CAVMIR.COM

PREPARED FOR

GARAMONDS

garamonds.com

Website Audit & Growth Plan

PREPARED BY	DATE	AUDIT SCOPE	FINDINGS
Cavmir	November 2026	Full site, 106 URLs	18

EXECUTIVE SUMMARY

A guest cannot see a price or reserve a villa on garamonds.com.

On 25 November 2026 we audited all 106 addresses on garamonds.com: every page and post in your sitemap, every internal link, the booking path, page speed on a phone, structured data, images, languages and the cookie banner. This is what we found.

The villas are extraordinary and the brand already looks the part. The website around them is a hotel template that was never finished: **no price or availability anywhere**, a 13-field request form where the booking should be, an 8-second wait on a phone, and demo pages, test pages and placeholder text still published.

0	8.3s	84%	18
VILLA PAGES THAT SHOW A PRICE OR OPEN DATES	BEFORE THE HOMEPAGE'S MAIN IMAGE SHOWS ON A PHONE	OF 1,291 IMAGES WITH NO DESCRIPTION FOR GOOGLE	FINDINGS IN THIS AUDIT

THE STRATEGIC READ

Creators will send guests to this website. It has to take the booking.

You are planning creator and influencer collaborations. Those posts are seen on a phone, and the people who tap through want three answers in seconds: is the villa free on my dates, what does it cost, and can I reserve it now. Today the site answers none of the three. A visitor waits 8 seconds, closes a magazine pop-up, then finds a form that asks for 13 details and promises a reply later. Each of those steps is a place where a visitor can give up, and the campaign pays for every visitor who does.

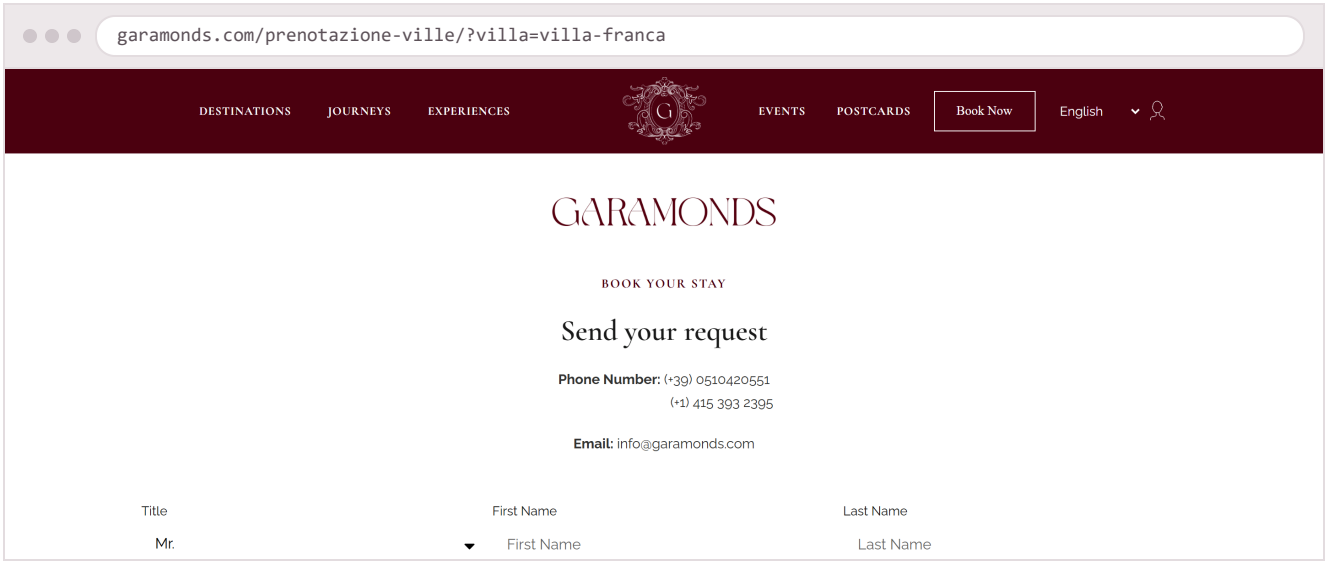
So the order matters. First a fast site where each villa page shows live dates and prices and takes the booking on your own site. Then the creators, pointed at a page that converts. The build takes one week.

WHAT ALREADY WORKS, AND STAYS

- **The villa stories.** Villa Franca's page, the Vogue art director's refuge in the Portofino Park, is writing most rental sites never have.
- **The photography** of the houses, the gardens and the views.
- **The brand.** The crest, the wordmark and the deep bordeaux are distinctive and recognisable.
- **Reachability.** Phone numbers in Italy and the US and a reservations address are on every page.

