

# Palise Property: Issues & Fixes

Consolidated list. Merges the April 1 strategy doc, the GSC indexed list, the GA4 12-month report, the live site crawl, and the WordPress admin walkthrough. 20 April 2026.

**Palise Property has built a genuinely strong foundation.** Consistent content production since 2020 (68 blog posts, 43 podcast episodes, 173 YouTube videos, 3 books, 3 course tracks). A 24-person team with named roles. Real media coverage on Sunrise, AusBiz, Ticker, Money Magazine. 117,761 sessions in the last 12 months. Organic Search converting at 7.8%, eight times the rate of Paid Social. 2,724 book sales. 387 sessions already arriving from ChatGPT without any optimisation.

**All of that achieved without the technical SEO basics in place.** No sitemap submitted. No per-page meta descriptions. No Person schema. 95% of images without alt text. No internal category structure on 68 blog posts. No transcripts. No connected external profile graph.

That is the story. They have done very well despite running without the wiring.

**The problem is not that the site is broken. The problem is that nothing is connected.** Every asset is strong in isolation. YouTube lives on YouTube. The podcast lives on Spotify. The books live on the store. The course lives on Property Institute Australia. The press coverage lives in outlets the website does not link to. AI systems cannot see that they are all one entity.

This list is that connection plan. The "fixes" are the missing wiring. The "upgrades" are richer versions of what already works. The "builds" are the few genuinely new things. Nothing here asks Palise to start over. It asks them to connect what they already have.

**One thing worth naming up front:** Episode #13 of the podcast, from May 2023, is titled "How AI and ChatGPT are Shaping Property Investment". Steve has already been on this territory. The "voice of AI search in property" play is a continuation, not a new direction.

## Critical: fix first (foundations)

### 1. No XML sitemap in GSC (and likely not in Bing either)

**Issue:** 787 pages discovered by Google, only 364 indexed. No sitemap submitted. Bing matters even more for AI visibility (ChatGPT, Copilot, Perplexity pull from Bing).

**Fix:** Generate sitemap via Rank Math. Submit to GSC and Bing Webmaster Tools.

**Effort:** 30 minutes. Indexation climbs over the following weeks with no further work.

## 2. Schema: foundation is there, connections are not

**Corrected after live HTML check.** Rank Math IS outputting a proper @graph block on most pages.

Organization (name "Palise Property Buyers Agency", address, phone, logo, contactPoint), Place, WebSite (with SearchAction + alternateName), WebPage / AboutPage, ImageObject — all present and correctly formed.

### What is actually missing in the rendered HTML:

- sameAs on the Organization is empty — no LinkedIn, FB, IG, YT, Spotify, Apple, Audible, Buzzsprout, Property Institute Australia. Biggest single miss.
- No Person schema for Steve anywhere (not on About, not as Author on posts)
- No Service schema on service pillar pages (they output generic WebPage)
- No Article schema with Author field on blog posts
- No FAQ schema anywhere
- No BreadcrumbList

**Template bug:** /podcast/17/ (and presumably all 43 episodes) returns **zero JSON-LD blocks**. Same for /resource/comm-stamp-duty-calculator/ and likely every resource / calculator page. Custom post type templates are bypassing Rank Math entirely.

### Fix priority order:

1. Populate sameAs on Organization — 15 minutes, biggest impact
2. Add Person schema for Steve (About + as Author on posts) — 1 day
3. Fix Podcast template to output PodcastEpisode + AudioObject — developer work, 1-2 days
4. Fix Resource template to output schema — developer work, 1-2 days
5. Add Service schema to the 9 service pillar pages
6. Add FAQ schema on calculator and Q&A pages
7. Add BreadcrumbList globally
8. Person schema for remaining 23 team members on /staff/\*

**Falls out of this:** the business name is already locked in schema as "Palise Property Buyers Agency". One of the five naming questions is effectively answered by the site itself.

