



SEO & AI SEARCH AUDIT · PREPARED FOR

Atlanta Tech Village

A diagnostic of organic search visibility, AI-engine presence, technical health, and site architecture for atlantatechvillage.com — with an urgent finding from this week's site relaunch and a prioritized 90-day plan.

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01 · EXECUTIVE SUMMARY

Your new website launched this week — and in the move, the pages that earn your Google traffic quietly *broke*. The good news: caught now, it's a few hours of redirects, not lost rankings.

In plain English: atlantatechvillage.com was rebuilt and re-published on June 9 (we can see the timestamp in the site's code). The rebuild gave most pages new web addresses — but the old addresses, the ones Google has indexed and ranks, now return a "page not found" error with no forwarding instruction. Your Buckhead space page, your downtown location page, your events page, your job board, and your member directory are all affected. Separately, two strategic patterns stand out: you completely **own** the "Atlanta startup" conversation (you're the #1 result for "startup incubator atlanta" and the AI engines cite you for it), but you're **invisible** for "coworking space in Buckhead" — the revenue-intent search that fills desks — where Industrious, Roam, and Spaces win in your own backyard. (DR = Domain Rating, a 0–100 link-authority score from Ahrefs. LCP = Largest Contentful Paint, how fast the main content appears on a phone; Google's "good" line is 2.5 seconds. A 301 redirect is a one-line instruction that forwards an old web address to its new one. Schema = invisible structured data that tells machines what a page is.)

EST. MONTHLY ORGANIC TRAFFIC ~1,000 /mo homepage drives ~70% (Ahrefs)	DOMAIN RATING 59 / 100 strong authority for the category	MOBILE LOAD (LCP, FIELD) 1.4s FAST — REAL USERS	KEYWORDS RANKED #1–3 25+ mostly "startup" category terms	MAJOR ISSUES FOUND 8 1 urgent (migration 404s)
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THREE FINDINGS

1. **The relaunch broke your ranking pages.** The old URLs for your Buckhead space, downtown (Sylvan) location, events, job board and member directory now return 404 errors with *no* redirects. These are the exact pages that rank for "buckhead office space," "networking events atlanta," and more.
2. **You own "startup," you're missing "coworking."** ATV is #1 for "startup incubator atlanta" and cited by ChatGPT, Perplexity & Gemini for Atlanta's startup community — but absent from "coworking space buckhead," where Industrious, Roam & Spaces win.
3. **Nationally, you're not in the AI conversation.** Across "best startup hubs in the US 2026" on ChatGPT, Perplexity, Gemini and Google's AI Overview, ATV was named **0 times** — despite being a genuine top-tier hub.

THREE RISKS

1. **The 404s will bleed rankings within weeks.** Ahrefs still shows the old URLs ranking because its index lags — but Google drops 404'd pages fast. This is a "fix in days" window, not months.
2. **Google can't tell which site is "the" site.** Both `www` and non-`www` versions load (no redirect), and there are no canonical tags — so Google splits authority guessing which to index.
3. **Desk-filling demand goes to competitors.** A strong 4.8★ Google profile that ranks #1 for "startup incubator" still doesn't appear for "coworking space" — a category/positioning gap, not a reputation one.

THREE ACTIONS (NEXT 30 DAYS)

1. **Add 301 redirects from every old URL to its new home.** Webflow supports this in Site Settings → Redirects. Highest-leverage fix in the audit. ~2–3 hrs.
2. **Fix the duplicate-site signal.** Force one domain version (www or not), turn on self-referencing canonical tags, and re-enable the XML sitemap in Webflow. ~1 hr.
3. **Capture coworking demand.** Re-optimize the location pages for "coworking / office space" intent and add "Coworking space" as a Google Business Profile category. ~1 day.

02 · METHODOLOGY

Eight live data sources, cross-referenced — with the AI engines queried *directly*, and split by geography so local visibility isn't under-reported.

Every figure below is tied to its source. Because ATV competes on two fronts — a *national* "best startup hub" reputation and *local* Atlanta/Buckhead demand — we deliberately ran the AI and search sweeps at two geographies: United States for the national questions, and Atlanta for the local ones. Querying everything nationally is the classic way to miss local-pack and city-level AI results. Findings were verified against the live page source before being reported.

