



SFG

TECHNOLOGY AND BUSINESS SOLUTIONS

People-Focused Transformation

Underpinned by the Latest in Technology

WEBSITE & DIGITAL PRODUCT AUDIT

Prestige Family Office University

<https://pfuadmin.org/>

Prepared by SFG Technology and Business Solutions USA

Client engagement | July 29, 2026

CONFIDENTIAL

People-focused transformation, underpinned by the latest in technology.

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SCOPE NOTE

This is a non-intrusive, evidence-led audit of the public pfuadmin.org experience. It does not include authenticated testing, form submission, vulnerability exploitation, or legal advice. Security observations are configuration findings, not a penetration test.

Executive Summary

VERDICT

Strategically promising, but not yet market-ready. PFU has a distinctive faith-forward proposition and a viable managed platform; however, broken calls to action, incomplete trust content, placeholder proof and conflicting public domains currently undermine credibility and conversion.

The target site scores 3.6/10 overall. The mission is clear and differentiated: principled education for Christian family enterprises, translated into stewardship, governance and succession outcomes. The underlying WordPress.com environment provides HTTPS, HSTS, CDN delivery, a live sitemap and a functioning LMS login path. Those are useful foundations.

The client-facing experience does not yet support that promise. Core enrollment and program CTAs point to “#”; the privacy page is published but empty; terms and refund pages are absent; the default WordPress “Hello World!” post is indexed; program prices omit currency, duration and billing basis; and faculty/testimonial proof is not substantiated on-page. The website also presents a registered-agent address as its mailing address and a British Columbia 257 phone number beside a Florida location.

The most consequential discovery is a second live, indexable PFU-branded site at pfuniversity.org. It carries the same organization name and is the domain used for the public contact email, but it has different architecture, content and stronger SEO/security signals. PFU should select one authoritative production domain before investing further in content, analytics or automation.

Priority Decisions

1. Nominate the authoritative PFU domain and approve a path-by-path consolidation plan.
2. Validate and publish the organization’s legal identity, contact details, policies, faculty credentials and testimonial permissions.
3. Restore the end-to-end enrollment journey, then instrument it before scaling traffic.

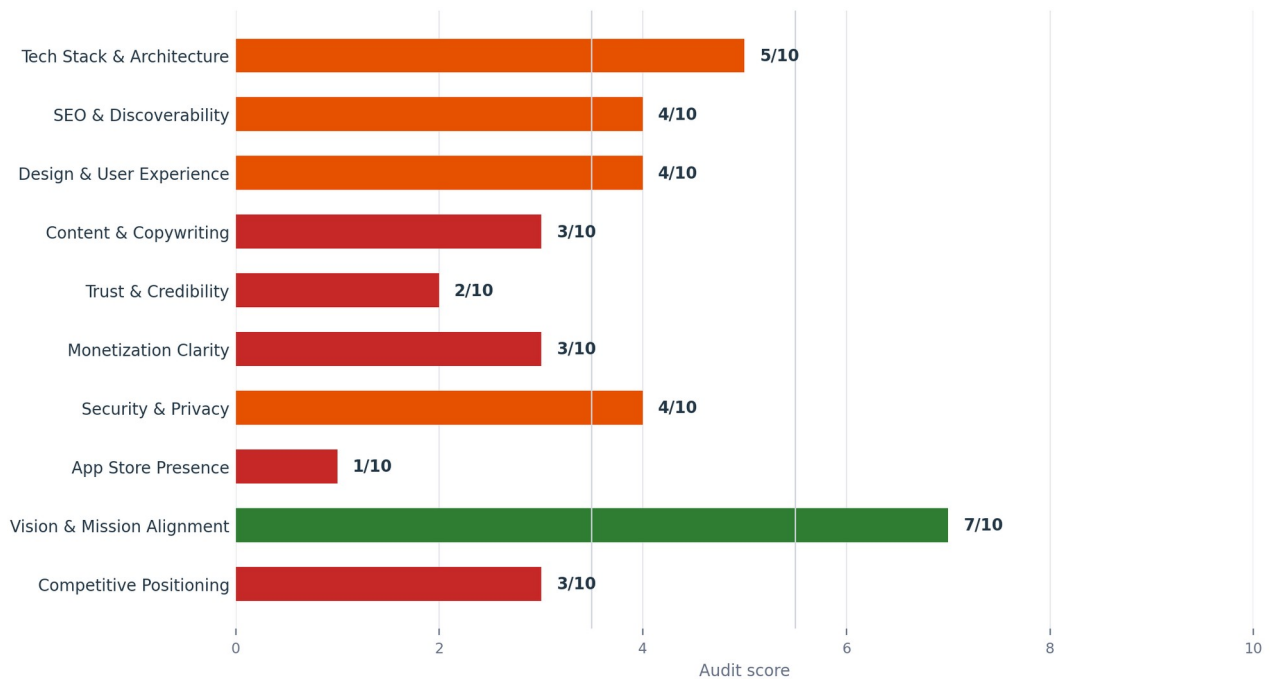
Recommended 90-Day Outcome

A single authoritative PFU website with verifiable people and proof, complete legal disclosures, specific program pages, tested enrollment/checkout flows, disciplined SEO, baseline analytics and an operating content owner. Under SFG’s CBA method: stabilize through Continuous Improvement, instrument through Business Intelligence, and add AI or automation only after the journey and data are trustworthy.