CRITICAL 01 · "Book Now" opens a 13-field request form, and no page shows a price

Every "Book Now" and "Check Availability" button ends at `/prenotazione-ville/`, headed "Send your request". The guest fills in title, first and last name, email, telephone, country (the list starts on **Afghanistan**), guests, villa, check-in, check-out, contact preference, best time to call and a message, then waits for an answer. None of the six villa pages shows a nightly rate or which dates are open, so a guest cannot even tell whether the house is in their budget before writing to you.



The booking path today: a request form. No price, no calendar, no way to reserve.

> HOW WE FIX IT · PLAN ITEM 1
>
> Each villa page gets a booking box with live availability and the full price for the guest's dates, and the guest reserves and pays on your site, connected to the system that holds your calendar and rates. Requests stay available for guests who prefer to talk to someone.

CRITICAL 02 · On a phone, the homepage takes 8.3 seconds to show its main image

We loaded the homepage as an iPhone would: the main image appeared after **8.3 seconds**, after **228 requests** and **7.8 MB**, including **121 scripts and 70 stylesheets**. Google calls 2.5 seconds good. Across our crawl, the median page took 2.4 seconds just to arrive from the server. Creator traffic arrives almost entirely on phones.

> HOW WE FIX IT · PLAN ITEM 2
>
> A new build on Cloudflare's global network, with images sized for each screen, two self-hosted fonts and no page-builder weight, tuned to Google's Core Web Vitals and tested on a phone before launch.

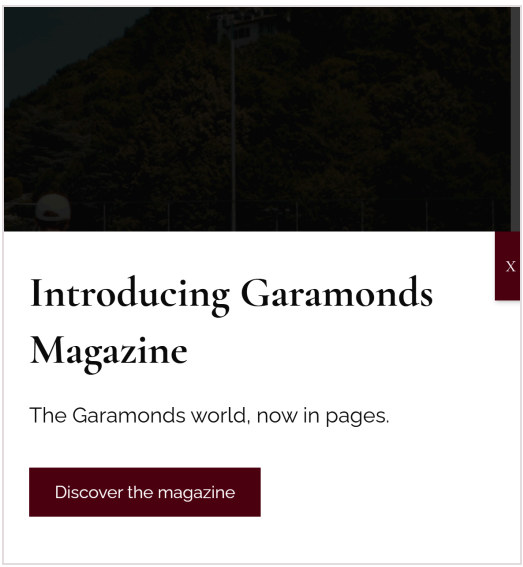
Speed measured 25 November 2026 with an emulated iPhone 15 on our office connection; your visitors' numbers will vary with their network, the pattern will not.

CRITICAL 03 · A pop-up covers the first screen

On desktop and on a phone, the first thing a new visitor sees is "Introducing Garamonds Magazine" over a darkened hero. No villa, no price and no booking button are visible until it is closed.

HOW WE FIX IT · PLAN ITEM 2

The first screen shows the villas and a way to check dates. The magazine gets its own place in the menu and on the homepage, never in front of the booking.



CRITICAL 04 · Placeholder text is published on a journey page

The Cervia journey reads **"Cervia lorem ipsum, step 1, hover per far partire l'itinerario. Lorem ipsum dolor sit amet, lorem ipsum lorem ipsum."** It is listed in your sitemap for Google, linked from three pages, and the same text shows on page 2 of the journeys archive.



HOW WE FIX IT · PLAN ITEM 3

Every page is rewritten or removed before launch; a check that fails on placeholder text runs on each build.

CRITICAL 05 · Tracking starts before the visitor answers the cookie banner

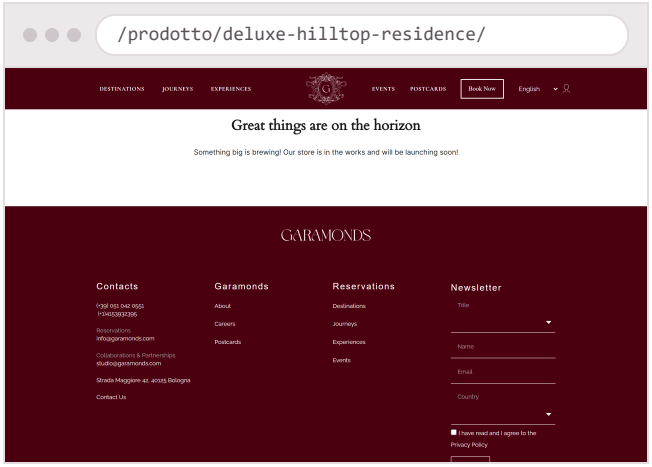
The Complianz banner is installed, but before anyone clicks it, the site has already set Meta's tracking cookie `_fbp` and seven `sbjs` visitor-source cookies, downloaded the Meta pixel, Google Ads, Google Analytics and Tag Manager scripts, and requested fonts from Google's servers six times. The Italian Garante's cookie guidelines of 10 June 2021 allow no profiling cookies before consent, and in January 2022 a Munich court awarded a visitor damages under the GDPR for Google Fonts loaded without consent.