Data Sources

SOURCE	WHAT WE PULLED	SAMPLE / GEO	DATE
Ahrefs [Ahrefs]	Domain Rating, backlink & referring-domain stats, top-50 organic keywords, top-20 pages	Domain-level · US	Jun 10, 2026
Google PageSpeed Insights + CrUX [PSI] [CrUX]	Lab Lighthouse + real-user field data, mobile & desktop	3 pages	Jun 10, 2026
ChatGPT (gpt-4o-search-preview) [ChatGPT API]	National + local + coworking prompts, web-search on	US	Jun 10, 2026
Perplexity (sonar-pro) [Perplexity API]	Same prompts + native citation array	US	Jun 10, 2026
Google Gemini (2.5-pro, grounded) [Gemini API]	Same prompts + grounding sources	US	Jun 10, 2026
Google SERP / AI Overview + Local Pack (DataForSEO) [AI Overview] [Local Pack]	AI Overviews, organic ranks, local-pack capture	US (2840) + Atlanta	Jun 10, 2026
Direct fetch + robots.txt + custom crawler [robots.txt] [Custom Crawler]	Page source (real-browser headers), titles/meta/H1, schema, Open Graph, canonical, image weights, www/non-www, sitemap, bot allowlist	atlantatechvillage.com	Jun 10, 2026

SOURCE	WHAT WE PULLED	SAMPLE / GEO	DATE
Google Business Profile (public) [GBP]	Categories, rating, review count, local-pack rank for both locations	Buckhead + Downtown	Jun 10, 2026

AI Search Prompt Set (split by geo)

#	PROMPT	TYPE	GEO
N1	"Best startup hubs in the US 2026"	National · category	US
N2	"Top startup incubators in the United States"	National · category	US
N3	"Best cities for tech startups 2026"	National · discovery	US
L1	"Best coworking space in Atlanta"	Local · commercial	Atlanta
L2	"Coworking space Buckhead Atlanta"	Local · commercial	Atlanta
L3	"Startup incubator Atlanta"	Local · category	Atlanta
L4	"Best startup community in Atlanta"	Local · community	Atlanta

Confidence Notes & Known Gaps

- **The migration timing is the critical context.** The site was re-published June 9, 2026 — one day before this audit. Ahrefs' index still reflects the *old* URL structure, so its traffic and keyword figures describe the site as it ranked before the relaunch. That's a feature here: it shows exactly what's now at risk.
- **Two-geo AI methodology.** National prompts ran at US geography; local prompts ran at Atlanta. Running local prompts nationally routes them to a local pack and hides city-level AI Overviews — so we split them deliberately.
- **This is not a crawl-blocking (WAF) situation.** PageSpeed Insights, DataForSEO and a normal browser all loaded the site fine. The 404s are a redirect/migration problem, not a bot-blocking one.
- **Search Console & GA4 not yet connected.** Those sections become available once ATV grants read-only access — they'd confirm the exact crawl/404 impact and replace traffic estimates with first-party clicks and conversions.

03 · ORGANIC SEARCH PERFORMANCE

You rank #1 for the words that define your category — "atlanta startups," "startup incubator atlanta" — *but the pages earning those rankings are the ones the relaunch just broke.*

ATV's organic engine is genuinely strong for a community hub: Domain Rating of 59/100 and clear #1 positions across the "Atlanta startup" cluster. The two weaknesses are (1) traffic is heavily concentrated on the homepage (~70% of all organic visits), so the deeper pages are thin earners, and (2) the high-value *commercial* terms — "coworking space buckhead," "buckhead office space" — sit on page one but near the bottom, where they get few clicks.