Audit Scorecard

Category	Score	Assessment
Tech Stack & Architecture	5/10	Managed WordPress, CDN, HTTP/2 and HSTS are positive; plugin-heavy output and variable response times need tuning.
SEO & Discoverability	4/10	Sitemaps, robots, canonicals and OG tags exist; titles, H1s, meta descriptions, schema and index governance are weak.
Design & User Experience	4/10	Navigation is simple and readable; generic imagery, large dead space, thin hierarchy and dead CTAs reduce confidence.
Content & Copywriting	3/10	The niche and mission are clear, but copy is repetitive, generic and incomplete at key decision points.
Trust & Credibility	2/10	Active Florida entity is a positive; inconsistent contact details, unverified proof and empty/absent policies are material risks.
Monetization Clarity	3/10	Prices are shown, but currency, duration, billing basis, refund terms, program scope and working checkout paths are missing.
Security & Privacy	4/10	HTTPS, HSTS and login nonce are present; privacy content and several defense-in-depth headers were not observed.
App Store Presence	1/10	No public app is promoted on-site and no exact-name iOS/Google Play listing was found. Low priority unless mobile is strategic.
Vision & Mission Alignment	7/10	Faith-forward stewardship, governance and legacy themes are distinctive and consistent.
Competitive Positioning	3/10	PFU owns a meaningful niche, but lacks the visible faculty, curriculum depth, credentials and evidence of established peers.

PFU Digital Readiness Scorecard



Scoring note: App Store Presence is included because the supplied audit framework requires all ten categories. It should not drive the near-term roadmap unless PFU has a validated mobile-app strategy.

The Good, The Bad, The Ugly

The Good — Preserve and Amplify

- Clear, differentiated faith-forward positioning centered on stewardship, governance, succession and responsible leadership.
- Managed WordPress.com Atomic environment with HTTPS, HSTS, HTTP/2, CDN/caching signals, live robots.txt and a working sitemap.
- Simple top-level navigation and dedicated routes for programs, enrollment and the student dashboard.
- Professional domain-based email and an active Florida not-for-profit corporation record.
- Program pricing is at least visible, which gives PFU a starting point for transparent offer design.

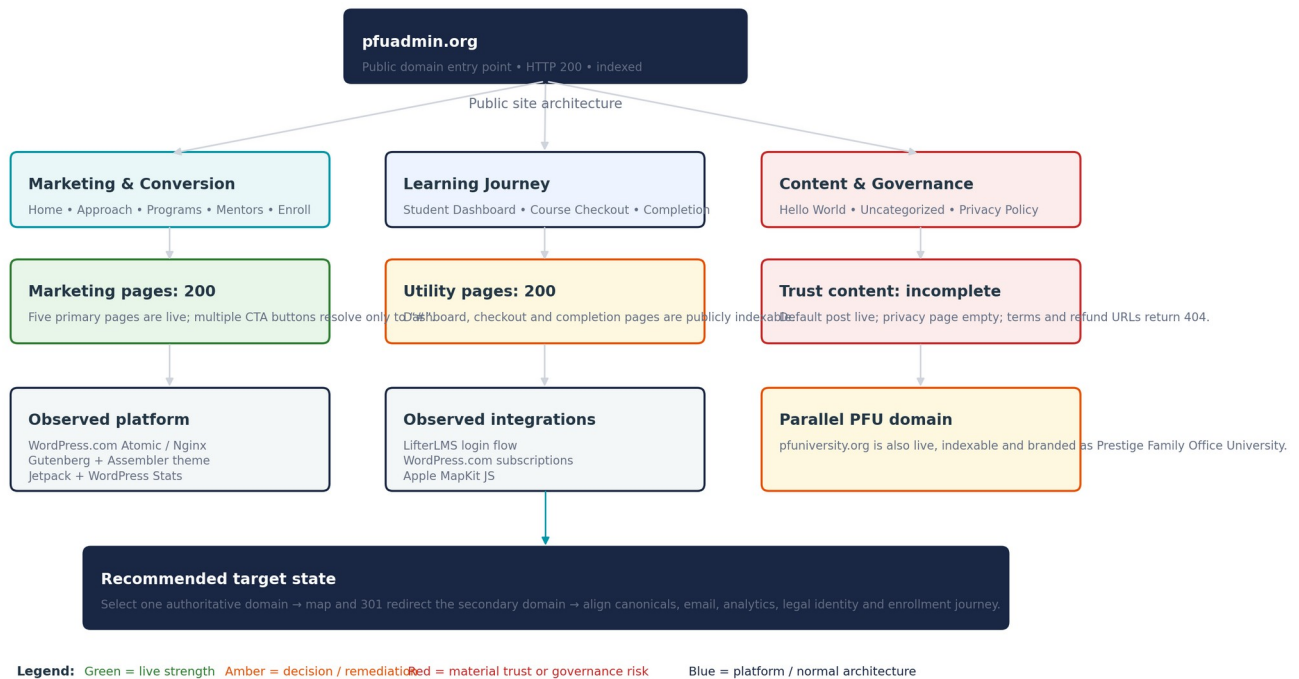
The Bad — Significant Performance and Growth Gaps

