

PREPARED FOR

SP Vacations by Sterling Point Real Estate

spvacations.pages.dev · development site, St. Croix, U.S. Virgin Islands

Content Accuracy & SEO Audit and Improvements

01

PREPARED BY

Cavmir

DATE

September 4, 2026

SCOPE

268 pages · 1.07 million words

REFERENCE

SPV-CA-2026-09

EXECUTIVE SUMMARY

The site was technically clean. Its flight schedule had gone stale, and the villa pages were borrowed text.

Every page was checked for facts that expire, copy that reads as generated, and the search basics. Everything found was fixed at the source and deployed the same day.

FIXED & LIVE

All findings below were corrected on September 4, 2026 and are live on the development site. Four go-live items remain with the client (page 6).

268 PAGES AUDITED, 1.07M WORDS	40+ PAGES CARRYING A STALE FLIGHT CLAIM, CORRECTED	I2 VILLA PAGES GIVEN ORIGINAL COPY AND AN FAQ	226 GENERATED-SOUNDING PHRASES AND WORD TICS REMOVED
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The technical foundation needed almost nothing: canonicals, unique titles and descriptions, social cards, one H1 per page, structured data and a sitemap that matches the files. The risk was in the words. A seasonal airline schedule had been written in the present tense, so more than forty pages were about to state something false the moment Delta's Atlanta service paused on September 6. The twelve villa pages reprinted the booking site's listing text word for word, and three of those listings had changed on Hostaway since they were copied. The rest was housekeeping at scale: short titles, thin descriptions and machine-sounding vocabulary.

SUBJECT spvacations.pages.dev (development build, noindex by design)	METHOD Build crawl (titles, descriptions, canonicals, schema, links, sitemap); visible-text pattern audit of every page; live re-check of flights, events, fees and all 12 listings
STANDARD Cavmir web standards, honest-copy and plain-titles rules, TrollBuster compliance gate	DATE September 4, 2026

FINDINGS · ACCURACY

Facts that expire.

CRITICAL · FIXED

Delta's Atlanta nonstop was described as running "Saturdays now" on more than forty pages.

The route runs Saturdays only through September 5, 2026, pauses from September 6 to November 13, returns on Saturdays from November 14 to December 18, and goes daily except Mondays from December 19 (The Buccaneer flight schedule and Visit USVI, checked September 4, 2026). The phrase sat in the shared flights table used by all 26 comparison pages, the home-page route map, the Atlanta, Boston, Denver and Cleveland fly-from pages, five event pages, a blog post and a guide.

WHAT WE DID

Rewrote every instance at the source as a dated statement ("Saturdays from November 14; daily except Mondays from December 19"), updated the writers' fact pack, and adopted the rule that schedules are never written as "now", "right now" or "today".

HIGH · FIXED

The Charlotte page said "Right now it runs on Saturdays."

American's Charlotte nonstop has been paused since August 1 and returns on Saturdays from November 7, going daily on December 17. Four event pages repeated "Charlotte and Atlanta Saturdays now."

WHAT WE DID

Corrected the Charlotte fly-from page in nine places (hook, routes, timeline note, booking advice, three FAQ answers, airport rail) and the four event pages.

HIGH · FIXED

Three of the twelve listings had changed on Hostaway since they were copied on August 15.

Shoy's Beach House is now titled a six-bedroom villa with a longer description, Sunset Sea-Clusion was retitled "Private Pool & Ocean Views" with a shorter one, and The Buck Island Overlook's description changed. Bedrooms, baths, occupancy and ratings were unchanged on all twelve.

WHAT WE DID

Re-fetched all twelve live listings, refreshed the site's villa data, and kept the refresh script so future passes take one command.

CHECKED OUT

Everything else that could have gone stale held.

