

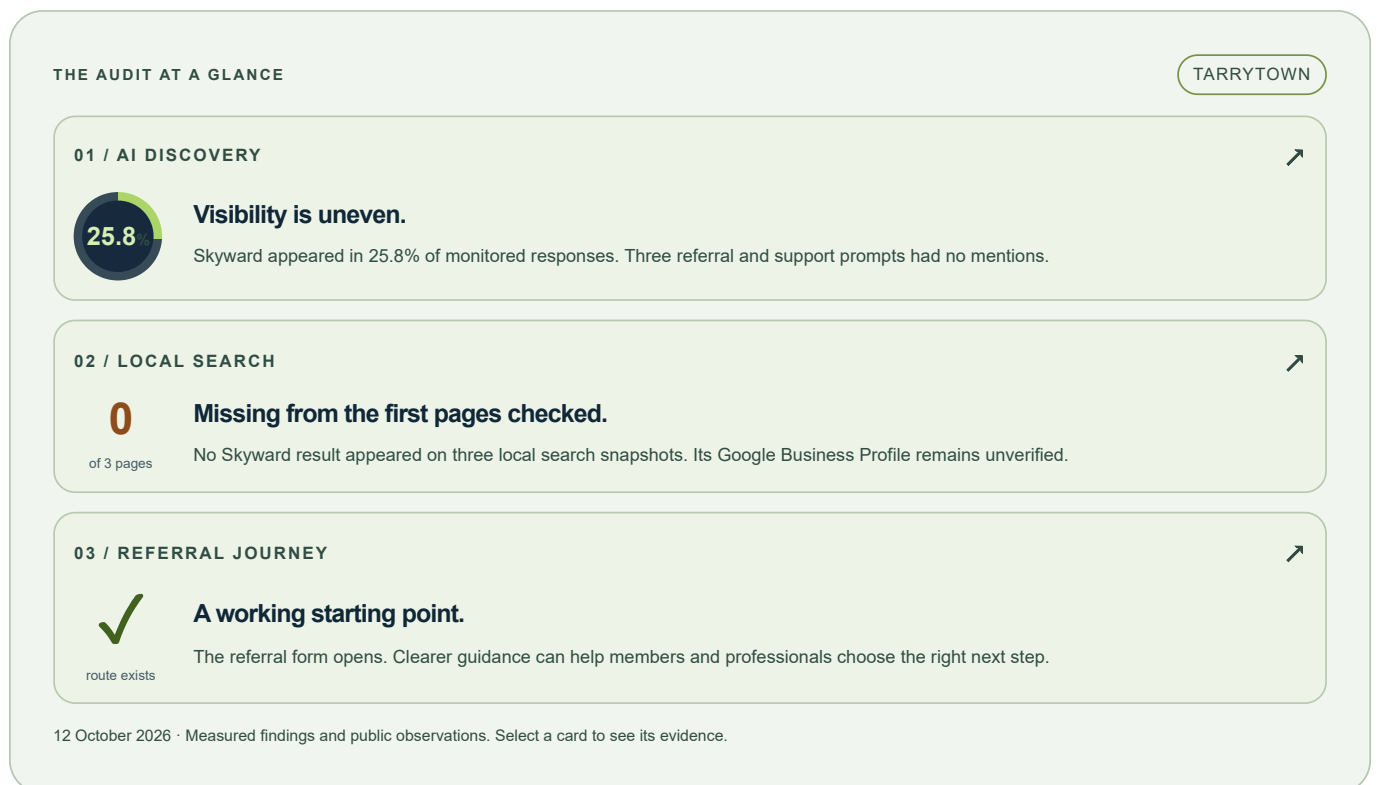
AI VISIBILITY AUDIT / 12 OCTOBER 2026

Prepared for Robert · Skyward Health

Make Skyward easier to find. Easier to reach.

Blink Digital can help Skyward strengthen search and AI visibility, clarify local information and make member, referral and partnership enquiries easier.

Independent public-source audit · 12 October 2026 · Prepared for Robert



Key findings.

Priorities for improvement.

The strongest opportunities sit alongside assets worth retaining. The audit also identifies six third-party citation sources, with contact details to reconcile; see the dedicated citation review.

25.8% AI visibility Across monitored responses; ChatGPT Search reached 50%. View evidence ↗	0 / 3 Local first-page appearances Skyward absent from nine web results on each page checked. View evidence ↗	5 / 6 Pages missing descriptions Five main pages also lack H1–H3 heading elements. View evidence ↗
10.2s Homepage mobile LCP Services: 14.9s. Single lab runs; desktop field data passes. View evidence ↗	6 / 6 Main pages respond All six returned HTTP 200 with self-referencing canonicals. View evidence ↗	Present Referral route The Cognito form opens; submission and follow-up were not tested. View evidence ↗
WHAT IS WORKING A credible foundation Leadership information, partner testimonials, direct contact links and a referral form are present. The US keyword database lists two branded searches at position 1; these are not Tarrytown live ranks.	WHERE THE GAPS ARE Discovery and clarity The local snapshots and AI prompts show gaps. Missing page structure, unclear audience routes and inconsistent directory details give Blink specific work to address.	WHAT REMAINS UNKNOWN Business outcomes Traffic, enquiries, referral completion and account-level tracking are unverified. This audit identifies opportunities; it does not quantify lost leads or revenue.