## 3. Zero meta descriptions on most pages

**Issue:** Homepage is configured (keyword "palise", SEO score 92/100). Everything else shows "Keyword: Not Set" and no meta description.

**Fix:** Rank Math sitewide templates for defaults. Hand-write the top 30 (service pages, calculators, hero content, books).

**Effort:** 2 to 3 days.

## 4. No canonical tags on any sampled page

**Issue:** Duplicate URLs already indexed (/15year-residential-property-plan twice, ?v= variants indexed).

**Fix:** Canonical link tags sitewide via Rank Math defaults.

**Effort:** Half a day.

## 5. 95% of images missing alt text (833 of 879)

WordPress Media Library shows 1,580 Acquisition images, 173 Staff Photos, 285 Resource Library images. Scale is large but batchable.

**Fix:** AI-assisted batch generation, human review 10 at a time. Hero pages first.

**Effort:** 4 to 6 weeks in parallel with other work.

## 6. "260+ media outlets" claim is unsupported

**Issue:** Homepage claims "Featured in 260+ media outlets". Actual /steve-palise-media-presence/ page lists 4 (Sunrise TV, AusBiz TV, Ticker TV, Money Magazine) with placeholder SVGs and no links. The page undermines the claim.

**Fix:** Get the real list from Palise and rebuild properly, or strip the 260+ claim from the homepage until we have the data.

**Dependency:** The 260+ list. Single biggest content dependency.

## 7. Naming inconsistencies across key entities

### Issue:

- Steve's title: "Owner/Director" (About) vs "Founder and Managing Director" (strategy) vs "Founder"
- Liam's role: "General Manager" (About) vs "Senior Buyers Agent" (strategy)
- Podcast: "Commercial Property Investing - Explained" (feed) vs "The Commercial Property Explained Podcast" (strategy)
- Education arm: "Property Institute Australia" (domain) vs "Commercial Property Institute" (strategy, homepage)
- Business: "Palise Property" vs "Palise Property Buyers Agency"

**Fix:** 15-minute decision. Lock one version of each. Enforce everywhere.

## 8. Superlatives in title tags and H1s

**Issue:** "Australia's Leading Buyers Agency | Palise Property" (homepage title). "Industry-Leading Commercial Buyers Agents" (H1 on commercial page). The worst of the 67 detected superlatives sit in the most AI-sensitive locations.

**Fix:** Rewrite to specific, factual language. Evidence-backed where possible.

**Effort:** 1 day for the top 30 pages.

## Fixes: existing things that are broken

### 8a. Privacy Policy is still a Draft, not Published

**Issue:** A live e-commerce site with 2,724 book transactions in 12 months is running without a published privacy policy. Legal and compliance risk, separate from SEO impact.

**Fix:** Publish the existing draft, or draft a compliant version and publish.

**Effort:** 1 hour.

### 8b. Duplicate Home Page exists as Private

**Issue:** home-page-duplicate exists, authored by "Social Wave", marked Private. SEO score 84/100. Risk of accidentally flipping to public and creating duplicate content. Also clutter.

**Fix:** Delete or clearly label as non-indexable. Confirm nothing links to it.

**Effort:** 15 minutes.

### 8c. 68 blog posts all Uncategorized, untagged, no keywords

**Issue:** Every one of 68 published posts has "Keyword: Not Set", no tags, Category: Uncategorized. No topic archive structure (/commercial/, /residential/, /smsf/, /market-insights/). Every post is an orphan. Internal linking cannot do its job. Category pages do not exist as hubs.

**Fix:** Taxonomise 68 posts into 5 to 8 categories. Add tags. Set keywords. Rank Math auto-generates archive hubs.

**Effort:** 1 day once taxonomy is agreed.

## 9. Video library leaks to YouTube, nothing retained on-site

**Issue:** All 173 video cards on /resources/videos/ are "Watch Now" buttons to YouTube. No embeds, no transcripts, no articles.