Closed businesses (Harvey's, Un Amore, Eat @ Cane Bay, Villa Morales, The Galleon, the Hotel on the Cay, Spirit, Silver Airways, Air Sunshine): 54 mentions on 26 pages, every one framed as a closure. Sandy Point's weekend-only and April-August closure is carried on all 54 pages that name it. United's Newark launch (October 31), American's Chicago Saturdays (December 5), Cape Air to Nevis (Fridays and Sundays), the ferry fare, marriage-license fees, AgriFest 2027 and the Crucian Christmas Festival dates all re-verified. One phone number and one email address across the site; no nightly prices anywhere.

FINDINGS · CONTENT QUALITY

The pages that sell.

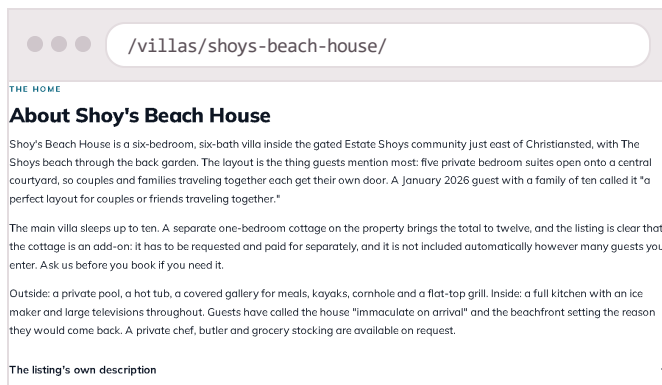
HIGH · FIXED

The twelve villa pages reprinted the booking site's listing text word for word.

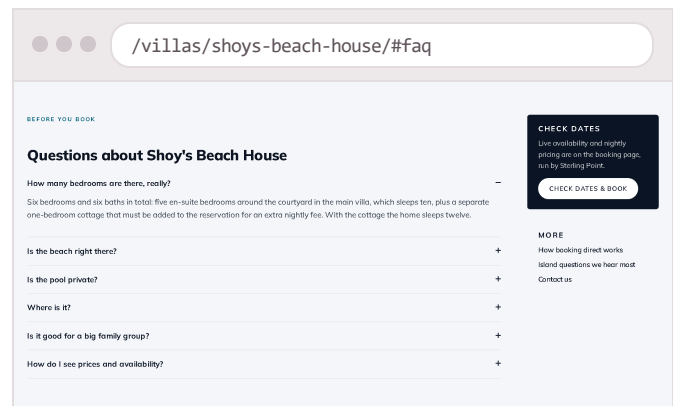
About a fifth of each page was the Hostaway description that already lives at spvacationsvi.com, so Google saw the same text on two domains with nothing original above it. Every listing photo was also inline (The Cerulean: 76 photos, a 16,000-pixel page), the five-photo gallery repeated the first five of the grid, and no page answered the questions guests ask before booking.

WHAT WE DID

Wrote about 1,900 words of original description across the twelve homes, using only the listing facts, the amenity lists and quoted guest reviews, including the awkward ones: Toes in the Sand's beach is not swimmable and its water pressure is limited, per a guest; Shoy's cottage is a paid add-on. The listing text stays available in a fold-out. The gallery no longer repeats, 24 photos show inline with the rest in a fold-out (The Cerulean is now 12,300 pixels), and each home has a six-question FAQ with FAQPage structured data.



Original copy first; the listing's own text sits in the fold-out below it.



The per-home FAQ, with the cottage add-on stated plainly.

MEDIUM · FIXED

Vocabulary that reads as machine-written: 63 phrases on 31 pages, plus 163 intensifiers.

"World-class" appeared 25 times in our own copy, with "bucket-list", "seamless", "unforgettable" and ten "reads like" constructions behind it; "genuinely" appeared 153 times and "truly" ten. One section header advertised its own tone ("Sailing, conceded and answered").

WHAT WE DID

Rewrote each phrase to the plain fact it was standing in for and removed the intensifiers. The only such words left on the site are inside the clients' own listing descriptions, which are quoted as written.