Top Organic Keywords [Ahrefs]

KEYWORD	VOLUME	POS.	INTENT
atlanta tech village	600	1	BRANDED
atlanta startups	150	1	CATEGORY
startups in atlanta	100	1	CATEGORY
startup incubator atlanta	90	1	CATEGORY
tech startups in atlanta	90	1	CATEGORY
networking events atlanta	250	7	EVENTS — PAGE NOW 404
coworking space buckhead	200	9	COMMERCIAL — WEAK
buckhead office space	150	6	COMMERCIAL — PAGE NOW 404
top tech companies in atlanta	200	4	DIRECTORY — PAGE NOW 404
office space buckhead	150	8	COMMERCIAL — WEAK

Top Pages by Organic Traffic [Ahrefs]

PAGE (AS INDEXED)	TRAFFIC/MO	KEYWORDS	LIVE NOW?
/ (homepage)	705	47	LIVE
/community/current-villagers	43	16	404
/about/the-space-buckhead	37	9	404
/community/job-board	32	5	404
/events/upcoming	29	10	404
/programs/workshops	16	2	404

The signal in the data — and the urgency:

Five of your six top traffic-driving pages now return 404. Together they account for roughly **160 organic visits/month** and, more importantly, the *rankings* behind them (including commercial terms like "buckhead office space"). Search engines drop 404'd URLs from the index within a few crawl cycles. A 301 redirect on each one preserves the ranking by passing it to the new page — this is the single most time-sensitive item in the report.

Backlink Profile [Ahrefs]

Domain Rating is **59 / 100** with **936 referring domains** (~5,100 live backlinks) — a genuinely strong, hard-to-replicate authority profile for a regional organization. It's earned the honest way: a decade of press, notable alumni (Calendly, SalesLoft, Terminus, BitPay all started here), and partner/community links.

- **Strength:** Real editorial and institutional links (local press, universities, partner orgs). This authority is exactly why ATV can rank #1 for competitive category terms — it's an asset most competitors can't match.
- **Weakness:** That authority is currently funneled almost entirely into the homepage. Distributing internal links to strong location/program pages (once redirects are fixed) would let more pages inherit the domain's strength.

04 · PAGE SPEED & CORE WEB VITALS

This is a *strength*, not a problem. Real Atlanta visitors load your site fast — every Core Web Vital is in Google's green zone.

There are two ways to measure speed: lab tests (a simulated slow phone) and field data (what real people actually experience, collected by Google over 28 days). Field data is what counts — and ATV's is excellent across the board. The Webflow build serves modern, lightweight images and almost no heavy JavaScript. The only thing worth a glance is the lab mobile score, which is dragged down by Lighthouse's artificial throttling, not by anything real users feel.

Real-User Field Data — Core Web Vitals [CrUX]

METRIC	VALUE (P75)	GOOGLE THRESHOLD	VERDICT
Largest Contentful Paint (mobile)	1.4 s	< 2.5 s	FAST
Largest Contentful Paint (desktop)	1.3 s	< 2.5 s	FAST
Interaction to Next Paint (INP)	79 ms	< 200 ms	FAST
Cumulative Layout Shift (CLS)	0.00	< 0.10	EXCELLENT
Time to First Byte (TTFB)	581 ms	< 800 ms	FAST

Lab Results — Lighthouse [PSI]

PAGE	MOBILE	DESKTOP	NOTE
Homepage	71	95	Desktop excellent; mobile lab score is throttle-driven.
Buckhead location	63	—	Lab LCP inflated by hero image on simulated 4G.
Our Story	83	—	Clean; minor layout shift (CLS 0.06 lab).

How to read the lab-vs-field gap:

The lab mobile scores (63–71) look mediocre, but they come from a test that simulates a slow phone on a throttled 4G connection. Google's own **real-user data says your visitors experience a 1.4-second load** — well inside the "good" range. We're flagging this so no one mistakes the lab number for a real problem. The one minor, optional tidy-up: one location image (`Broad-street.avif` , 224 KB) is slightly heavy and the hero image could be marked as high-priority to load. Both are nice-to-haves, not priorities.

05 · AI SEARCH VISIBILITY

When someone asks AI about Atlanta's startup scene, you're *right there*. When they ask about the best US startup hubs — or coworking in Buckhead — you vanish.

We asked ChatGPT, Perplexity, Gemini and Google's AI Overview the same questions a founder or member would ask, split across three framings. The result is a clear three-part story: ATV **dominates** the local "startup" framing (named by every engine), is **absent** from the national "best startup hub" framing (0 of 4 engines), and is **largely missing** from the local "coworking" framing where commercial competitors win. Encouragingly, your `robots.txt` blocks none of the AI crawlers — so the gaps are about content and positioning, not access.

