FABER CAPITAL RESOURCES

SEO Market & Ranking Analysis

Where Faber stands, who controls the market, and where the opening exists.

Faber has a valuable funding offer. The immediate problem is not the offer - it is that competitors and directories are standing between that offer and the investors searching for it.

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Purpose	Client review, internal planning, and comparable agency scoping

This report is based on public website review, technical inspection, competitive search research, and the preliminary business proposal. Search positions vary by engine, location, device, and date. It is not a legal, licensing, underwriting, cybersecurity, or regulatory opinion.

1 | THE POSITION TODAY

Executive Finding

Faber Capital Resources is effectively beginning from a greenfield organic-search position. The company is discoverable by name, but it was not observed among the leading results for the high-intent non-brand searches reviewed. This is not a small ranking adjustment. It is the construction of a search presence.

Area	Current condition	Commercial meaning
Non-brand visibility	Not observed among leading results reviewed	Investors can complete their search without encountering Faber
Brand visibility	Homepage-level presence; limited supporting footprint	Referrals can find Faber, but the brand has little search depth
Local relevance	South Florida phone; mixed Cleveland residue	Search engines receive conflicting market signals
Content system	Three stale 2020 posts; thin/duplicate proof	Little current authority for lending questions
Measurement	No verified complete analytics stack in public review	Source-to-funded attribution is not yet dependable

> The practical opening: own specific South Florida, 100% funding, JV funding, and property-first searches before attacking the broadest national terms.

2 | TWO BATTLEFIELDS

The Search Market

Faber is competing in two different search markets. Treating them as one would waste time and budget.

Battlefield	Representative searches	Recommended role
South Florida / local	hard money lender Fort Lauderdale; private money Broward County; fix-and-flip loans South Florida	Fastest realistic opening. Build authentic city/county relevance and proof.
National / product	100% fix-and-flip financing; no-minimum-credit fix-and-flip funding; property-first real estate loans	Longer authority campaign. Lead with the differentiator, not generic 'hard money'.
Search intermediaries	best Florida hard money lenders; compare private lenders; lender directories	Secure profiles, reviews, citations, and referral visibility where borrowers are intercepted.

Observed public Bing ordering for hard money lender Fort Lauderdale fix and flip began with HardMoneyHome, nuFLIP, Ridge Street Capital, The Hard Money Co., Asset Based Lending, West Forest Capital, a second HardMoneyHome result, and Private Lender Link. Faber was not observed in that visible first-page set.

This order is a dated observational snapshot, not a guaranteed universal Google ranking. Its strategic value is the composition of the page: direct lenders compete with directories and marketplaces for the same borrower.

Competitive Scorecard

Competitor	What currently wins	Opening for Faber
Ridge Street Capital	Florida pages; borrower tiers; rates, LTC, ARV, loan sizes; calculator	More inclusive property-first/JV story, explained with equal precision
West Forest Capital	Fort Lauderdale landing page; speed; local market language	Authentic local proof, named people, and documented transactions
HardMoney Company	Broward page; personal service; city references	Personal service plus clearer terms, process, and case studies
Capital Funding	Florida authority; volume and BBB claims	Individual judgment and creative structure with verifiable proof
Easy Street Capital	State page; multiple products; numerical limits	Potential 100% funding difference and direct explanation
Tidal Loans	Detailed 100% financing page; examples; terms; calculator; state pages	Closest content rival; Faber can own JV education and human review
Dominion Financial	100% LTC message; 48-hour positioning; FAQs; content	Compete on judgment and structure, not unsupported speed claims
Kiavi	National authority; online prequalification; strong paid/organic footprint	Avoid head-on opening battle; win narrower intent first
Rehab Financial	Exact 100% funding page; stated rate and 650+ credit threshold	Faber's no-stated-minimum-score positioning, carefully qualified

The competitor lesson is consistent: specific pages, numerical clarity, local relevance, proof, and an obvious next action outperform broad claims.

What Prevents Ranking

Priority	Finding	Required action
Critical	Generic title such as 'Home - Faber Capital Resources'; missing meta descriptions	Rewrite titles/descriptions around company, product, and real market
Critical	Real content at /services-2/ while /services/ is nearly empty	Consolidate and redirect to one authoritative service location
Critical	Duplicate Cleveland portfolio wording and mixed geography	Remove/noindex template residue; publish only substantiated markets and deals
High	Schema references the former rfsitebuilder tenant domain	Rebuild entity/schema references on the canonical Faber domain
High	No current lending-grade content engine	Replace stale lifestyle posts with program, market, transaction, and borrower resources
High	Weak public trust stack	Add domain email, team, licensing/disclosures where applicable, reviews, and case studies
High	Empty listings and off-story funnels	Remove, isolate, or rebuild around a confirmed division
Medium	HTTP/HTTPS and sitemap inconsistencies observed	Correct redirects and sitemap delivery before scaling content

> Do not pay for a large volume of content until Google can identify one coherent company, one canonical site, and one believable market story.

The 90-Day Search Build

Period	Work	Result
Days 1-30	Confirm products/markets; analytics; Search Console; indexing cleanup; redirects; titles; schema; keyword-to-page map	A measurable, coherent foundation
Days 31-60	Build signature 100% funding resource; core program pages; Fort Lauderdale/Broward/Florida pages; qualification pathways	Pages capable of answering commercial searches
Days 61-90	Publish first case studies; local profiles/citations; review workflow; internal links; competitor watch; adjust from real query data	Authority begins accumulating around proven subjects

Initial page architecture: Fix-and-Flip Loans; 100% Funding; Joint-Venture Funding; Private Money Loans; Bridge Loans; Ground-Up Construction; BRRRR/DSCR if active; Proof of Funds; Fort Lauderdale; Broward County; South Florida; Florida; borrower-situation pages; funded-deal case studies.

The signature asset should be a clear 100% funding resource containing qualification rules, an ARV explanation, a worked example, JV structure, draw process, eligible projects and markets, disqualifiers, FAQs, and a direct deal-submission path.

Measurement, Expectations & Agency Checklist

Horizon	Evidence of progress
30 days	Measurement active; technical blockers corrected; keyword/page map approved; priority assets in production
90 days	Core pages indexed; long-tail movement; local/entity work active; calls and forms attributed
6 months	Multiple relevant long-tail rankings; measurable organic inquiries; growing proof and branded search
12 months	Competitive position across priority Florida clusters; compounding case-study library; organic pipeline contribution

Questions for any SEO provider: Are program and location pages included? Is technical cleanup included? Will calls and forms be traced to qualified/funded outcomes? Are real case studies part of the plan? Who supervises automated content? How are competitors monitored? Who owns the pages and data if the relationship ends?

> Recommended position: Property-first funding for real estate investors whose deals deserve more than an automatic bank decision.

Method and sources: public review of fabercapitalresources.com; site/page/technical audit dated July 17, 2026; observational Bing result review; competitor pages from Ridge Street Capital, West Forest Capital, HardMoney Company, Capital Funding, Easy Street Capital, Tidal Loans, Dominion Financial, Kiavi, Rehab Financial, LendingOne, and relevant directories. No paid rank-tracker export was available.

Prepared as a practical floor plan. Rankings are not guaranteed and fluctuate. Lending claims, licensing language, service markets, and eligibility rules must be confirmed by Faber before publication.