- Page-specific SEO is weak: the homepage title is 405 characters, its meta description is 452 characters, and all primary pages reuse the site name as the only H1.
- Content and imagery feel templated and repetitive; image alt text runs roughly 738–769 characters and reads like image-generation prompts rather than accessible descriptions.
- Faculty names lack roles, biographies, credentials, photographs and verifiable affiliations.
- No structured data was observed on audited pfuadmin.org pages; analytics is limited to WordPress Stats signals, with no observed GA/GTM/Meta implementation.
- Utility pages such as checkout, completion and student dashboard remain publicly indexable.

The Ugly — Active Trust and Conversion Damage

- Primary “Learn More,” “Join Now,” “Apply Now,” “Enroll Now” and “Get started” actions resolve only to “#”.
- The privacy-policy URL is live and listed in the sitemap but contains no substantive policy text; terms and refund policy URLs return 404.
- The default WordPress “Hello World!” post and Uncategorized archive are live and indexable.
- The same named testimonial is repeated across all visible proof blocks without role, company, source link or verification context.
- The site labels the Florida registered-agent address as its mailing address, while the official corporation record lists a different mailing address; the displayed 257 phone area code is assigned to British Columbia.
- A second public PFU website at pfuniversity.org creates brand, analytics, content and organic-search governance conflict.

Site Map & Page Architecture



Page Inventory

Path	HTTP	Purpose	Audit note
/	200	Marketing homepage	Indexed; 405-character title; dead CTAs; default post exposed.
/approach/	200	Mission and method	Thin content; generic "Learn more" link resolves to #.
/programs/	200	Offer and pricing	\$149 and \$299 shown; currency, duration and billing basis not stated; CTAs dead.
/mentors/	200	Faculty and social proof	Eight names only; no biographies/credentials; duplicate testimonial attribution.
/enroll/	200	Lead capture	Email required; name/message optional; no visible privacy consent; "Get started" is dead.
/student-dashboard/	200	LMS login	Functional login form with nonce; no meta description; publicly indexable.
/course-checkout/	200	LMS commerce utility	Empty-cart message; no meta description; publicly indexable.
/course-completion/	200	Post-course utility	Minimal page; publicly indexable.
/privacy-policy/	200	Legal/privacy disclosure	URL exists but page has no substantive public policy content.
/2026/02/08/hello-world/	200	Default blog post	Stock WordPress placeholder content is live and indexed.
/category/uncategorized/	200	Category archive	Accessible, no canonical observed, exposes author name in meta description.
/terms/	404	Expected terms	Missing.
/refund-policy/	404	Expected refund/cancellation terms	Missing.
/security.txt	404	Optional security contact	Missing; lower priority than privacy/terms.

Path	HTTP	Purpose	Audit note
/robots.txt	200	Crawler directives	Allows public crawling; disallows /wp-admin/; declares sitemaps.
/sitemap.xml	200	Jetpack sitemap index	Working; ten public content URLs in sitemap-1.xml.
/wp-json/	200	Standard WordPress API	Normal WordPress endpoint; not a vulnerability by itself.

ARCHITECTURE DECISION

pfuniversity.org is also live and indexable. It has a dedicated H1, schema markup, concise metadata and more security headers than pfuadmin.org. Do not run two public PFU product sites without an explicit audience, content and canonical strategy.

Technical Stack Analysis

Frontend and Application Components

Component	Evidence	Assessment
WordPress / Gutenberg	Block-editor markup and WordPress API references	Current managed foundation; governance and page-template discipline are the bigger issues.
Assembler theme	wp-theme-assembler body class and theme assets	Template-driven presentation; limited distinctive PFU brand expression.
jQuery 3.7.1 + Migrate	Versioned script references in raw HTML	Common compatibility layer; keep only where dependencies require it.
Jetpack 16.1-a.5	Sitemap generator and multiple page modules	Provides sitemap, subscriptions, stats and UI modules; audit enabled modules for necessity.
LifterLMS	llms_login form names and dashboard/checkout utilities	Viable learning-commerce foundation; protect and noindex account/utility routes.
Apple MapKit JS 5.x	Map scripts present	Map area did not provide meaningful business context during visual review; confirm load, key and fallback.
Gravatar Enhanced	Plugin asset paths observed	Low-value dependency unless real author/faculty profiles use it.
WordPress.com subscriptions	Newsletter form posts to wordpress.com/email-subscriptions	Functional lead capture path; disclose data handling and instrument conversions.

