Harbor Heating

Sample diligence memo
harbor-heating.example
Simulated review: September 13, 2026

F01 Service pages excluded from Google search

Priority: High Confidence: Confirmed within simulation

The boiler repair and heat pump installation pages contain noindex. The simulated indexed-version URL Inspection results confirm that both pages are excluded from Google search. Evidence: E01 and E02. Technical references: G01 and G02.

Follow-up: Confirm whether exclusion is intentional. If the pages should appear in search, ask the website provider to scope a correction. Agree who handles the work and pays before closing, then recheck the pages after the work.

Revenue loss has not been measured. Traffic recovery is unproven.

F02 Organic sales remain unconfirmed

Priority: High Confidence: Unknown

A completed sales export is missing, so this review cannot verify which organic leads became sales. Evidence: E03.

Follow-up: Request the supporting completed sales export, including the available link to lead records and the period covered. Reconcile completed sales to organic leads before relying on the seller's organic-sales claim.

F03 Domain ownership remains unconfirmed

Priority: High Confidence: Unknown

Registrar proof has not been supplied. Request proof of ownership and confirm the seller can transfer the domain. Agree who handles the transfer before closing. Evidence: E04.

Limits of this sample

This example illustrates the report format. It contains no client results. Priority sets follow-up order; confidence describes the support for a finding. No revenue loss, valuation adjustment or traffic recovery has been calculated.

Evidence records

All E-series records below are simulated and dated September 13, 2026. They refer to harbor-heating.example.

E01 Simulated HTML crawl

Both fictional pages returned the following HTML fragment:

```
/services/boiler-repair
<meta name="robots" content="noindex">

/services/heat-pump-installation
<meta name="robots" content="noindex">
```

E02 Simulated indexed-version URL Inspection

The record for each E01 page contains these exact simulated results:

```
Excluded by noindex tag
Crawl allowed
HTTP 200
```

E03 Simulated missing sales input

Completed sales export: not supplied.
Organic sales: unconfirmed.

E04 Simulated missing ownership input

Registrar proof: not supplied.
Domain ownership: unconfirmed.

Official technical references

G01 and G02 explain the indexing checks used in F01. These pages are official guidance, not evidence about a real Harbor Heating business. Opened September 13, 2026.

G01: Google Search Central, Block Search indexing with noindex.
developers.google.com/search/docs/crawling-indexing/block-indexing

G02: Google Search Console Help, URL Inspection Tool.
support.google.com/webmasters/answer/9012289