

A plain-English review of your website — accuracy, trust, and how easily customers find you on Google.

We reviewed every page of epictitlemi.com. Here is everything we found, in priority order, written so it can be handed straight to whoever manages your website. The good news first: the site loads fast, works on phones, and your realtor testimonials are genuinely strong. The list below is what's holding it back.

Fix this week — accuracy and trust

- **The map on your Contact page points to the wrong city.** The embedded Google map is pinned near Flint/Grand Blanc — about 30 miles from Waterford. It was set up in 2021 and never updated. Customers who tap it get directions to the wrong place.
- **Your street address isn't anywhere on the website.** No page shows your address or office hours. Besides confusing visitors, Google uses the address on your site to confirm your Business Profile — without it, your Google Maps ranking suffers directly.
- **Three spelling errors sit in main headlines.** “suprises” in the homepage banner, “Wateford” on the Contact page, and “REQUIRMENTS” on the For Sale By Owner page. Small words, big impression — these are the first lines visitors read.
- **Zoom is disabled on phones.** Visitors can't pinch to enlarge text. It's an accessibility failure Google's own tools flag on every page, and it frustrates older visitors especially.
- **The Order Title page offers three competing paths.** A short form, a downloadable PDF, and a link to a separate form — with no signal which one to use. This is the page that brings in business; it should have one clear path.

Why you're hard to find on Google

- **Your services have no pages.** Title insurance, title searches, and escrow/closings exist only as short paragraphs on the homepage. Google ranks pages, not paragraphs — right now no page on the site can rank for the services you sell.
- **The words people search for are missing.** “Oakland County” appears nowhere on the site, and “Waterford” only once in the actual text. Someone searching “title company Oakland County” can't land on you.
- **Your FAQ isn't marked up for Google.** You already have ten good questions answered on the homepage. With a small piece of code (FAQ schema), those answers can appear directly in Google results — free visibility, currently unused.
- **Your business details aren't marked up either.** Sites tell Google their address, hours, and service area in code (LocalBusiness schema). Yours doesn't — one more reason competitors outrank you locally.
- **Every image is missing its description text.** All images on the homepage (54 of 54) have empty “alt text.” That's an accessibility problem and it removes you from image search entirely.

Lower-priority items, then two ways forward.

Housekeeping

- **The blog has one post, from December 2021.** “Blog” sits in your main menu advertising four years of silence. Either publish regularly (this is also the biggest Google-ranking lever available to you) or remove it from the menu until you do.
- **Old “Flint” naming lingers behind the scenes.** Over a hundred image files — including the image that appears when your site is shared on Facebook — are named “Flint-MI.” Worth cleaning up so your branding says Waterford everywhere.
- **Small technical leftovers.** The blog post and blog category page are missing search descriptions, one blog headline reads “0 Comments,” and a few characters render as “■” in headings due to an encoding glitch.

What's already working — keep it

The site loads quickly, the mobile layout holds up, your four named realtor testimonials are excellent, and the “one point of contact” message is a real differentiator. None of the fixes above require starting over on the things that work.

TWO WAYS TO GET THIS DONE

1. Hand this list to whoever manages your website today.

Everything above is fixable on your current site — no rebuild required for the accuracy items. This document is yours to forward as-is.

2. Or KitFire fixes all of it — free of charge.

We'll take care of the entire list at no cost and no obligation. If you like how we work, we'd love to talk about what else is possible — but the fixes are free either way.

Chris Corey · KitFire · ceo@kitfire.ai

Business line: **(810) 510-2801** — answered around the clock by our AI receptionist. Go ahead and test it: it's the same technology we'd put to work for Epic Title, so your phones never go unanswered either. Prefer a person? Chris's personal line: **(810) 308-0872**.