Infrastructure and Delivery

Layer	Observed state	Assessment
Hosting / server	WordPress.com Atomic; Nginx; host-header WordPress.com	Managed platform reduces operational burden.
Transport	HTTPS, HTTP/2 and HSTS max-age=31536000	Strong baseline. Certificate chain was not independently enumerated through the audit proxy.
CDN / caching	Automattic A8C CDN and Batcache; cache HIT observed; max-age=300	Useful baseline; validate real-user caching and asset strategy.
HTML size	Homepage 169,609 bytes; primary pages roughly 120–144 KB	HTML alone is heavy for a simple marketing site; total page weight was not lab-measured.
Observed response time	Direct audit requests commonly took about 3.0–6.1 seconds	Directional only; run Lighthouse/WebPageTest and real-user monitoring before setting targets.
API	/wp-json/ returns 200	Standard WordPress behavior. Restrict only data that is genuinely sensitive.
Compression	Vary: Accept-Encoding observed	Compression negotiation signal exists; content encoding was not conclusively verified in this audit.

Analytics and Tracking Inventory

Tool / signal	Current state	Recommendation
WordPress Stats	Observed via stats.wp.com and Jetpack code	Basic traffic visibility; ownership, retention and event taxonomy should be documented.
Google Analytics / GTM	Not observed in audited source	Add only after domain and consent decisions; avoid duplicate measurement.

Tool / signal	Current state	Recommendation
Meta Pixel	Not observed	Do not add until paid-media use case and consent controls are approved.
Newsletter tracking	WordPress.com subscriptions	Instrument submit success and source/medium without collecting unnecessary data.
Conversion events	No documented event model observed	Define View Program → Start Application → Submit → Checkout → Enroll.

Technical Priorities Before Growth

Priority	Required action	Business value
Platform ownership	Name the business owner, technical owner and release approver for the authoritative domain.	Prevents parallel changes and unclear accountability.
Module rationalization	Inventory every plugin/module; disable only after dependency, LMS and rollback testing.	Reduces code weight and update surface.
Performance budget	Set measured targets for HTML, images, JavaScript, LCP, INP and CLS; review at each release.	Turns speed into a governed acceptance criterion.
Environment controls	Separate test/production work, document backups and verify restore before high-risk releases.	Improves delivery safety and recoverability.
Operational runbook	Document update cadence, uptime/form checks, incident contact, learner support and vendor ownership.	Makes the platform supportable after launch.

SEO & Discoverability Audit

Element	Current state	Impact / action	Priority
robots.txt	Present; wp-admin disallowed; sitemap declarations included	Positive baseline. Keep production crawlable after domain decision.	LOW
Sitemap	Jetpack sitemap index works; ten content URLs listed	Remove placeholder and utility URLs; retain only index-worthy pages.	HIGH
Canonical tags	Present on primary pages; absent on Uncategorized archive	Add consistently and align to the nominated authoritative domain.	HIGH
Homepage title	405 characters	Rewrite to roughly 50–60 characters around PFU's core audience and outcome.	HIGH
Meta descriptions	Primary pages roughly 400–452 characters; missing on dashboard/checkout	Write unique 140–160 character descriptions; noindex utilities.	HIGH
Heading hierarchy	Only H1 on primary pages is the site name	Use a page-specific H1; preserve one logical H1 per page.	HIGH
Structured data	No JSON-LD observed on audited pfuadmin.org pages	Add Organization/EducationalOrganization, Course, Person, FAQ and Breadcrumb schema where accurate.	HIGH
Open Graph	OG data exists; social title treatment is inconsistent	Standardize title, description and properly cropped branded social imagery.	MEDIUM
Image alt text	Mostly present, but approximately 738–769 characters and prompt-like	Replace with concise, contextual alternatives; use empty alt for decorative imagery.	HIGH
Index governance	Hello World, Uncategorized and utility pages are indexable	Delete/redirect placeholders and apply noindex to account/transaction utilities.	CRITICAL
Domain duplication	pfuadmin.org and pfuniversity.org both live and indexable	Select canonical domain and execute approved 301/canonical/content migration.	CRITICAL
Search evidence	Exact brand query returns pfuadmin.org; brand footprint remains thin	Build authoritative entity, faculty, curriculum and thought-leadership signals.	HIGH

Design & User Experience

Area	Observation	Recommended direction
Navigation	Five simple primary routes plus dashboard	Keep the simplicity; add active states, utility/legal footer and one primary enrollment CTA.
Visual hierarchy	Large whitespace, uneven section density and generic template rhythm	Create a disciplined PFU page system with outcome-led sections, proof and next actions.
Imagery	Repeated staged/synthetic-looking scenes across pages	Use authentic faculty, cohort, workshop and family-enterprise environments; document image rights.
Calls to action	Multiple buttons resolve to #	Map each CTA to one next step and test on desktop/mobile before launch.
Forms	Enrollment form collects email with optional name/message	Add context, response-time promise, privacy link/consent and a clear success state.
Accessibility	Skip link and en-US language present; alt text quality poor	Run WCAG 2.2 AA review for keyboard, focus, labels, contrast, reflow and errors.
Responsive design	Viewport/responsive template signals present	Complete a device/browser matrix; this audit did not constitute full cross-device certification.
Student journey	Login, lost password, checkout and completion routes exist	Separate marketing and authenticated utility experiences; noindex utility pages and strengthen support cues.