BLINK’S RECOMMENDATION

Prioritise useful service and referral content, page-level SEO and local identity verification. Improve mobile performance and enquiry guidance alongside this work. Measure changes against the same searches, prompts and approved conversion events.

The website serves three different audiences.

The services page opens with agency benefits. Member support and referral information appear further into the journey. Visitors need to recognise their own route sooner.

MEMBERS & FAMILIES

Understand how to get help

Observed: the site describes care coordination and offers “Get Help Now”.
Gap: eligibility, support and preparation could be easier to find before starting the detailed form.

PROFESSIONAL REFERRERS

Know what a referral involves

Observed: a branded referral form is available. Gap: the website could explain required information, consent expectations, assistance and what happens next.

AGENCIES & HEALTH PLANS

Find the partnership route

Observed: agency and managed-care benefits are described. Gap: a dedicated partnership enquiry route would make the next step clearer.

BLINK'S RECOMMENDATION

Use clear labels—“Get help”, “Refer someone” and “Partner with Skyward”—with short guidance and the correct contact or form behind each. Preserve the existing referral destination.

Sources: Skyward's Services, About and contact/referral pages. This is an information and navigation finding; no user testing or conversion-rate measurement was performed.

Mobile loading speed needs improvement.

Mobile is the clearest performance gap. Compare the same pages and devices after improvements.



MOBILE · LAB

Slow to show the main content.

10.2s Largest Contentful Paint and 970ms Total Blocking Time make mobile performance the first technical priority.



DESKTOP · LAB

Faster, with room to improve.

1.3s Largest Contentful Paint is encouraging. 660ms Total Blocking Time still indicates work on page responsiveness.

Homepage Measurement	Mobile Lab	Desktop Lab	What it tells us
First Contentful Paint	3.6s	0.7s	Time until the first content appears.
Largest Contentful Paint	10.2s	1.3s	Time until the largest visible content appears—not full page completion.
Total Blocking Time	970ms	660ms	Time the main thread is blocked during loading.
Speed Index	6.0s	1.1s	How quickly visible content fills in.
Cumulative Layout Shift	0	0.002	Little layout movement was recorded in these runs.

REAL VISITORS · SEPARATE DATASET

Desktop Core Web Vitals pass.

Desktop real-user data passes: LCP 1.8s · INP 42ms · CLS 0. Mobile real-user data was unavailable.

WHERE TO START

Reduce blocking work before adding features.

The mobile test flags blocking resources, 406KiB unused JavaScript and 135KiB unused CSS. Investigate the largest contributors first.

BLINK'S RECOMMENDATION

Blink can reduce blocking scripts and styles, improve loading priorities and re-test mobile performance while preserving referral links.

Google PageSpeed Insights, 12 October 2026, 10:29 GMT+2. Lighthouse 13.5.0; mobile: emulated Moto G Power, slow 4G; desktop: emulated desktop, custom throttling. One run per device. Estimates vary and savings are not additive or guaranteed. [Open mobile evidence ↗](#) · [Open desktop evidence ↗](#)

The services page shows the same mobile weakness.

Services Page Measurement	Mobile Lab	Desktop Lab
Performance score	42 / 100	66 / 100
First Contentful Paint	5.6s	0.9s
Largest Contentful Paint	14.9s	1.4s
Total Blocking Time	800ms	990ms
Speed Index	5.6s	1.2s
Cumulative Layout Shift	0	0.001

Services page: 12 October 2026, 10:32 GMT+2; same Lighthouse version and device profiles, one run per device. Its SEO lab score is 92 on both devices, with the missing meta description flagged. Desktop field data falls back to the whole origin (LCP 2.3s, INP 49ms, CLS 0; passed), so it is not a service-page-specific result. Mobile field data is unavailable. [Services speed evidence ↗](#)

The website fixes that matter first.

Six specific findings, with the recommended work visible at a glance.

01 / CLARITY

Make the next step obvious

The services page opens with agency benefits. Members and referral teams need equally clear routes.

02 / PAGE STRUCTURE

Restore headings and descriptions

Five of six main pages lack H1–H3 headings. Five lack a meta description.

03 / SITE MAINTENANCE

Remove unfinished signals

The default “Hello world” post remains public. Website schema still says “Just another WordPress site”.

04 / LOCAL RELEVANCE

Explain access in Tarrytown

No dedicated Tarrytown page appears in the page sitemap. The contact page lacks a visible address or access explanation.

05 / REFERRALS

Prepare people for the form

The external referral form requests detailed information. Explain what to have ready and how to get help.

MAINTENANCE / TRUST

Refresh older answers

The About page still includes a question about the September 2022 launch. Review it for current usefulness.

BLINK’S RECOMMENDATION

Blink can repair the page templates, refresh outdated content and clarify local access—then check the headings, search snippets and referral links.

Make it easier to ask for help.

The referral route exists. The opportunity is to explain it clearly and offer a lighter first step for people who need assistance.

PRESENT

Referral form

"Get Help Now" opens Skyward's branded Cognito intake.