Per-Engine Presence, by Question Framing

ENGINE	NATIONAL "BEST STARTUP HUBS"	ATLANTA "STARTUP COMMUNITY"	BUCKHEAD "COWORKING SPACE"
ChatGPT [ChatGPT API]	ABSENT	NAMED FIRST	ABSENT
Perplexity [Perplexity API]	ABSENT	NAMED + CITED SITE	ABSENT
Gemini [Gemini API]	ABSENT	NAMED	BEHIND ROAM
Google AI Overview [AI Overview]	NOT CITED	CITED ×2	NO AIO — LOCAL PACK
Claude [Claude — internal]	ABSENT	CONSISTENT W/ ABOVE	WEAK

Sample Verbatim Responses

PERPLEXITY · ATLANTA STARTUP NAMED & CITED "Best incubators / coworking communities for founders in Atlanta?" "...the strongest all-around options are ATDC, Atlanta Tech Village, Techstars, Engage..." <i>Cited atlantatechvillage.com as a source.</i>	GOOGLE AI OVERVIEW · ATLANTA CITED ×2 "Best startup community in atlanta" (Atlanta geo) AI Overview rendered and cited atlantatechvillage.com twice (homepage + Atlanta Startup Village page), alongside Startup Atlanta and the Atlanta Startup Podcast.
CHATGPT · NATIONAL ABSENT "Best startup hubs in the United States in 2026?" "...San Francisco Bay Area ... New York City ... Boston, Austin, Miami..." <i>Atlanta is mentioned as a city; ATV is not named at all.</i>	PERPLEXITY · BUCKHEAD COWORKING ABSENT "Best coworking space in Buckhead, Atlanta?" "...Life Time Work Buckhead and Serendipity Labs stand out... Roam Buckhead..." <i>ATV is absent despite being in Buckhead.</i>

Local Pack Rankings (Atlanta geo) [Local Pack]

QUERY	ATV RANK	WHO WINS THE PACK
startup incubator atlanta	#1 & #2	ATV-Sylvan #1, ATV-Buckhead #2, then LaunchGSU
best startup community in atlanta	#1	ATV-Buckhead #1, Russell Innovation Center, Gathering Spot
best coworking space in atlanta	ABSENT	Lucid, The Lola, Constellations, CreateATL
coworking space buckhead atlanta	ABSENT	Industrious, Roam (×2), Spaces

AI Bot Allowlist Status [robots.txt]

Good news here, with one footnote. ATV's `robots.txt` is empty — which means every AI crawler is allowed by default: `GPTBot` (OpenAI), `Google-Extended` (Gemini & AI Overviews), `ClaudeBot` (Anthropic), `PerplexityBot`, and `Applebot-Extended` can all read the site. So unlike many sites, ATV isn't accidentally locking the AI engines out. The footnote: an empty `robots.txt` also means **no sitemap pointer** — combined with the missing sitemap (Section 07), search and AI crawlers have no map of the new pages to discover.

The strategic read:

ATV has earned the "startup" identity in the AI engines — that's a real moat. The two open opportunities are (1) **national reputation content** ("is Atlanta a tech hub," "Atlanta vs. Austin," an annual State-of-Atlanta-Startups report) to break into the national hub answers, and (2) **coworking positioning** so the engines associate ATV with the commercial "office space" intent that fills desks. Both are content/positioning plays, not technical ones.

06 · SITE ARCHITECTURE & CONTENT COVERAGE

The relaunch flattened your URLs into a cleaner structure — a good move — but *without a redirect map*, the cleaner structure is currently invisible to Google.

The new site organizes content sensibly: locations under `/come-to-atv/` , programs under `/programs/` , and top-level pages for events, jobs, story, team and advisors. The problem is purely the handoff: the old addresses Google knows weren't forwarded to the new ones. Fix that with redirects, then close two content-coverage gaps — commercial "coworking" intent and national reputation content.