Content & Copywriting Audit

PFU's strongest content asset is its premise: faith, family, enterprise and stewardship belong together. The weakness is specificity. Prospective learners cannot yet see a credible curriculum, faculty authority, time commitment, outcomes, evidence, eligibility, or an unambiguous enrollment path.

Location	Current	Recommended	Why it matters
Home	"real world coaching"	"real-world coaching"	Hyphenate the compound modifier.
Home	"principled decision making"	"principled decision-making"	Improve professional usage and consistency.
Home footer	"Longwood FL 32750"	"Longwood, FL 32750"	Correct U.S. city/state punctuation—after identity verification.
Programs	"PFU pricing overview ... today."	Outcome-led program introduction	Current sentence reads as SEO filler rather than human copy.
Programs	"\$149" / "\$299"	"US\$___ per cohort/program" plus duration and inclusions	Remove pricing ambiguity.
Programs	Apply / Enroll / Learn More → #	Use descriptive destination-specific CTAs	Restore conversion and accessibility.
Mentors	Eight names without roles or bios	Full name, role, verified credentials, specialties and disclosure	Turn a name list into defensible faculty proof.
Testimonials	Three quotes attributed to Aya Nakamura	Verified source, role/company, permission and outcome context	Avoid the appearance of placeholder or fabricated proof.
Blog	"Hello World!" / "Uncategorized"	Remove, redirect or replace with approved insight	Eliminate default CMS content.
Enroll	"Get started" → #	"Start Your Application" → working route	State the next step and make it functional.

Recommended Message Architecture

- Audience: Christian family-business owners, rising-generation leaders and trusted family-enterprise advisors.
- Problem: wealth and enterprise complexity can outpace family alignment, governance and stewardship capability.
- Promise: guided, applied education that turns faith and governance principles into decisions, roles, practices and succession readiness.
- Proof: named faculty credentials, syllabus, case examples, verified learner outcomes, partner/accreditation status and transparent delivery standards.
- Action: choose a defined program, confirm fit, submit an application and receive a stated response within a stated timeframe.

Trust, Security & Compliance

Severity	Issue	Evidence	Remediation
CRITICAL	Two public PFU domains	pfuadmin.org and pfuniversity.org are both live and indexable.	Nominate the authoritative site; map content and redirects; align canonicals, email, analytics and legal disclosures.
CRITICAL	Privacy disclosure incomplete	Privacy-policy URL is live and in the sitemap but contains no substantive public policy; not linked in visible footer.	Publish counsel-reviewed privacy/cookie/communications notices and link them at every data-collection point.
CRITICAL	Core CTAs are nonfunctional	Primary marketing and enrollment buttons resolve only to #.	Create a CTA destination map; repair and regression-test every path.
CRITICAL	Identity/contact mismatch	Website calls registered-agent location a mailing address; official record lists another mailing address. Phone area code is British Columbia.	Verify legal name, public address use, service area, phone ownership and email/domain; publish a consistent identity block.
HIGH	Social proof not substantiated	Repeated attribution to one named testimonial; faculty names have no visible credentials or bios.	Obtain permission and evidence; publish roles, organizations, dates and real outcomes; remove anything unverified.
HIGH	Terms/refund information absent	Expected terms and refund URLs return 404; programs display prices and payment-plan language.	Publish terms of use, enrollment agreement, refund/cancellation and payment terms before paid enrollment.
HIGH	Defense-in-depth headers	CSP, X-Content-Type-Options, Referrer-Policy, Permissions-Policy and X-Frame-Options were not observed.	Implement at hosting/CDN level, test LMS/payment embeds, and use frame-ancestors in CSP.
HIGH	Indexable utility pages	Dashboard, checkout and completion routes are crawlable.	Apply noindex and remove from sitemap; keep authenticated data protected server-side.
MEDIUM	Form transparency	Enrollment and newsletter forms do not visibly connect collection to a substantive privacy notice.	Add brief purpose, response expectation, privacy link and consent controls appropriate to processing.
MEDIUM	Bot protection	A hidden anti-spam field is present; no visible CAPTCHA was observed.	Monitor abuse first; use accessible challenge/rate limiting only if needed.
MEDIUM	security.txt absent	No public security contact file found.	Publish after security ownership and response process are defined.

Security Positives

- HTTPS and HSTS are present.
- Managed WordPress.com hosting and CDN reduce some infrastructure-management burden.
- The student login includes a nonce and standard password-recovery path.
- The WordPress admin route is disallowed in robots.txt, and no intrusive testing was performed.