PRESENT

Call & email

Phone and email links provide direct contact options.

NOT OBSERVED

Chat or callback form

No chat interface or short callback form was visible on the inspected pages.

NOT OBSERVED

Exit pop-up

No lead pop-up appeared in the tested desktop sessions.

NEEDS VERIFICATION

Conversion tracking

Analytics and behaviour scripts load.
Account access is needed to verify events.

IMPROVE

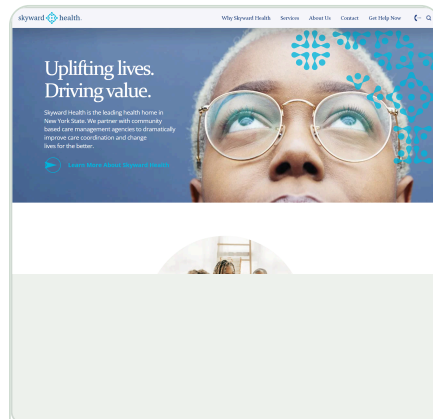
Mobile menu accessibility

The menu works by touch; its trigger needs button semantics and an accessible name.

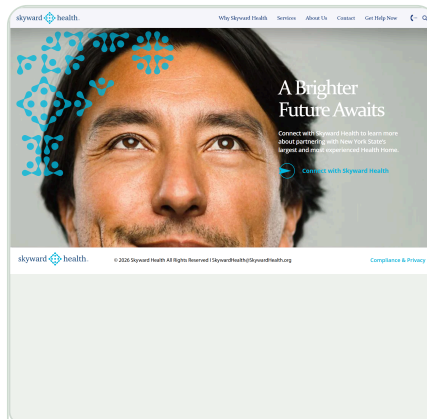
BLINK'S RECOMMENDATION

Add a short "Need help getting started?" route, clearer referral preparation and an agency enquiry option. Verify follow-up and conversion tracking. Consider chat after speed improvements; pop-ups are optional.

The journey, as observed



1. Homepage: agency-led positioning and learn-more action.



2. Contact: email handoff, with no short enquiry form observed.



3. Cognito referral: a substantial intake requiring preparation.

Homepage, services, contact and referral destination inspected. No personal data entered or referral submitted. Conditional chat or pop-up campaigns may behave differently.

A small website.

Meaningful gaps to close.

Start with the pages Skyward already has, then add content that answers genuine member, referral and agency questions. More pages alone are not the goal.

MAIN PAGE	HTTP / CANONICAL	H1–H3 HEADINGS	META DESCRIPTION
/	200 / self	0	Present
/service/	200 / self	0	Missing
/contact/	200 / self	0	Missing
/about/	200 / self	0	Missing
/why-skyward/	200 / self	0	Missing
/compliance-and-privacy/	200 / self	1	Missing

Main pages responding successfully

6 / 6



Main pages with a meta description

1 / 6



Main pages with H1–H3 heading elements

1 / 6



BLINK’S RECOMMENDATION

Repair the six existing pages first. Then add reviewed Tarrytown service information, referral guidance, adult and children’s pathways, and agency partnership content.

Crawling foundations exist.

Robots.txt and sitemaps are accessible. All six main pages return HTTP 200 with self-referencing canonicals. Remove the default post and correct the default website description. Search Console indexing remains unverified.

Audit inventory: six main sitemap pages plus the default post. No Search Console indexing report, server logs or crawl-budget data was available. Descriptions improve search presentation but are not a direct ranking guarantee.

Branded visibility exists. Useful discovery needs work.

The returned keyword set contains many near-name and unrelated searches. Prioritise genuine Medicaid care-management and referral intent over a larger, less relevant keyword count.

METRIC	SKYWARD HEALTH	MEANING
Domain Authority	7 / 100	Moz metric returned through SiteProfiler; not a Google score.
Page Authority	14 / 100	Homepage authority estimate.
Citation Flow / Trust Flow	20 / 18	Majestic link metrics returned by SiteProfiler.
Backlinks / referring domains	53 / 42	Provider database counts, not a full live-link validation.
US ranking keywords returned	23	Dataset coverage, not every keyword the site ranks for.

KEYWORD	US MONTHLY VOLUME	US DATABASE POSITION
skyward health	120	1
skyward health home	50	1
srh chn lead health home llc	100	8

Source: Mangools KWFinder and SiteProfiler, retrieved 12 October 2026. National search volumes and database ranks must not be represented as Tarrytown measurements. The Tarrytown lookup returned unavailable volumes for the 18 selected terms.

NON-BRAND OPPORTUNITY	US MONTHLY VOLUME	WHY IT IS RELEVANT
health home care management	270	Core service explanation
health home services	240	Member service discovery
medicaid care coordination	80	Patient and referral intent

BLINK'S RECOMMENDATION

Review backlink quality before pursuing volume. SiteProfiler flags 40 links across 31 domains with a paid-link/PBN promotional anchor. LinkMiner's 50-row sample includes an active Blythedale link and suspect promotional links. Validate them before any removal or disavowal.

LinkMiner: 50 of 76 available rows inspected; 41 marked active and 9 deleted. These sample counts differ from SiteProfiler's database totals. Promotional anchors do not prove purchased links or a Google penalty.

