summary Google prints in its results. On your homepage, both are the same three words:

```
<title>Stay With Lumina</title>
<meta name="description" content="Stay With Lumina">
```

The same is true of `/search` and `/destinations`. Your blog posts have proper titles — the pages that make money do not.

HOW WE FIX IT

Write targeted title tags and descriptions for every page, add canonical tags sitewide (currently present only on `/blog`), and rebuild the schema graph. (*Plan item 14*)

FINDINGS

How you appear elsewhere.

HIGH 04 Shared links render blank — including your referral links

The site has no Open Graph tags on the homepage, `/owner`, `/about`, `/airbnb`, `/management` or `/contact`. When anyone shares one of those links by text, WhatsApp, LinkedIn or email, it appears with no image, no title and no description.

The consequence: your Partner Network pays \$1,000 per referred owner and asks partners to share your link. That link currently arrives looking like this:



HOW WE FIX IT

Add full Open Graph and Twitter Card markup sitewide, with per-page images drawn from your property photography, so every shared link arrives as a branded card. *(Plan item 14)*

HIGH 05 A competitor's name sits in your search result

The browser tab and Google result for your privacy policy currently read:

Privacy Polices | AvantStay

AvantStay is a direct competitor. The page body is your own — the title is a leftover from the template the page was built from, and "Policies" is misspelled. **Separately, the policy itself has no CCPA/CPRA section, no "Do Not Sell or Share My Personal Information" notice, no cookie policy and no data-retention terms** — while you operate in Manhattan Beach and Laguna Beach and collect names, emails, phone numbers and payment details.

HOW WE FIX IT

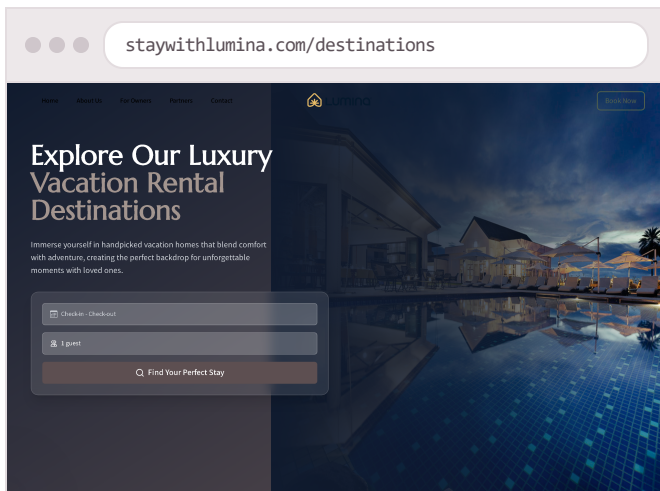
Correct the title tag as part of the technical foundation, and issue a compliant California-ready privacy policy, cookie policy and consent banner. *(Plan item 14, plus Compliance Kit)*

FINDINGS

Dead ends and duplicates.

HIGH 06 Your own navigation links to three pages that do not exist

The Destinations page offers *Large Groups*, *Pet Friendly* and *Hot Tub*. All three return 404 — and the 404 page is an unbranded system default with no logo, no navigation and no route back to the site.



The Destinations page, offering three filters.



Where the guest lands. No branding, no nav, no way back.

HIGH 07 Three pages competing for the same search

[/owner](#), [/management](#) and [/airbnb](#) all target vacation rental management. Google is forced to choose between them and generally rewards none. Your navigation links to [/owner](#); your sitemap lists [/management](#) instead — so the page you promote is not the one you told Google about.

HOW WE FIX IT

Consolidate into one authoritative owner hub with supporting pages for fees, onboarding, FAQ and revenue projection, and redirect the rest. (*Plan item 13*)

HIGH 08 The sitemap is out of date

Your sitemap omits [/partners](#) — the \$1,000 referral page and your primary growth lever — along with [/owner](#), [/terms](#), [/privacyPolicy](#) and every property.

MEDIUM 09 Three phone numbers, one hidden address

The site publishes [\(602\) 905-4646](#), [602-905-7540](#) and [602-649-2057](#), and the only physical address appears on the privacy page. Inconsistent business details directly suppress local search rankings and Google Business Profile trust.

HOW WE FIX IT

Standardise business details sitewide, set up and verify Google Business Profile, and build the entity graph. (*Plan item 15*)

FINDINGS

Speed and proof.