LEGAL LIMITATION

This report identifies public-facing compliance and trust gaps. Policy text, accreditation language, refund rights, testimonial permissions and enrollment terms require review by qualified U.S. counsel and the responsible PFU business owner.

Public Identity Cross-Check

Element	Website	Official / external evidence	Required decision
Legal entity	Prestige Family Office University	Prestige Family Office University, Inc.; active Florida not-for-profit	Publish the full legal name where required.

Element	Website	Official / external evidence	Required decision
Website "mailing address"	1000 Savage Ct., Ste 1010C, Longwood, FL 32750	Official record identifies this as the registered-agent address	Do not label as mailing address unless PFU verifies and authorizes that use.
Official mailing address	Not shown	PO Box 522424, Longwood, FL 32752	Confirm the correct public correspondence address.
Official principal address	Not shown	13 Langhorne Road, Chalfont, PA 18914	Clarify operating location versus corporate principal address.
Location display	Longwood, FL plus "San Francisco, CA, United States"	No San Francisco address appears in the reviewed Florida filing	Remove stale/default map location or substantiate it.
Phone	(257) 221-8344	Area code 257 is assigned to British Columbia, Canada	Verify ownership and purpose; use a consistent U.S./toll-free business line if appropriate.
Email / domain	info@pfuniversity.org on pfuadmin.org	pfuniversity.org is a second live PFU website	Align email and website identity after the authoritative-domain decision.

Minimum Public Trust Pack

Artifact	Minimum content	Launch purpose
Privacy notice	Who collects what, why, lawful/consent basis, sharing, retention, security, rights and contact.	Required before meaningful lead/learner data collection.
Terms of use	Website rules, intellectual property, disclaimers, governing law and acceptable use.	Sets public-site expectations.
Enrollment agreement	Program scope, eligibility, learner obligations, access, conduct, certificate status and support.	Clarifies the educational contract.
Refund / cancellation	Cooling-off rights if applicable, deadlines, deferrals, payment plans and nonattendance.	Essential where prices and payment plans are promoted.
Communications / cookies	Newsletter consent, tracking categories, preferences and withdrawal method.	Connects forms and analytics to transparent processing.
Claims register	Approved language and evidence owner for faculty credentials, testimonials, partners, outcomes and accreditation.	Prevents overstatement and stale proof.

Competitive Landscape

PFU's opportunity is not to imitate established secular providers. It is to pair its distinctive Christian stewardship lens with the proof, curriculum specificity and digital trust expected in the family-enterprise education market.

Capability	PFU target	FFI	PPI	Columbia ExecEd
Core positioning	Christian family-enterprise stewardship	Professional family-enterprise advising	Purpose, flourishing and advisor community	Executive education for complex family enterprises
Curriculum proof	Broad themes; no detailed public syllabus on target	Certificates backed by 40+ years of practice/research	Courses, learning circles, webinars and resource ecosystem	Six-module structure, outcomes, cases and audience
Faculty / leadership	Eight names; no visible roles or credentials	International faculty/thought-leader positioning	Leadership, board and council of deans published	Named faculty designer and university authority
Credentials	No public accreditation/certificate claim evidenced on target	Recognized CFBA/CFWA certificate pathways	Professional learning/community; nonprofit institute	Columbia Business School executive education
Proof / content	Repeated unattributed-context testimonial; default post	Practitioner publication, research and graduate visibility	Podcast, events, papers and professional network	Faculty cases, impact outcomes and institutional brand
Enrollment clarity	Prices shown; destination, duration and terms unclear	Clear education/enrollment calls to action	Membership/course pathways visible	Program structure, participant profile and contact
Distinctive whitespace	Faith-forward formation + family governance	Global professional credential authority	Values-based advisor flourishing community	Academic prestige + complex-enterprise cases

Positioning Recommendation

OWN THE CATEGORY

PFU can credibly occupy “faith-forward applied governance education for Christian family enterprises.” To make that position defensible, it needs named authority, a visible curriculum, verified outcomes, transparent program mechanics and a trustworthy digital enrollment experience.

App-store finding: no exact-name PFU listing was found in Apple App Store or Google Play searches, and the target site contains no store links, download counts or app reviews. A native app is not required to compete; a high-quality responsive learning experience should be validated first.

Remediation Roadmap

Sequence matters. The roadmap deliberately resolves identity, trust, legal and journey defects before adding traffic, analytics automation or AI. Expected impacts are directional and should be converted into owned KPIs during mobilization.