A local search snapshot. A clear discovery gap.

Skyward did not appear on the three first pages inspected. These are one-time local search checks, not the pending SERPWatcher ranking history.

Priority searches checked

3

First pages featuring Skyward

0 / 3

Search location confirmed

Tarrytown

SEARCH PHRASE	SKYWARD'S WEBSITE	WHAT APPEARED INSTEAD
Medicaid care management Tarrytown	Not found in 9 web results	A Place for Mom, MapQuest and Care.com; three local listings also appeared, none identified as Skyward.
Health Home referral Westchester	Not found in 9 web results	OurCare Health, Yonkers Times and Westchester Continuum of Care; results mixed Health Home and home-care intent.
Health Home Tarrytown	Not found in 9 web results	NYS Health Profiles, FindHelp and MapQuest; Northwell's Health Home page also appeared. Three local listings appeared, none identified as Skyward.

BLINK'S RECOMMENDATION

Create clear Tarrytown care-coordination and referral content that distinguishes a Medicaid Health Home from home care or a nursing home. Strengthen existing page structure and relevant partner citations, then repeat the same checks.

Google Search snapshots via BrightLocal's free Local Search Results Checker, 12 October 2026. United States · English · Tarrytown, NY · signed-out desktop browser. Google displayed Tarrytown in the location indicator. Nine standard web results were visible on each inspected first page; local listings were recorded separately. Absence from these pages does not establish an exact lower rank, absence from Google, or a historical trend. Displayed organisations are search-result alternatives, not necessarily direct service competitors.

Repeat the searches: [Search 1 ↗](#) · [Search 2 ↗](#) · [Search 3 ↗](#) · [BrightLocal checker ↗](#). Live results can change.

GOOGLE BUSINESS PROFILE

Not verified

Exact-name and address checks did not establish a matching Skyward profile. This does not prove that no profile exists.

BING & APPLE

Not verified

No matching Bing listing was established; Apple listing status remains unverified.

MAP RANKING GRID

Not measured

The local listings above are snapshots. A multi-point ranking map requires a matching business profile and separate measurement.

Reconcile current and legacy contact records.

Skyward's website gives 888-980-8410, supported by Blythedale and EmblemHealth. The Coalition lists 55 South Broadway with a different phone and legacy website. The citation review below separates these records from the historical February 2023 state directory; no rebrand or public-facing office status is inferred.

[Review the citation evidence ↓](#)

Relevant citations exist. Consistency needs work.

Skyward has credible healthcare references. The opportunity is to protect those strengths, resolve conflicting details and fill verified listing gaps.

6

Sources directly inspected

Third-party names with a phone or website. A minimum observed count, not every citation online.

Not measured

Overall citation score

No complete directory scan or approved master address is available. An accuracy percentage would be misleading.

20 / 100

Backlink Citation Flow

Existing Mangools / Majestic metric. It measures links, not business-listing coverage.

PRIORITY / LOCAL IDENTITY

NAP inconsistencies to resolve.

NAP means Name, Address and Phone. Consistent business details help people and search platforms identify the right organisation and reach the right service. Conflicting records can cause confusion and weaken local-search consistency; they do not prove a ranking penalty.

CONFIRMED DIFFERENCE

Phone numbers do not match

Skyward's website, Blythedale and EmblemHealth show **888-980-8410**. The Coalition listing shows **914-734-8513**. Confirm whether the latter is a valid office number or an outdated contact before correcting it.

ADDRESS NEEDS CONFIRMATION

No consistent address baseline

The Coalition lists **55 South Broadway, Tarrytown**; the inspected contact page does not display an address. This is a consistency gap, not proof the address is wrong. Confirm the location and whether it receives visitors.

LEGACY WEBSITE LINK

The directory points to a different domain

The Coalition's website link goes to **hrhcare.org**, rather than **skywardhealth.org**. Reconcile this legacy destination with Skyward's approved website.

SEPARATE HELPLINE / VERIFY PURPOSE

A different helpline is published

Options lists **888-692-6675** as Skyward's 24/7 helpline. Skyward's compliance page lists **833-210-7762**. These may serve different purposes; check their labels and current routing rather than treating every difference as an error.

Blink's recommended fix: agree one approved identity record, including the purpose of each phone number; correct confirmed errors and legacy links across the website and directories, then monitor for changes. The reviewed sources use Skyward's name; no separate name error is confirmed.

SOURCE	OBSERVED EVIDENCE	ASSESSMENT
NY Health Home Coalition ↗	Skyward name and Tarrytown address. Different phone: 914-734-8513; legacy hrhcare.org link.	Confirm details, then correct outdated fields.
Blythedale Children's Hospital ↗	Skyward name, main phone 888-980-8410 and skywardhealth.org link.	Matching main contact details.
EmblemHealth provider manual ↗	Skyward name, 888-980-8410 and Westchester coverage. PDF generated June 2026.	Matching main phone; relevant provider reference.
Options for Community Living ↗	Skyward Health Home 24/7 Helpline: 888-692-6675.	Verify the helpline's purpose and currency; not automatically an error.
Suffolk resource guide · 2024 ↗	Skyward name and 888-980-8410; hosted by Copiague Library.	Matching phone in an older resource guide.
Brightpoint Care / CHIPA ↗	Skyward name and link to skywardhealth.org. No Skyward address or phone in the mention.	Relevant partner mention and backlink.