HOW WE FIX IT · PLAN ITEM 6

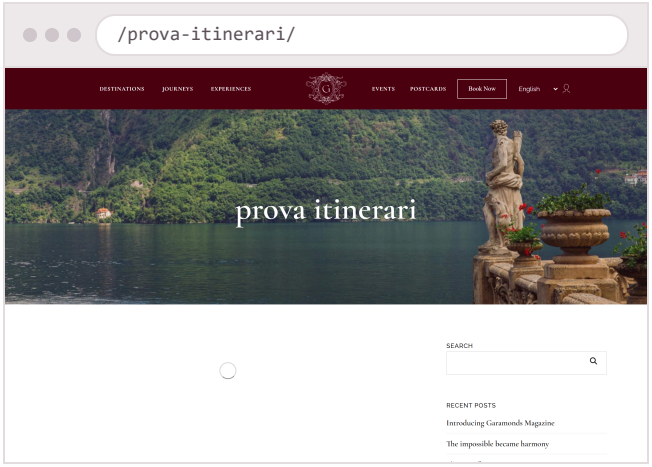
A consent banner that truly blocks Meta, Google Ads and Analytics until the visitor accepts, fonts served from your own domain, and your existing Analytics, Tag Manager, Ads and Meta accounts carried over so no reporting is lost.

HIGH 06 · Theme demo pages and test pages are live and listed for Google

The sitemap you give Google lists **"Deluxe Hilltop Residence"** and **"Premier Beachfront Suite"** (placeholder shop products; the first says "Our store is in the works and will be launching soon!"), a page called **"prova itinerari"**, two shops (`/shop/` , `/negozio/`), two carts (`/cart/` , `/carrello/`), three checkout and payment pages and a "conferma prenotazione" page. **11 pages** in the sitemap are linked from nowhere on the site.



A theme sample product, live under your name.



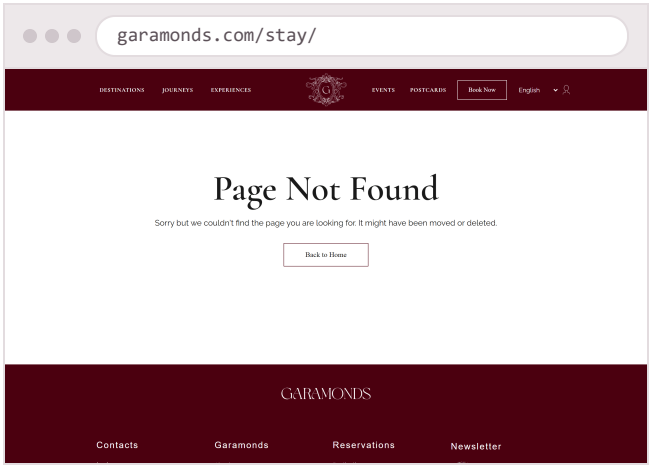
A test page, also in the sitemap.

HOW WE FIX IT · PLAN ITEM 3

The new site carries only real pages. Every old address that had a purpose is redirected to its new home, so no link anyone saved breaks.

HIGH 07 · Links on the homepage and the Journeys page lead to "Page Not Found"

The homepage's **"Discover"** link goes to `/stay/` , which does not exist. **"From Vineyards to Waterways"** is linked from seven pages, including Journeys and all three regional journey pages, and returns a 404 page whose title is in Italian, "Pagina non trovata".



Where "Discover" leads on the homepage.

HOW WE FIX IT · PLAN ITEM 3

Every link on the new site is checked before launch and on every update, and the 404 page offers the villas and a way to check dates, in the visitor's language.

HIGH 08 · The same villa and journeys live at several addresses

Villa Franca has two pages, `/room/villa-franca/` and `/accommodation/villa-franca/`, built in two different booking systems. Three journeys have a second "-mobile" copy in the sitemap. Four pages answer both with and without the closing slash. The Villa Jolanda itinerary is published twice, and the page titled "Cesa del Louf" lives at `/day-6-7-chalet-dolce-vita/`. Google has to guess which copy to rank and splits the credit between them.