Phase 1: Immediate Fixes — Week 1-2

#	Action	Specific how-to	Expected impact
1.1	Choose the authoritative PFU domain	Executive owner selects pfuadmin.org or pfuniversity.org. Inventory URLs, content, LMS/payment dependencies and email. Approve a path mapping before any redirects.	One source of truth; avoids lost content, broken journeys and search cannibalization.
1.2	Correct legal identity and contact data	Reconcile legal name, principal/mailling/registered-agent addresses, phone ownership, service location and contact domain against official records. Publish one verified identity block.	Immediate credibility and compliance improvement.
1.3	Repair every conversion CTA	Create a CTA matrix for Home, Approach, Programs, Mentors and Enroll. Replace all # links, test success states, email delivery, checkout and lost-password flows.	Restores lead and revenue pathways.
1.4	Publish minimum legal disclosures	With U.S. counsel, publish privacy, cookies/communications, terms of use, enrollment terms and refund/cancellation rules. Link in footer, forms and checkout.	Reduces legal and trust risk before accepting payment.
1.5	Remove placeholder/index pollution	Delete or replace Hello World; redirect if indexed; remove Uncategorized; noindex checkout, completion and dashboard; regenerate sitemap.	Cleaner search footprint and professional presentation.
1.6	Validate faculty and testimonials	Confirm every person, credential, image right and quote permission. Replace generic names/proof with verified bios, roles, headshots and dated outcomes.	Protects trust and avoids misrepresentation risk.
1.7	Clarify offer and pricing	State USD, one-time vs recurring basis, duration, cohort dates, eligibility, deliverables, payment plans, cancellation/refund and what happens after purchase.	Reduces purchase uncertainty and support burden.
1.8	Apply baseline security configuration	Add tested response headers, update plugins, verify backups/admin MFA, noindex utility pages, and confirm form/spam controls. Do not break LMS/payment embeds.	Improves defense in depth without a rebuild.

Phase 2: Foundation Rebuild — Week 3-6

#	Action	Specific how-to	Expected impact
2.1	Create the PFU brand and page system	Apply one logo, type/color system, navigation/footer, authentic imagery standard and reusable outcome/proof/CTA components.	Coherent, premium and recognizable experience.
2.2	Rebuild technical SEO	Write unique titles/descriptions/H1s; align canonicals; add accurate Organization, Course, Person, FAQ and Breadcrumb schema; connect Search Console.	Improved relevance, snippets and index control.
2.3	Build program decision pages	Create one page per program with audience, outcomes, syllabus, faculty, duration, workload, cohort dates, price, policies, FAQs and application route.	Higher-quality applications and fewer objections.
2.4	Instrument the enrollment funnel	Define events from program view to enrollment; add consent-aware analytics once; create source/medium standards and a weekly funnel dashboard.	Business intelligence for investment decisions.
2.5	Run WCAG 2.2 AA remediation	Test keyboard/focus, headings, labels, errors, contrast, reflow and screen-reader names. Replace verbose prompt-like alt text.	Broader access, lower risk and better usability.
2.6	Optimize performance	Measure with Lighthouse/WebPageTest; compress responsive images, remove unused modules, delay noncritical JS, validate CDN/cache and set Core Web Vitals targets.	Faster, more stable pages and improved conversion.
2.7	Establish content governance	Assign owners, approval workflow, source/claim checks, review dates and archive rules. Publish a 90-day editorial calendar.	Prevents placeholder content and claim drift.

#	Action	Specific how-to	Expected impact
2.8	Harden learning operations	Document roles/access, admin MFA, backup/restore, update cadence, incident contact, learner support and LMS data retention.	Reliable, supportable learning service.

Phase 3: Competitive Advantage — Month 2-3

#	Action	Specific how-to	Expected impact
3.1	Publish proof-led case stories	Develop consented stories with context, intervention, outcome, timeframe and limitations. Use real people and measurable governance/leadership outcomes.	Credible social proof and sales enablement.
3.2	Codify the signature curriculum	Name the PFU method; publish learning outcomes, module map, practical artifacts, assessment, faculty standards and certificate status.	Defensible intellectual property and differentiation.
3.3	Build the authority engine	Create expert articles, interviews, governance tools and events around stewardship, succession, family councils and rising-generation readiness.	Organic discovery and category leadership.
3.4	Design the learner community	Validate cohort forums, mentor office hours, alumni network, peer standards and confidentiality rules before adding technology.	Retention, referrals and high-touch value.
3.5	Operationalize CBA automation	Continuous Improvement: stabilize process. Business Intelligence: measure funnel and outcomes. AI/Automation: add CRM routing, reminders and content assistance with human review.	Scalable operations without automating confusion.
3.6	Pursue partnership proof	Evaluate faculty, church/business networks, family-enterprise associations and academic partners; publish only contracted relationships.	Borrowed authority and qualified distribution.
3.7	Validate mobile strategy	Start with responsive/PWA quality and learner research. Build a native app only if use frequency, offline needs and support economics justify it.	Avoids premature app cost while protecting access.