Checked 12 October 2026. One source domain counted once. Three of these sources show the website's main phone; two show other numbers requiring context; one is a name-and-website mention. Sources include partner pages and historical publications, not six confirmed Maps or business-directory profiles.

Additional indexed evidence: the NY Department of Health's Skyward entry ↗ appears in search with the current name, main phone, website and referral form. Direct retrieval failed, so it is excluded from the six inspected sources. Google Business Profile, Bing Places and Apple Maps remain unverified.

BLINK'S RECOMMENDATION

Agree a master record for the organisation name, address or service area, website and each phone's purpose. Audit priority healthcare, partner and local directories against it; correct confirmed errors, resolve duplicates and pursue relevant missing listings. Maintain a weekly change log. Avoid bulk low-quality directory submissions.

Social media.

Official accounts need verification.

The audit could not establish a reliable set of official profiles to assess. The immediate finding is a gap in discoverability, not a measured failure of social performance.

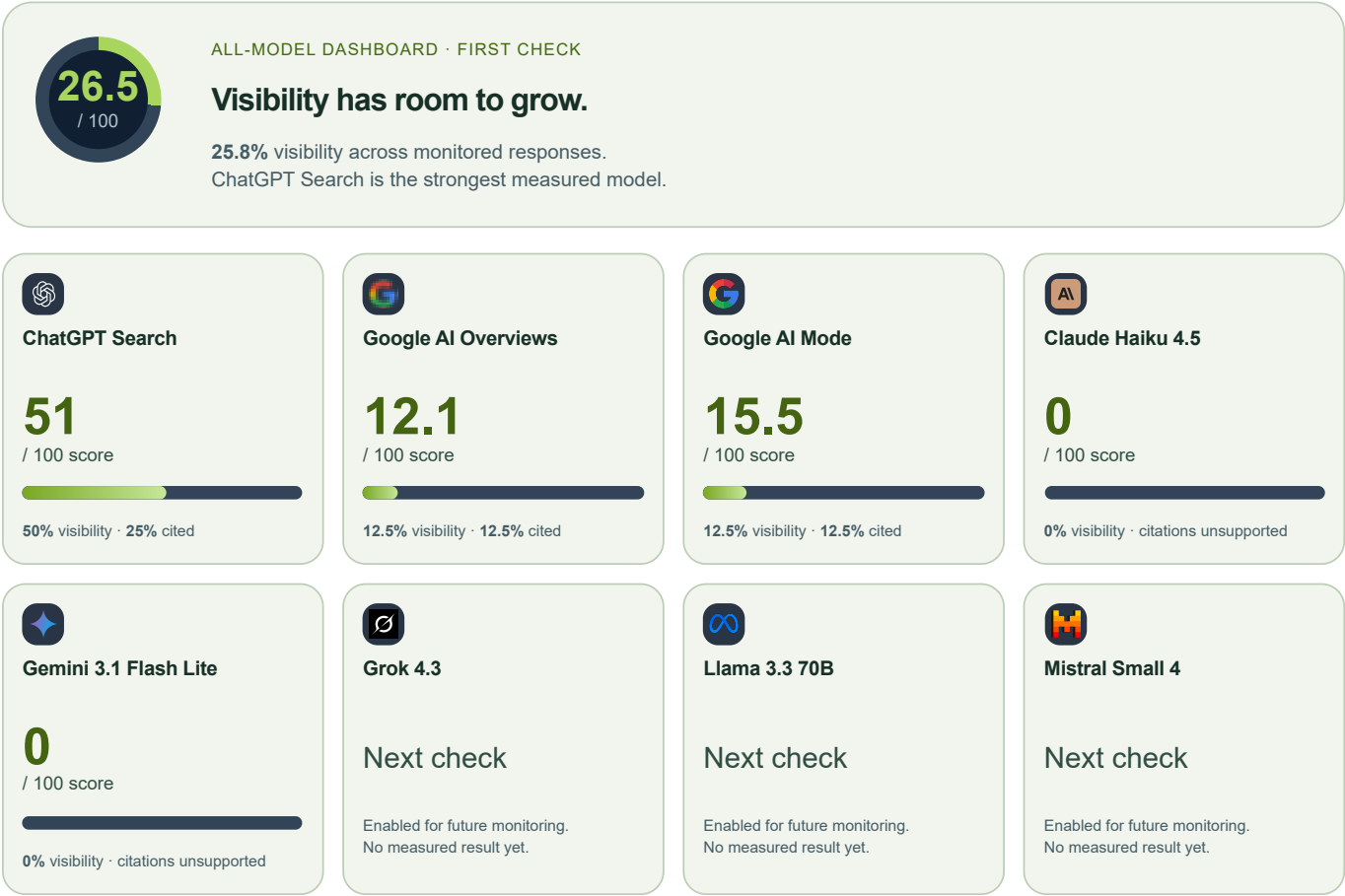
OBSERVED / WEBSITE 0 social profile links No Facebook, Instagram, LinkedIn or YouTube profile links were found on the seven inspected website pages.	NOT VERIFIED Activity and engagement Matching official accounts were not confirmed. Follower totals, posting frequency and engagement therefore remain unscored.	EXCLUDED / WRONG BUSINESS A same-name LinkedIn page The page links to skywardhealth.com and describes advisory services. It was excluded from this audit of skywardhealth.org.
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BLINK'S RECOMMENDATION