**Good news:** Each video is already a WP custom post with Video Title, long Video Description, Video Link and Featured Image populated. The data is there. The rendered template is the problem.

**Fix:** Update the template to embed, add a transcript field, render the description as the article, add VideoObject schema, internal links. Start with top 30.

**Effort:** 1 day template. 30 minutes per video (transcription + review) after.

## 10. 43 podcast episode pages are thin

**Issue:** Each episode has a page. Episode 17 sampled: no transcript, no audio embed, no PodcastEpisode schema.

**Good news:** Every episode is a WP custom post with Ep Title, Ep Summary, Ep Publish Date, Buzzsprout Link, Spotify Link, Apple Podcast Link, Amazon Music Link — all populated. Data model is correct. Template does not render it all.

**Fix:** Update the template to render summary + platform buttons + audio embed + transcript, plus PodcastEpisode + AudioObject schema. Write transcripts for top 10-15 first.

**Effort:** 1 day template. 20 minutes per episode for transcript + review.

## 11. Podcast URLs numbered, not topic-titled

/podcast/1/, /podcast/17/, /podcast/43/. AI cannot infer topic from URL. Rewrite to topic slugs. 301 from numbered URLs.

## 12. URL typo: /commercial-property-invesment-guide

Missing "t" in investment. Rename + 301.

## 13. Duplicate URLs for the same content

/15year-residential-property-plan and /resource/15year-residential-property-plan/ both indexed. ?v= variants also indexed.

**Fix:** Canonicals to preferred version. 301 duplicates. Exclude ?v= from indexing.

## 14. Form drop-off is 61.8%

GA4: 8,721 form\_start vs 3,332 form\_submit. On Palise's best-converting channel, a leak this size matters.

**Fix:** UX audit of the main enquiry form. Field count, validation, required fields, mobile experience.

## 15. Phone CTA is functionally invisible

233 phone clicks in 12 months for a service business. /contact only 13 seconds of engagement.

**Fix:** Make phone prominent on hero and service pages. Click-to-call with tracking.

## 16. GA4 events broken

purchase and residential\_market\_health\_report\_ty\_page rarely or never firing. Audit in GTM, standardise naming, remove duplicates.

## 17. Low CTR on high-impression pages

Commercial stamp duty calculator 3% CTR on 5,468 impressions. Lease doc loan 2.1% on 5,295.

**Fix:** Rewrite title and meta for top 20 high-impression low-CTR pages.

## Upgrades: existing things that could be much better

### 18. Person schema for 24 people, not 2

About page lists 24 team members. Each has a /staff/\* page already indexed. Person schema on every one, sameAs to LinkedIn, linked to Organization.

### 19. Organization schema with populated sameAs

sameAs pointing to LinkedIn, FB, IG, YT, Spotify, Apple, Audible, Buzzsprout, propertyinstituteaustralia.com.au. Currently empty.

### 20. Service schema per service pillar

Commercial, Residential, Property Planning, Due Diligence, Property Management, Conveyancing, Insurance, Mortgage Broker, SMSF. None currently.

## 21. FAQ schema on pages with Q&A content

Calculator pages, resource pages, podcast show notes, content articles. Content is there. Schema makes it extractable.

## 22. Service and hero pages use statements, not questions

Convert key H2s on top 15 pages to questions with direct 2-3 sentence answers.

## 23. Enrich first 10-15 podcast episodes

Transcripts, audio embed, platform buttons, show notes rewrite, PodcastEpisode + AudioObject schema. Dependency: Steve's pick.

## 24. Flip first 30 YouTube videos to site-first

Each video gets embed, transcript, article, FAQ schema, VideoObject schema. YouTube descriptions rewritten to link back.

## 25. Rebuild /steve-palise-media-presence/ as a proper press page

Every verifiable feature: outlet, date, link, quote. "Featured In" logo banner on homepage. CreativeWork / NewsArticle schema. Depends on item 6.