Redirect Map — Old (ranking, now 404) → New (live) [Custom Crawler]

OLD URL (404, HAS RANKINGS)	NEW DESTINATION (200)
<code>/about/the-space-buckhead</code>	<code>/come-to-atv/atlanta-tech-village-buckhead</code>
<code>/about/the-space-south-downtown</code>	<code>/come-to-atv/atlanta-tech-village-sylvan</code>
<code>/about/our-story</code>	<code>/our-story</code>
<code>/events/upcoming</code>	<code>/events</code>
<code>/community/job-board</code>	<code>/job-board</code>
<code>/community/current-villagers</code>	DECIDE — map to member directory or <code>/one-atv</code>
<code>/programs/workshops</code>	DECIDE — map to <code>/events</code> or a program page
<code>/programs/pre-accelerator</code>	DECIDE — map to nearest program (e.g. Startup Summer School)

Five mappings are exact. Three (`current-villagers` , `workshops` , `pre-accelerator`) need a quick content decision — redirect to the closest live equivalent so their rankings and link equity aren't lost.

Content-Coverage Gaps: Demand With No Optimized Page [Architecture] [Ahrefs]

BUYER INTENT (WITH DEMAND)	TODAY	RECOMMENDATION
"coworking space buckhead" (200/mo), "buckhead office space" (150/mo)	Location pages exist but titled "ATV Buckhead" — not optimized for coworking intent	Re-optimize each location page for commercial "coworking / office space + neighborhood" intent
"coworking space downtown atlanta", "office space south downtown"	Sylvan page exists; not positioned for downtown coworking search	Add downtown/Sylvan coworking-intent copy + title
"private office atlanta", "dedicated desk atlanta", membership pricing	No pricing / membership comparison page	Build a /membership or /coworking overview + pricing page
"is atlanta a tech hub", "atlanta vs austin startups", "state of atlanta startups"	No national-reputation content	Publish an annual data-backed report + POV pieces to earn national AI citations

The connecting insight:

The relaunch did the hard part — a clean, logical structure. Three moves finish the job: **redirect** the old URLs so today's rankings survive, **re-position** the location pages to capture commercial coworking demand, and **add** a thin layer of national-reputation content. One sequence protects what you have and opens the two markets you're missing.

07 · TECHNICAL AUDIT

The build quality is high — modern images, clean code — but the relaunch shipped *without* the crawl-hygiene basics: redirects, canonical tags, and a sitemap.

Every finding here was verified against the live page source. The image and performance work is genuinely good (Section 04). The gaps are the things a Webflow relaunch doesn't turn on automatically — and they're all fast settings changes, not rebuilds.

Crawl Hygiene — the priority cluster [Custom Crawler] [robots.txt]

FINDING	SEVERITY	FIX
Old URLs return 404 with no redirects (Section 06)	URGENT	Add 301 redirects in Webflow Site Settings → Redirects
No canonical tags anywhere — Google must guess the primary version of each page	HIGH	Enable self-referencing canonicals (Webflow setting)
Both <code>www</code> and non- <code>www</code> load (HTTP 200, no redirect) — duplicate-content signal	HIGH	Force one version site-wide; 301 the other
<code>/sitemap.xml</code> returns 404 — no map for crawlers to find new pages	HIGH	Enable auto-sitemap in Webflow; submit in Search Console
Empty <code>robots.txt</code> — no sitemap directive	LOW	Add a <code>Sitemap:</code> line once the sitemap exists

Title Tags — live pages [Custom Crawler]

PAGE	CURRENT TITLE	LEN	ISSUE & SUGGESTED REWRITE
Homepage	Atlanta Tech Village	20	Too short / brand-only. → "Atlanta Tech Village / Startup Hub & Coworking in Buckhead + Downtown"
Buckhead	ATV Buckhead Atlanta Tech Village	35	Misses coworking intent. → "Coworking & Office Space in Buckhead Atlanta Tech Village"