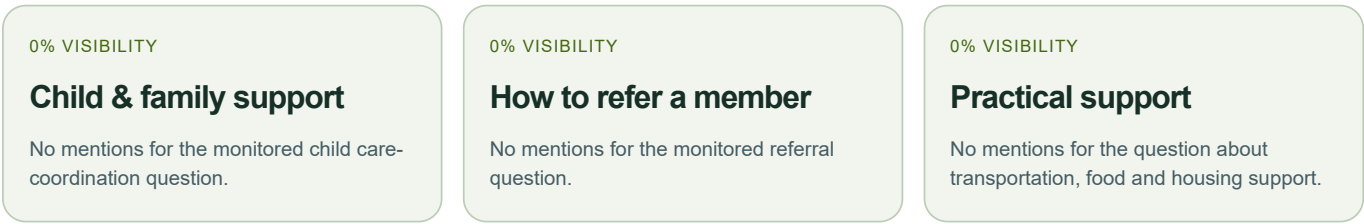
Confirm Skyward's official accounts, connect them from the website and align service and contact details. Then review actual activity before agreeing a social-content programme.

How AI platforms see Skyward Health.

Model-by-model results reveal where Skyward appears—and where useful answers are missing.



Where the content gaps show up



BLINK'S RECOMMENDATION

Blink can turn these gaps into reviewed service answers, clear referral guidance and consistent organisation information. Recheck the same prompts to measure changes in mentions and citations.

Mangools AI Search Watcher · Tarrytown · 8 prompts · 12 October 2026. All-model filter: score 26.52, visibility 25.78% (rounded above). The four-model view shows 30.3; it is a different filter. Five models have results; Grok, Llama and Mistral were added for the next check. Citation measurement is supported for ChatGPT Search and the two Google modes only. One baseline does not establish a trend; zero means no mentions in these monitored responses, not across all AI searches.

Follow-up measurement: the 18-keyword mobile and desktop trackers had no completed baseline available. The initial audit is based on the website checks, keyword and backlink databases, local search snapshots and five measured AI models. Additional monitoring can extend this baseline.

A 90-day plan. Delivered by Blink.

We recommend a focused 90-day engagement with Blink Digital: repair the foundations, build credible content and citations, then refine SEO and AI visibility. The work below is our proposed scope. The next section shows the improvements we would aim for if Skyward proceeds with this plan.

01

DAYS 1–30

Fix the foundations

Make the website understandable, technically sound and measurable.

Access & measurement

Verify or set up Search Console, Bing Webmaster Tools and GA4/GTM access. Check sitemap processing, indexing and approved enquiry/referral events; record the baseline.

Technical performance

Fix priority mobile loading issues; check robots rules, canonicals, redirects, broken links and mobile navigation. Re-test the homepage, services and referral routes.

Conversion routes

Clarify member, referrer and agency pathways. Explain what to prepare, add an appropriate short enquiry route and verify the handoff without collecting sensitive health details in analytics.

All six core pages

Repair missing headings and descriptions, improve titles, internal links and image alternatives. Remove the default post, refresh dated copy and correct organisation structured data.

Business identity & listings

Confirm name, address/service area, phone purposes and public-facing eligibility. Verify existing Google Business Profile, Bing Places and Apple Maps records; claim or create eligible missing profiles with owner approval.

What Skyward receives

A signed-off foundation checklist, corrected core pages, verified account/listing status and a usable measurement baseline.

How we measure progress

Page fixes completed; indexability issues resolved; mobile re-test results; approved conversion events verified.

02

DAYS 31–60

Build citations, content & authority

Give search engines and people more reliable places to discover Skyward.

Citation repair & coverage

Review the six observed sources and a prioritised directory inventory. Submit confirmed corrections, resolve duplicates and pursue relevant healthcare and local listings; log live, pending and rejected changes.

Four supporting articles

Prepare four reviewed answers around eligibility, referral preparation, care coordination and practical support. Use accurate service facts, named reviewers, source references and contextual internal links.

Four priority content pages

Create or substantially improve adult support, child/family support, referral guidance and Tarrytown/Westchester access pages. Explain Health Home care coordination clearly and link each page to the correct next step.

Relevant backlink outreach

Identify ten suitable healthcare, community or partner websites. Request useful resource mentions or updates using the approved pages and articles. Track responses and earned links; placements are not guaranteed.

What Skyward receives

A stronger network of accurate references plus useful service pages and articles that can attract relevant searches and referrals.

How we measure progress

Corrections live versus pending; approved pages published and indexing checked; relevant links earned; non-brand impressions and referral visits.

Expand and refine advanced SEO

Use real search and AI evidence to decide what deserves the next investment.