HOW WE FIX IT · PLAN ITEM 3

One address per villa and per journey, one layout that adapts to every screen, and permanent redirects from every duplicate.

HIGH 09 · 56 of 76 pages have no search description, and headings are missing

Google writes its own snippet for **56 of the 76** pages in your sitemap because none was given. **24** pages have no main heading (H1), **10** have two and one has seven.

HOW WE FIX IT · PLAN ITEM 4

A written title, description and single main heading for every page, matched to what guests search: villa names, "villa with pool Portofino", "private villa Lake Como".

HIGH 10 · Villa pages tell Google nothing about the villas

The structured data on every page is the generic default (WebPage, Organization). No villa carries rental markup with its location, bedrooms, guests, amenities or price, which Google and AI assistants such as ChatGPT and Gemini read when they answer "where should we stay on Lake Como".

HOW WE FIX IT · PLAN ITEM 4

Vacation-rental and offer markup on every villa page, checked against Google's own requirements, plus the AI-readiness files that let assistants read and cite the site.

HIGH 11 · 1,085 of 1,291 images have no description

84% of the images on the pages in your sitemap have no alt text, so Google Images cannot index them and screen readers announce nothing. For a business sold on its photographs, that is the most visual search channel left empty.

HOW WE FIX IT · PLAN ITEM 4

Every photo described in plain words (room, view, villa, place), compressed and sized for each screen.

HIGH 12 · Other languages exist only as a browser translation

The language menu uses GTranslate, which translates in the visitor's browser. Search engines see English only: there is no Italian, German or French page for Google to rank, and no `hreflang` tags to say which language serves which guest.

HOW WE FIX IT · PLAN ITEM 5

A real Italian edition, written and reviewed, with its own addresses and hreflang tags. Further languages can be added the same way.

MEDIUM

13 · Italian back-office labels show on the English site

Journey posts are filed under **"Senza categoria"** (uncategorised), shown above the title; archive titles read "Archivi"; the cart is "Carrello"; the 404 page title is "Pagina non trovata".

HOW WE FIX IT · PLAN ITEM 3

Every visible label written in the page's own language.

MEDIUM

14 · The Facebook link goes to a page under another name

The Facebook icon on every page points to `facebook.com/resteitaly`, while Instagram and TikTok are `@garamondsworld`.

HOW WE FIX IT · PLAN ITEM 7

Social links that match the brand, confirmed with you.

MEDIUM

15 · 34 pages have no share image

When one of these 34 pages is sent on WhatsApp, Messenger or iMessage, the preview shows no picture. Creators and guests share links this way.

HOW WE FIX IT · PLAN ITEM 4

A share image and title on every page, a villa photograph for each villa.

MEDIUM

16 · Four font families are loaded from Google

Cormorant Garamond, Raleway, Montserrat and Roboto, most in eight weights with italics, all from Google's servers. It adds weight to every page and is part of finding 05.

HOW WE FIX IT · PLAN ITEM 2

Two typefaces matched to your brand, served from your own domain.

MEDIUM

17 · The same title is used on several addresses

The homepage title "Villas in Italy, Garamonds Crafted Hospitality" is also used by a theme sample product and an author page; "Speak to an Expert Destinations" is the title of eight addresses.

HOW WE FIX IT · PLAN ITEM 4

A unique title for every page.

MEDIUM

18 · A Google Ads tag is installed, so paid clicks land on the request form

A Google Ads tag (`AW-17750296944`) runs on every page. If campaigns are running, each paid click meets the speed, pop-up and booking problems above.

HOW WE FIX IT · PLAN ITEMS 1 AND 6

Booking and enquiry events tracked as conversions, so every campaign shows what it earned.

ISSUE REGISTER

All 18 findings, and the plan item that fixes each

Ranked by what each one costs you in bookings, not by how hard it is to fix.