FINDINGS · SEARCH

Titles, descriptions and structured data.

MEDIUM · FIXED

Eighteen titles were under thirty characters, including the pages meant to rank.

The villas hub was titled "The Homes | SP Vacations"; the collections omitted the island; the largest-homes page was "Villas for 12"; FAQ, Contact, Blog and eight guides carried a bare label. Titles are what the search result shows.

WHAT WE DID

Keyword-first titles at or under 60 characters, with the editorial H1s untouched: "St. Croix Villa Rentals & Condos", "Beachfront Villas & Condos on St. Croix", "St. Croix Villas That Sleep 12", "The Cerulean | Beachfront Villa with Pool, St. Croix", "St. Croix Villa Rental FAQ", "Jump Up, Christiansted's Street Festival". Two short titles remain on purpose: the privacy policy and the 404.

MEDIUM · FIXED

Eight meta descriptions were under seventy characters; five pages had no structured data.

The terms page described itself in 42 characters; the blog hub, two collections, a villa, a guidebook, the photo credits and the 404 were similarly thin. The four legal pages and the 404 carried no schema.

WHAT WE DID

Every description now runs 100 to 158 characters and says what the page is for. The legal pages carry WebPage and breadcrumb schema; FAQPage schema went from 55 pages to 67 with the villa FAQs. Only the 404 has none, which is correct.

ALREADY RIGHT

The technical foundation passed without changes.

Self-referencing canonicals on 268 of 268 pages; zero duplicate titles or descriptions; zero orphan pages, with an average of 78 internal links per page; sitemap entries match the files on disk (267) with a content-hash lastmod ledger; Open Graph and Twitter cards on every page; exactly one H1 per page and no heading-level skips; zero broken links and zero missing assets; every image carries an alt attribute; TrollBuster gate passes with no critical, high or medium findings. The noindex on every page is intentional until the client approves go-live.

The one class of content that expires

Airline schedules change twice a year and every other fact on this site holds for seasons. Re-check the five nonstop routes in early November, when the winter service starts, and again in April.

REGISTER

Every item, with its count.

STATUS	ITEM	DETAIL	COUNT
● Fixed	Atlanta nonstop written as "Saturdays now"	Dated schedule on every page that carried it	40+ pages
● Fixed	Charlotte nonstop written as "right now"	Paused since August 1; returns November 7	5 pages
● Fixed	Listing data drifted on Hostaway	Titles and descriptions refreshed from the live listings	3 of 12
● Fixed	Villa pages reprinted listing text	Original copy, fold-out, gallery and photo fix, FAQ + schema	12 pages
● Fixed	Machine-sounding phrases	world-class, bucket-list, "reads like", seamless, unforgettable	64
● Fixed	Intensifier word tics	"genuinely" and "truly" removed from our copy	163
● Fixed	Tone-word section header	"Sailing, conceded and answered" is now "Sailing"	1
● Fixed	Titles under 30 characters	Keyword-first titles, H1s unchanged	18 → 2
● Fixed	Descriptions under 70 characters	All now 100–158 characters	8 → 0
● Fixed	Pages without structured data	WebPage + breadcrumbs on the legal pages	5 → 1
● Pass	Closed businesses and dead airlines	Every mention framed as a closure	54 mentions
● Pass	Canonicals, titles, sitemap, links, cards	No changes needed	268 pages
● Open	Absolute image URLs on pages.dev	Flip with the production domain at go-live	268 pages
● Open	Villa photo alt text is generic	"Home name, photo N"; needs per-photo captions from the client	530 photos
● Open	Go-live items with the client	Domain (Hostaway holds spvacationsvi.com), form email key, GA4 id, Search Console	4

Bottom line

As of September 4, 2026 the site is accurate, its villa pages carry their own words, and the search basics are in place. What remains is the client's: pick the domain arrangement, supply the form email key and the analytics id, and the site can leave development mode and be submitted to Search Console.