Search-demand & competitor gaps

Map actual queries and competing results to the member, referrer and agency pages. Expand useful topics and genuine service-area information; avoid thin location pages.

AI discovery & entity clarity

Strengthen answers for the monitored child/family, referral and practical-support gaps. Align organisation information across the site and trusted citations, and validate appropriate structured data.

Content & internal-link optimisation

Use Search Console and Bing data to improve pages receiving impressions but few clicks. Refine titles, answer sections and contextual links; investigate indexing or overlapping-page problems.

Conversion & next-quarter decisions

Review enquiry and referral-path behaviour, prioritise one measurable journey improvement and compare the same search terms, AI prompts and conversion events with the baseline.

What Skyward receives

An evidence-led next-quarter plan showing what was implemented, what improved and which gaps remain.

How we measure progress

Baseline versus day-90 organic clicks/impressions, comparable ranks, AI mentions/citations and verified enquiries; separate improvements from unproven causation.

Proposed scope for agreement, not work already completed or a ranking forecast. Timing depends on access, client review, profile eligibility and third-party verification. Content is reviewed for service accuracy before publication. Directory approval, earned links, indexing and search/AI gains are not guaranteed. Google Business Profile and Bing Places are listings; Search Console and Bing Webmaster Tools are private website-management accounts whose current status cannot be established publicly.

BLINK'S RECOMMENDATION

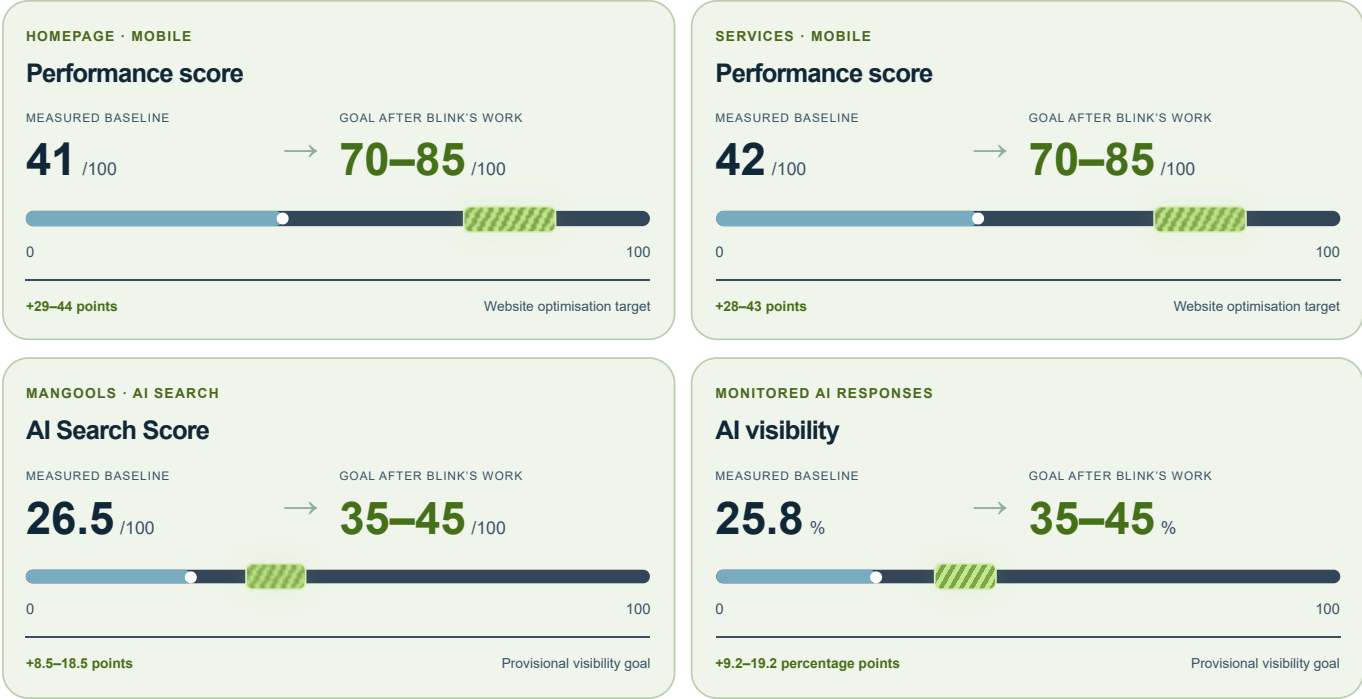
Begin with the foundation checklist and an agreed baseline. Run weekly citation and search/AI checks throughout the programme, with a delivery and results review at days 30, 60 and 90. Continue useful work while third-party verifications are pending.

What our 90-day work could improve.

If Skyward engages Blink to implement the three phases above, these are the proposed day-90 targets we would work towards. They show today's measured position alongside our improvement goals after implementation—not progress expected automatically.