HIGH 10 The site is assembled in the visitor's browser

staywithlumina.com runs as a client-rendered application served from a single US-East region. Before the first property card appears, the visitor downloads **21 JavaScript files totalling roughly 456KB**, and the page takes about **2.4 seconds** to finish loading. Every visitor in California and Colorado — your two core markets — is served from Virginia.

This is also the root cause of Finding 01: because listings are drawn by JavaScript rather than delivered as HTML, they have no addresses to index.

HOW WE FIX IT

Migrate to Cavmir's Cloudflare infrastructure as pre-rendered static HTML served from 300+ global edge locations, so pages arrive complete. **Included at no charge.** (*Plan item 01*)

MEDIUM 11 Every listing shows the same review score

All ten property cards display an identical **5.0 (10 reviews)**. Your review totals also contradict each other — the owner page claims 630+ five-star reviews, the partners page claims 611+. Prospective owners read these numbers closely, and inconsistency reads as carelessness.

MEDIUM 12 Photography is served at thumbnail resolution

Listing images on the search page are requested at 240 pixels tall and displayed considerably larger. On a premium portfolio, soft images undercut the single strongest asset you have.

FINDINGS

Presence and legibility.

MEDIUM 13 Five other companies own your name in search

Searches for your brand surface Lumina Stays, Lumina Property Group, Lumina Resort, Lumina on 19th and the Lumina Foundation before they surface you. Your own Instagram and LinkedIn profiles do not appear at all. With effectively no inbound links, there is nothing telling Google which Lumina you are.

HOW WE FIX IT

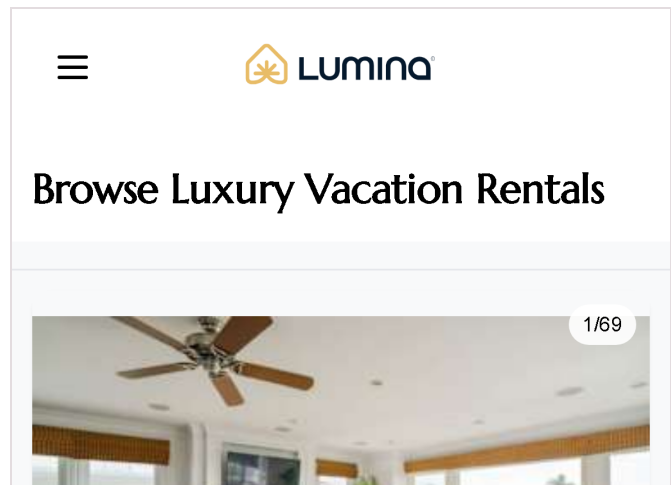
Entity disambiguation: structured sameAs graph, verified profiles, consistent citations and an authority-building content base that establishes Lumina Luxury Rentals as a distinct entity. (*Plan item 15*)

MEDIUM 14 Headline type is too light to hold a photograph

The homepage headline is set at 300 weight over a bright image, and the navigation sits white-on-light across the hero. Both wash out — particularly on mobile and in daylight.



Homepage, iPhone viewport. Navigation and wordmark wash out against the hero image.



Search, iPhone viewport.

COMPLETE ISSUE REGISTER

Everything we found.

Each finding mapped to the plan item that resolves it. Severity reflects revenue impact, not effort.

SEVERITY	FINDING	BUSINESS IMPACT	FIX
● Critical	No crawlable property pages	Entire portfolio invisible in search	03
● Critical	Blog orphaned — 34 posts, 0 links	~95,000 words earning nothing	14-16
● Critical	Homepage title & description are "Stay With Lumina"	No keyword targeting on top page	14
● High	No Open Graph tags sitewide	Referral links share as blank	14
● High	Privacy title reads "Privacy Polices AvantStay"	Competitor named in your result	14
● High	No CCPA/CPRA terms, no cookie policy	California regulatory exposure	Kit
● High	Three 404s linked from Destinations	Guests hit unbranded dead ends	08
● High	Three competing owner pages	Keyword cannibalisation	13
● High	Sitemap omits /partners, /owner, all listings	Growth pages never submitted	16
● High	No canonical tags outside /blog	Duplicate- content risk	14
● High	Client- rendered app, single US region, 456KB JS	Slow for CA/CO; blocks indexing	01
● Medium	Three conflicting phone numbers	Suppresses local rankings	15
● Medium	Brand collision with five other "Lumina" firms	Brand searches leak to competitors	15
● Medium	Identical hardcoded "5.0 (10 reviews)"	Reads as fabricated proof	09
● Medium	Review count contradicts itself (630+ vs 611+)	Undermines owner trust	09
● Medium	Images served at 240px thumbnails	Soft photography on premium stock	03
● Medium	Unbranded default 404 page	Dead end, no recovery path	01
● Medium	Headline weight 300 over photography	Poor legibility, weak hierarchy	01
● Medium	Public API exposes internal PMS configuration	Commission & tax setup readable	01
● Medium	No meaningful inbound links	No authority to rank on	11-15
● Medium	Ten listings published, eight managed	Guests browse unavailable homes	03

THE PLAN

What we build.