Roadmap Governance & Success Measures

Outcome	Measure	Owner	Gate
Domain consolidation	One authoritative domain; mapped secondary redirects; zero duplicate indexable PFU marketing pages	Executive sponsor + web owner	Week 2
Trust readiness	100% verified faculty/testimonials; legal identity and five minimum policy/terms artifacts approved	PFU owner + counsel	Week 2
Journey integrity	Zero dead primary CTAs; application, checkout and recovery tests pass	Product owner	Week 2
Funnel performance	Baseline and weekly trend for program view → application start → submit → enroll	Growth / BI owner	Week 6
Search health	No placeholder/utility URLs indexed; unique metadata/H1/schema on all public decision pages	SEO owner	Week 6
Experience	WCAG 2.2 AA remediation backlog closed; agreed Core Web Vitals targets measured	Web owner	Week 6
Authority	Three verified case stories and a 90-day expert-content calendar published	Academic/content lead	Month 3

Identified Strengths

- A clear faith-forward purpose that is relevant to the real governance and succession pressures of Christian family enterprises.
- A people-centered promise: education is framed as applied transformation, not passive content consumption.
- A managed, serviceable WordPress/LMS base that can be improved without an immediate platform replacement.
- Live crawl infrastructure—robots.txt, sitemap, canonicals and basic social metadata—provides a workable SEO starting point.
- Visible pricing and a dedicated enrollment route demonstrate intent to create a commercial learner journey.
- The Florida not-for-profit corporation is active as of the audit date.
- The parallel pfuniversity.org site already demonstrates stronger metadata, schema and header patterns that can inform consolidation.

What Must Not Be Lost

Do not dilute PFU into a generic family-business course catalogue. Preserve the Christian stewardship lens, adult-learning orientation and emphasis on applied governance. The transformation required is proof, specificity and disciplined execution—not a change of mission.

Conclusion & Next Steps

BOARD-LEVEL RECOMMENDATION

Treat the next 90 days as a digital trust and conversion reset. The first gate is a domain and identity decision; the second is verified proof and legal readiness; the third is a tested, measurable enrollment journey.

PFU has a credible strategic idea and an audience that can value it. The present digital experience does not yet earn the level of trust required for family-enterprise education, especially where faith, governance, personal information and payment are involved. The immediate need is not more pages or more automation. It is one authoritative identity, working decisions and evidence that can withstand scrutiny.

SFG USA can support a focused mobilization: executive domain decision, content and claim verification, legal/identity remediation, program journey redesign, technical SEO, analytics baseline and a governed 90-day delivery backlog. Success should be measured through qualified application completion, enrollment conversion, time to follow-up, organic branded visibility, page experience and verified learner outcomes.

Proposed Mobilization

4. 90-minute decision session: authoritative domain, legal identity, offer ownership and launch gate.
5. Five-day evidence sprint: URL map, content/proof register, policy gap list and CTA test script.
6. Two-week stabilization release: identity, policies, placeholders, working CTAs, pricing and baseline headers.
7. Weeks 3–6 foundation release: program pages, SEO/schema, accessibility, analytics and performance.
8. Months 2–3 growth release: case proof, signature curriculum, authority content and CBA automation.

Methodology, Evidence & Limitations

Audit Method

- Rendered desktop review of all primary pfuadmin.org marketing and learner-entry pages.
- Raw HTML inspection for titles, headings, metadata, canonical/OG tags, scripts, styles, forms, analytics, images and comments.
- Direct status checks for discovered and expected URLs, robots.txt, sitemap files and WordPress API.
- HTTP response-header review for hosting, caching, transport and defense-in-depth controls.
- Exact-name search for public app listings, company context and market comparators.
- Official-source comparison with Florida Division of Corporations, NANPA, FFI, Purposeful Planning Institute and Columbia Business School Executive Education.

Limitations

- No authenticated learner/admin access, payment execution, form submission or destructive/intrusive security testing.
- No legal opinion, accreditation verification or testimonial consent documentation was provided.
- Observed request timings are directional audit-network measurements, not controlled Core Web Vitals or real-user performance.
- Responsive source signals were reviewed, but this document is not a full device/browser accessibility certification.
- Absence statements mean “not observed in the audited public experience as of July 29, 2026,” not proof that a capability does not exist privately.

Evidence Sources

Ref	Source	URL
S1	PFU target website and audited routes	Open official source
S2	PFU robots.txt	Open official source
S3	PFU sitemap index	Open official source
S4	PFU public sitemap URL list	Open official source
S5	Parallel PFU-branded website	Open official source
S6	Florida Division of Corporations — Prestige Family Office University, Inc.	Open official source
S7	NANPA Planning Letter 612 — area code 257	Open official source
S8	Family Firm Institute — education	Open official source
S9	Purposeful Planning Institute — about	Open official source
S10	Columbia Business School Executive Education — Family Enterprises & Wealth	Open official source

SFG USA Brand QA

Check	QA outcome
Entity	SFG Technology and Business Solutions USA named consistently; American English applied.
Voice	Outcome-led, commercially grounded, warm and decisive; Christian values expressed through stewardship and integrity.
Hierarchy	Premium spacious layout; navy headings, teal accents, standardized tables and inline diagrams.
Evidence	Observed facts separated from inferences; external claims linked to official sources.
Accessibility	High-contrast palette, logical headings, concise table labels and descriptive figure captions.
Logo	Supplied SFG USA asset preserved; only transparent whitespace was cropped for placement.
Call to action	Clear 90-day mobilization and decision sequence provided without inventing commercial terms.