NO.	LEVEL	FINDING	PLAN
01	CRITICAL	"Book Now" opens a 13-field request form; no price or availability on any villa page	1
02	CRITICAL	8.3 s to the main image on a phone; 228 requests, 7.8 MB, 121 scripts	2
03	CRITICAL	Magazine pop-up covers the first screen on desktop and phone	2
04	CRITICAL	"Lorem ipsum" placeholder text published on the Cervia journey	3
05	CRITICAL	Meta and visitor-source cookies set, trackers and Google Fonts loaded before consent	6
06	HIGH	Theme demo products, a test page, duplicate shops, carts and checkouts in the sitemap	3
07	HIGH	"Discover" on the homepage and a journey linked from 7 pages lead to a 404	3
08	HIGH	Villa Franca on two addresses, "-mobile" copies, slash duplicates, a journey published twice	3
09	HIGH	56 of 76 pages without a description; 35 pages with no H1 or several	4
10	HIGH	No rental structured data on any villa page	4
11	HIGH	1,085 of 1,291 images (84%) without alt text	4
12	HIGH	Languages only as in-browser translation; English is the only edition Google sees	5
13	MEDIUM	Italian back-office labels on the English site ("Senza categoria", "Archivi")	3
14	MEDIUM	Facebook link goes to facebook.com/resteitaly	7
15	MEDIUM	34 pages without a share image	4
16	MEDIUM	Four font families, many weights, loaded from Google	2
17	MEDIUM	Same title on several addresses	4
18	MEDIUM	Google Ads tag installed; paid clicks meet the problems above	1, 6

Source: Cavmir crawl of garamonds.com on 25 November 2026 (all 77 sitemap entries plus every internal link they contain, 106 addresses), browser tests on desktop and an emulated iPhone, and a cookie check with a fresh browser before any click on the banner.

THE PLAN

A new garamonds.com that takes the booking

Your stories, photographs and brand move across. Everything underneath is rebuilt.

1 **Direct booking on every villa page**

Live availability and the full price for the guest's dates, reserve and pay on your site, connected to the system that holds your calendar and rates. Enquiries stay open for guests who want to talk first. Fixes 01, 18.

2 **A fast, mobile-first build**

Cloudflare's global network, images sized per screen, two self-hosted typefaces, a 30-second hero film of the villas, and nothing in front of the first screen. Fixes 02, 03, 16.

3 **Every page rebuilt, every old address redirected**

Six villa pages, the destinations, journeys, experiences and events, the magazine; no demo, test or placeholder page; one address each; labels in the page's language; every link checked. Fixes 04, 06, 07, 08, 13.

4 **Search and AI readiness**

Titles, descriptions and headings written for each page, rental markup on every villa, alt text on every image, share images, a clean sitemap, and the files AI assistants read. Fixes 09, 10, 11, 15, 17.

5 **A real Italian edition**

Written and reviewed Italian pages with hreflang. German or French can follow. Fixes 12.

6 **Privacy and tracking done properly**

A consent banner that blocks Meta, Google Ads and Analytics until the visitor accepts; your existing Analytics, Tag Manager, Ads and Meta accounts carried over; bookings and enquiries tracked as conversions. Fixes 05, 18.

7 **Brand and social links**

Social links confirmed with you, a 404 page that leads back to the villas. Fixes 14.

DELIVERY

DAY 1	**Move the content.** Villa stories, journeys, photographs and the magazine exported; your booking system connected.
DAYS 2 TO 4	**Build the site.** Every page, the villa booking boxes, the hero film and the Italian edition.
DAY 5	**Technical foundation.** Redirects, structured data, consent, tracking carried over, speed tuning.
DAY 6	**Checks.** Test bookings on every villa, every link, phone and desktop, your review.
DAY 7	**Launch.** Live on garamonds.com and submitted to Google.

One thing keeps running after launch: Google accepts only about ten indexing requests a day per site, so we submit the most valuable pages first and the rest follow over the next days. That limit is Google's, not ours.

INVESTMENT

What the plan costs

Prices in US dollars, from Cavmir's current price list.

Website Package, Full with Direct Booking 25-page website, 30-second hero film, direct booking synced with your booking system, brand audit and guidelines, image editing (up to 20 images), 20 market-targeted journal posts, SEO and schema package, domain and email for 12 months. Up to 5 villas included; further villas quoted separately. Plan items 1 to 4, 6 and 7.	$3,732
Italian edition A complete Italian copy of the site with hreflang and a language switcher. Each further language $450. Plan item 5.	$450
Privacy & Compliance Kit Privacy policy, terms, a consent banner that blocks tracking until the visitor accepts, accessibility statement. Plan item 6.	$250
One-time total Delivered in one week.	$4,432

Booking-Engine Integration, only if you have no booking system today A live booking engine with rates, availability and checkout, tested with real bookings before launch.	$600
Growth Care Plan, after launch Hosting and security, three journal posts a month, about five edits, active SEO and a monthly performance report.	$259.99 /mo

Then the creators

Once each villa page shows its dates and price and takes the booking, creator and influencer collaborations send people somewhere that converts, and every booking traces back to the post that produced it. We scope that programme with you after launch.

Next step

A 30-minute call with Dan Ross to walk through this audit on screen, answer your questions on approach and budget, and confirm which system holds your calendar and rates today.