## 26. Build a /reviews/ page

"palise property reviews" gets 2,520 impressions a year with no optimised page to receive them. Testimonials, Google reviews embed, Review + AggregateRating schema.

## 27. Build /commercial-property-investment-guide/ hub-and-cluster

Fix typo URL. Flagship pillar. Link to stamp duty calc, loan calcs, cashflow calcs, buying process, due diligence, case studies, lease explainers, SMSF, yield, vacancy, WALE. Every supporting page links back.

## Builds: new things to add

## 28. Podcast distribution expansion

Via Buzzsprout: Google / YouTube Music, iHeartRadio, Pocket Casts, Castbox, Podchaser, Listen Notes, Podcast Addict. 1 hour.

## 29. Directory and trust profiles

LinkedIn company page, REBAA, Crunchbase, Clutch, ProductReview.com.au, Trustpilot, Bing Places, Apple Maps, True Local, Yellow Pages, Hotfrog. Consistent NAP and entity statement. Depends on naming lock.

## 30. "Referenced In" / "Find Us On" site section

Footer or About section linking to every external profile Palise controls. sameAs-style signal.

## 31. Amazon Australia author profile for Steve

Claim profile, link all three books, Book schema on /store/.

## 32. Course + Organization schema on propertyinstituteaustralia.com.au

Course schema per page. Organization schema with foundingPerson (Steve) and affiliation (Palise Property).

## 33. Content cascade operating model

Every new piece: URL first, article on URL with entity statement and FAQ schema, 60-second video, podcast segment, every external channel points back. Transcripts on the URL. Process, not a project.

## Housekeeping: hygiene, compounding

### 34. Reduce 67 superlatives

"Leading", "best", "industry-leading" replaced with specific metrics, credentials, or removed.

### 35. GSC low-CTR rewrite pass

Top 20 high-impression low-CTR pages. Partial overlap with item 17.

### 36. Verify paliseproperty.com.au domain ownership

GA4 shows 2 referring sessions. If Palise owns it, redirect. If not, investigate.

### 37. Verify commercialpropertyinstitute.com.au

3 referring sessions. Separate from propertyinstituteaustralia.com.au. Scope what it is, who owns it.

### 38. Consent Mode, Google Signals, BigQuery link

Standard GA4 hygiene for compliance and reporting.

### 38a. Update WordPress and agency access

WP 6.8.5 running (6.9.4 available). "Social Wave" has author access. Review who has write permissions. Housekeeping.

## Future / parked

### 39. Turn the acquisitions back-catalogue into an aggregate trust signal

Individual /acquisition/\* pages convert at 0.03% and leak Paid Social traffic. But aggregate data (total acquisitions, state breakdown, sector split, yield ranges, tenant types — WP shows 1,580 acquisition images across the catalogue) is a factual, citable claim AI systems value. Build a /track-record/ summary page with aggregate numbers, schema, and link individual acquisitions as ItemList members. Parked.

## Strategic: separate track

### 40. Steve as the voice of AI search in property

Strategy doc flagged this as the biggest positioning opportunity. Episode #13 (May 2023) already covered "How AI and ChatGPT are Shaping Property Investment" — Steve is already on this territory. Continuation: a solo or co-hosted podcast episode on AI search visibility for property businesses, LinkedIn thought leadership (fortnightly), bylined articles (Domain, Smart Property Investment, Australian Property Investor), speaking at property conferences.

Raised once on the call. Parked if no appetite. Scoped separately from the fix list if yes.

*What overlaps with the April strategy doc: roughly 70% of Phase 1 maps to items 1 to 27 above. The other 30% was either theoretical framing (the four-language-layer model, the ecosystem cascade narrative) that does not need redoing, or items that turned out to be wrong on inspection (Liam's role, Steve's title, the podcast name, the schema being misattributed when it is actually partly working). The strategy doc set the direction. This list is what needs doing. And the story behind the list: connection, not reconstruction.*