PAGE	CURRENT TITLE	LEN	ISSUE & SUGGESTED REWRITE
Sylvan (Downtown)	ATV Sylvan Atlanta Tech Village	33	"Sylvan" is meaningless to searchers. → <i>"Coworking in Downtown Atlanta ATV Sylvan"</i>
Job Board	Job Board	9	No brand, no keyword. → <i>"Atlanta Startup Jobs Atlanta Tech Village Job Board"</i>
Contact	Contact	7	No brand, no location. → <i>"Contact & Visit Atlanta Tech Village (Buckhead & Downtown)"</i>
Events	Events at Atlanta Tech Village	30	OK; sharpen. → <i>"Atlanta Startup & Networking Events Atlanta Tech Village"</i>
Our Story	Our Story Building Atlanta's Startup Community	48	GOOD — keep
Startup Summer School	Atlanta Tech Village Startup School Build Faster in Atlanta	61	1 char over; trim "in Atlanta" to avoid SERP truncation

On-Page, Schema & Social [Custom Crawler]

- **Missing H1 tags on several new pages.** Atlanta Startup Village, Startup Summer School, and Women + Tech render with no `<h1>` — a relaunch oversight. Each page should have one clear H1. ~1 hr total.
- **Homepage social-share image is a placeholder.** The Open Graph image is `Blog-Placeholder.avif` — so sharing the homepage on LinkedIn/Slack shows a generic blog placeholder, not ATV. Swap in a branded image; also add the missing `og:url`. ~20 min.
- **Schema is present but thin.** The homepage has `Organization` + `Place` blocks (good), but the related-org entries are missing required `url` fields, and locations use a generic `Place` type. Recommendation: use proper `LocalBusiness` schema per location with correct `address` and `geo` — this directly supports local-pack and AI visibility. ~2–3 hrs.
- **Images are well done.** 24 of 24 sampled use modern AVIF format, all lazy-loaded; only one file exceeds 200 KB and only 2 of 67 lack alt text. No stock-photo or filler-text issues found — the photography is real and brand-owned.

08 · GOOGLE BUSINESS PROFILE

Your profile is excellent — 4.8★ with ~279 reviews — and it already wins "startup incubator." The one gap: it's *not categorized for coworking*, so it never shows for the searches that fill desks.

A Google Business Profile (GBP) is the listing that powers the map "local pack." ATV's is strong: a near-perfect rating, hundreds of reviews, and #1-#2 local-pack rankings for startup queries. But for "coworking space in Buckhead" — a query you'd expect to own from a building full of desks in Buckhead — ATV doesn't appear, while Industrious, Roam and Spaces do. With a profile this strong, that's a category/positioning gap, not a reputation one.

Profile Snapshot [GBP] [Local Pack]

DIMENSION	STATUS	READ
Rating & reviews (Buckhead)	4.8★ · ~279	EXCELLENT — a real competitive asset
Locations listed	Buckhead + Sylvan	Both appear in startup local packs; confirm Downtown/Sylvan is fully built out
Local pack: "startup incubator atlanta"	#1 & #2	DOMINANT
Local pack: "coworking space buckhead"	Absent	CATEGORY MISMATCH — competitors categorized as "Coworking space" win
Primary category	Incubator / startup-oriented	Add "Coworking space" + "Office space rental agency" as categories

Recommended GBP Actions [GBP]

- **Add coworking categories.** Keep the startup/incubator primary identity, but add Coworking space and Office space rental agency as additional categories on both locations — the single change most likely to surface ATV for commercial coworking searches. ~15 min.
- **Fill out attributes.** Service options, accessibility, amenities (meeting rooms, parking, events), and "identifies as" attributes — these feed both the local pack and AI answers.

- **Post Local Updates.** Most businesses never post; a weekly event/news update signals an active, current listing and is easy content you already produce.
- **Keep the review engine running.** A 4.8★/279-review profile is a moat — maintain owner responses and a steady cadence of new reviews, especially at the Downtown/Sylvan location to strengthen its independent ranking.
- **Match schema to GBP.** Ensure the site's per-location `LocalBusiness` schema (Section 07) carries the same address, categories and coordinates as each GBP — consistency reinforces local ranking.

09 · PRIORITIZED RECOMMENDATIONS

Eleven moves — but the urgency concentrates in *one*: redirect the old URLs before Google drops them. Everything else can follow in sequence.

Scored by Impact, Confidence and Ease (ICE). The relaunch created a rare, time-boxed opportunity: fix the redirects this week and you keep rankings that took years to earn. Then capture the coworking market and build national reputation content.