Two hundred and ninety-five new pages, weighted to California and Colorado, built to rank for owner-acquisition search and to be cited by AI answer engines.

01 · Platform Migration

INCLUDED FREE

Move to Cavmir's Cloudflare infrastructure as fast static HTML across 300+ edge locations, with DNS cutover, SSL, redirects and zero-downtime launch — plus full backend access at cavmir.com so you can edit every page, post and image yourself. **Guesty remains the single source of truth:** all listings, photos, rates and availability port across automatically. Nothing about your booking workflow changes.

02	Luxury Market Pages 4,000+ words each · California 40 · Colorado 30 · National 30	100 pp
03	Property Pages One per active listing, generated from Guesty	10 pp
04	Blog Expansion Including "How to Hire a Vacation Rental Management Company"	30 pp
05	Earnings & ROI Pages "How much can my Manhattan Beach home earn?"	25 pp
06	Answer Pages Question-intent with FAQ schema, built for AI answer boxes	27 pp
07	Regulatory Pages STR ordinances, permits and tax rates by market	30 pp
08	Collection Pages Sized to real inventory — repairs the three live 404s	8 pp
09	Authority & Proof 8 owner case studies · 12 glossary entries	20 pp

THE PLAN · CONTINUED

Authority, AI and indexing.

The second half of the build establishes Lumina as an authority in its markets, positions the site to be quoted by AI answer engines, and actively pushes all 295 pages into the index.

10	Comparison Pages Lumina vs Vacasa, AvantStay, Evolve, Awning	15 pp
11	AI Discoverability & Research Study Original data study built to be cited by ChatGPT and Perplexity	12 pp
12	Extended Stay & Mid-Term 30+ day corporate, relocation and remote-work demand	10 pp
13	Owner Acquisition Hub Consolidates three competing pages into one	8 pp
14	Technical SEO Foundation Titles, descriptions, Open Graph, canonicals, schema, internal linking	—
15	Local SEO & Entity Disambiguation Google Business Profile, NAP cleanup, entity graph	—
16	Index Acceleration Segmented sitemaps, IndexNow, Search Console submission in waves	—

TOTAL NEW PAGES

295

HOW IT SHIPS

Live in one week.

The entire build ships together — all 295 pages, the migration and every technical repair, published within one week of kickoff. Cavmir produces at a scale and speed a traditional agency would quote as a quarter of work.

DAY 1	Migration & handover Cloudflare cutover, static rebuild, DNS, SSL, redirect map, Guesty sync wired, backend access issued to your team.
DAYS 2-4	The full build — 295 pages Every category produced, reviewed and published together: market pages, property pages, earnings, regulatory, comparison, answer, blog, collections, case studies and the AI research study.
DAY 5	Technical foundation Title tags and descriptions sitewide, Open Graph, canonicals, schema graph, internal linking, 404 repairs, corrected sitemaps, Google Business Profile.
DAY 6	Quality assurance Cross-device and cross-browser review, link integrity, Guesty rate and availability sync verified live, accessibility and compliance pass.
DAY 7	Launch & index submission Segmented XML sitemaps, IndexNow submission for immediate Bing pickup, Search Console submission for all 295 pages.
ONGOING	Index acceleration Search Console indexing requests batched daily against Google's limits, with coverage reported monthly until the full set is indexed.

INVESTMENT

Website SEO Build-Out 295 pages · 16 categories · migration included free	\$6,400 \$3,200
Social Media Management 30 carousels + 8-9 reels + daily engagement, monthly	\$800 \$700/mo
To begin 50% deposit on the build, plus first month of social	\$2,300

One owner pays for all of it.

Lumina currently pays \$1,000 plus 5% of management fees for twenty-four months for every referred owner. This engagement costs less than four referrals — and unlike the referral programme, what it builds belongs to you permanently. By your own published figures, a single qualifying home represents over \$500,000 in annual revenue.