- 01 · Repair foundations
Technical fixes, measurement and identity
- 02 · Build authority
Citations, useful content and relevant links
- 03 · Refine visibility
SEO, AI answers and conversion routes

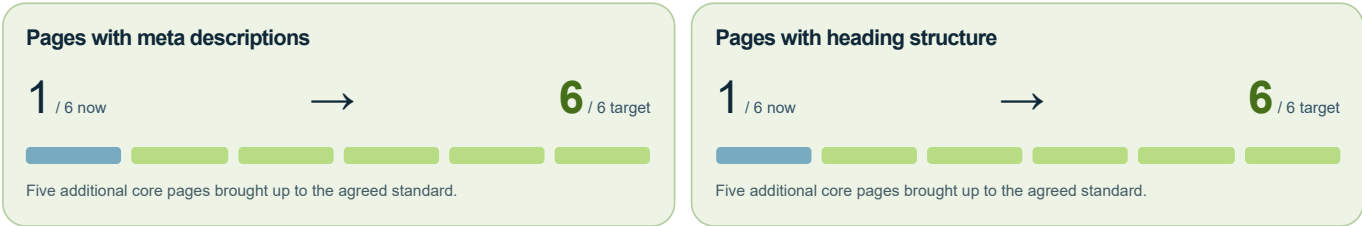
Measured baseline · 12 October 2026 Proposed range after Blink's 90-day implementation



FOUNDATIONS WE CAN DIRECTLY IMPROVE

Complete the basics.
Give every core page a stronger start.

Heading and description coverage are implementation goals, not an overall SEO score or a guarantee of higher rankings.



Our implementation goals—not guaranteed outcomes.

These ranges are provisional planning targets, not statistically validated forecasts. Achieving them depends on completing the agreed work, timely access and approvals, competition, indexing and changes to search and AI platforms. Blink would review progress at days 30, 60 and 90 and refine targets against the evidence.

Compare like with like. Re-test the same pages and device settings. Compare AI results using the same prompts, models and Tarrytown location; adding models changes the aggregate. Any changed setup needs a separate baseline.

Traffic and enquiries are not forecast here. A credible forecast requires access to Search Console, conversion data and relevant analytics tools. Establish that baseline before estimating commercial outcomes.

Baselines: Google PageSpeed Insights mobile lab runs and Mangools AI Search Watcher, 12 October 2026; six-page HTML audit. Mobile performance scores are page-speed measures, not overall SEO scores. Target bands show proposed ranges only—not a measured trend, probability interval or predicted path. All AI gains above are score/percentage-point changes, not relative percentage increases.

Evidence behind each recommendation.

Measurements retain their source and meaning. No artificial overall grade combines website quality, domain authority and AI visibility.

- [Skyward homepage ↗](#)
- [Services and referral route ↗](#)
- [Organisation and service area ↗](#)
- [Contact page ↗](#)
- [Published sitemap index ↗](#)
- [NY Health Home Coalition listing ↗](#)

Scope and limitations



Website review: seven public HTML pages, six main sitemap pages, robots.txt, sitemap index and published page/post sitemaps. Services and contact were inspected in a rendered browser. This is not a security audit, accessibility certification or complete end-to-end referral test.

Responsive and speed testing: homepage and services navigation plus the external referral form were inspected. Services and referral form were sampled at 390px with no horizontal overflow. Google PageSpeed measured homepage and services performance on mobile and desktop; field and lab data are reported separately. Full assistive-technology and end-to-end referral testing remain outside this public review.

Search data: Mangools keyword, authority and backlink databases plus specified SERP snapshots. Search Console, GA4 and Bing Webmaster Tools were not accessed. Actual traffic, enquiries, conversions, indexing coverage and manual actions are unverified.

Listings and social: public discovery only. Google Maps supplied a limited view; Bing did not return a matched business; Apple Maps could not be verified. Missing results do not establish that a listing or profile is absent.

AI: five models have a first measured baseline; three additional models await their next check. Citation support varies. No historical trend is claimed.

Preserved: no client website, listings, social profiles, forms or integrations were changed. Existing unrelated Mangools monitors were retained. Implementation, account-level verification and any client outreach are separate from this audit.

Local search snapshot: BrightLocal generated three Tarrytown-localised Google Search links. Nine standard web results on each first page were inspected in a signed-out desktop browser. No Skyward result was observed. These snapshots supplement the earlier Mangools evidence and do not substitute for a ranking history or Maps grid.

Citation review: six third-party source domains directly inspected on 12 October 2026. This is a targeted minimum count, not a complete directory audit or citation score. A further NY Department of Health entry was available through indexed search text only. Citation Flow, directory mentions and AI answer citations are separate measures.

Let's build Skyward's visibility plan.

Start with the priorities that help members, referral partners and agencies find you and take action.

BLINK'S FIRST PHASE

Strengthen discovery

Repair page headings and descriptions, develop useful service answers, and monitor search and AI visibility.

BLINK'S FIRST PHASE

Clarify local identity

Confirm the current organisation details, reconcile directories and assess the appropriate Google Business Profile route.

BLINK'S FIRST PHASE

Improve enquiry journeys

Clarify member, referral and agency pathways. Improve mobile performance and verify enquiry tracking and follow-up.

Discuss your priorities with Blink.

We'll review the findings together, agree the first phase and identify the access needed to implement and measure it.

[Discuss Skyward's visibility plan ↗](#)

No obligation. The link opens Blink's connection-request form. Scope, timing and pricing are agreed before work begins; submitting the form does not book an appointment.