IMPACT →	QUICK WINS (HIGH IMPACT, EASY) 301-redirect all old URLs → new - Turn on canonical tags - Force one www / non-www version - Re-enable XML sitemap + submit - Add "Coworking space" GBP category	STRATEGIC (HIGH IMPACT, HARDER) - Re-optimize location pages for coworking intent - Build /membership + pricing page - National reputation content engine - Per-location LocalBusiness schema
	FILL-INS (LOWER IMPACT, EASY) - Rewrite weak title tags - Add missing H1s - Fix homepage OG image + og:url	LATER / HOUSEKEEPING - Compress one heavy image - Connect GSC + GA4 to baseline KPIs

EASE →

Recommendations Ranked by ICE

#	RECOMMENDATION	SERVICE LINE	DAYS
1	301-redirect every old URL to its new destination (5 exact + 3 to decide)	Technical SEO	1-7
2	Force one domain version + enable self-referencing canonical tags	Technical SEO	1-7
3	Re-enable XML sitemap, add Sitemap line to robots.txt, submit in Search Console	Technical SEO	1-7
4	Add "Coworking space" + "Office space rental agency" GBP categories (both locations)	AI Search / Local	1-7

#	RECOMMENDATION	SERVICE LINE	DAYS
5	Re-optimize Buckhead + Sylvan pages for commercial coworking intent (titles, copy)	SEO	14-45
6	Build a /membership overview + pricing page for "private office / dedicated desk" intent	SEO + Analytics	30-60
7	Launch national reputation content (annual report, "is Atlanta a tech hub," POV pieces)	SEO + AI Search	45-90
8	Implement per-location LocalBusiness schema matching GBP fields	Technical SEO	30-60
9	Rewrite weak title tags + add missing H1s on new pages	SEO	7-30
10	Replace homepage placeholder OG image + add og:url	Technical SEO	7-30
11	Connect GSC + GA4 to baseline traffic, conversions, and confirm 404 impact	Analytics	1-14

10 · 90-DAY ROADMAP

A staged plan — *Discover, Activate, Compound.*
Stop the bleeding first, capture coworking demand next, then build national authority.

This follows the Relevance Method: protect the rankings you have and set up measurement, then activate the commercial-intent and local opportunities, then compound with reputation content that earns national AI citations.

Wave 1 · Days 1–30 · Discover

301-redirect old URLs		Days 1–5
Canonicals + www fix + sitemap		Days 2–9
GBP coworking categories		Days 2–7
Connect GSC + GA4		Days 5–14

Wave 2 · Days 31–60 · Activate

Re-optimize location pages		Days 31–52
Build /membership + pricing		Days 40–62
Per-location LocalBusiness schema		Days 45–60
Titles, H1s, OG image		Days 31–45

Wave 3 · Days 61–90 · Compound

National reputation content		ongoing
Earn press + directory citations		Days 65–90
Re-measure AI citation share		Days 75–90

Three ways to move forward.

You have a decade of authority and the #1 spot in Atlanta's startup conversation. Let's protect it through the relaunch — and finally capture the coworking demand next door.

The urgent headline: This week's relaunch left your top-ranking pages returning 404 with no redirects. Adding 301 redirects now — a few hours of work — preserves rankings that took years to build.

The growth play: You own "Atlanta startup." Re-position your Buckhead and Downtown pages (and Google profile) for "coworking / office space," and add national reputation content — the two markets where you're currently invisible.

RECOMMENDED

OPTION A

Relaunch Rescue + Local Sprint

A focused 30-day push: redirects, canonical/www/sitemap fixes, GBP coworking categories, and re-optimized location pages — protect rankings and open the coworking market.

OPTION B

Grow & Compound Retainer

We run the full program: technical fixes, the membership/pricing build, national reputation content, and AI-citation tracking. Discover → Activate → Compound.

OPTION C

Advisory + Direction

We hand your team the redirect map, schema specs, title rewrites, and content briefs — and review the work as it ships.

Let's protect the relaunch — book a 30-minute call:

calendly.com/benjamin-rudolph