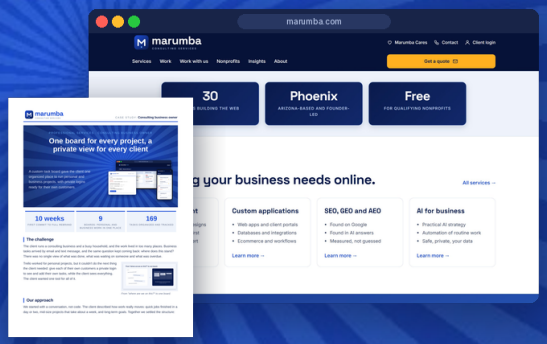
WEB CONSULTANCY · MARUMBA CONSULTING

Rebuilding our own website in two days

Our own site was the oldest thing we ran: slow, invisible to AI search and silent about most of what we do. We rebuilt it in two days with AI assistance, without breaking the client apps that share its server.



2 days
FROM PLAN TO A WORKING SITE, WITH AI ASSISTANCE

100
MOBILE PERFORMANCE SCORE, UP FROM 58

1.2 s
MOBILE PAGE LOAD (LCP), DOWN FROM 12.1 S

The challenge

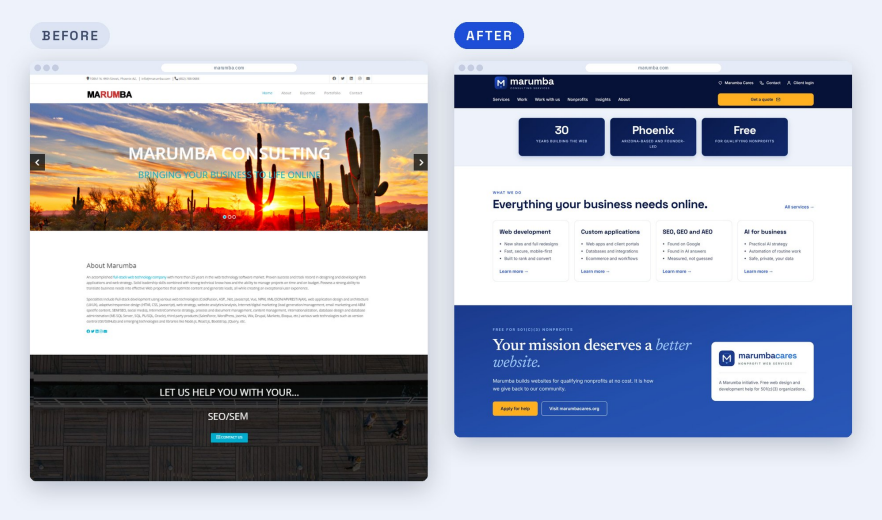
Marumba Consulting builds websites for a living, and our own was the one we'd neglected longest. It still opened on a desert-sunset banner, said "25 years" when it had been nearly 30, listed an old phone number and talked about "e-Business managers." It said nothing about the apps we run, our case studies, AI, or how businesses now get found in AI answers.

Under the surface it was worse. A crawl on November 17, 2026 found:

- **Every page had the same title,** "Marumba Consulting", and the same meta description, which misspelled our own name.
- **No search basics:** no sitemap, no robots file, no canonical tags, no structured data. The analytics container was installed but empty, so nothing was being measured.
- **118 personal photo gallery pages** sat alongside the 21 business pages, and the client login page returned an error.
- **A mobile PageSpeed score of 58,** with the main content taking 12.1 seconds to appear.

- **AI search couldn't find us.** Asked for Phoenix custom app developers, ColdFusion rescue, GEO and AEO help, or free nonprofit websites, ChatGPT named other firms every time.

One more constraint: the old site's server folder also runs client applications, including a client's marketing platform. Whatever we did, those had to keep working.



The homepage before and after.

Our approach

We treated our site like a client project: audit first, plan the pages and redirects, then build.

Build beside the old site, not on top of it

The new site lives in its own folder with its own settings, so it never touches the old code the client apps depend on. Pushing it to the server changes nothing until we flip one web server setting, and flipping it back is the rollback. Until launch it runs on a private, unindexed preview address.

Keep every old link working

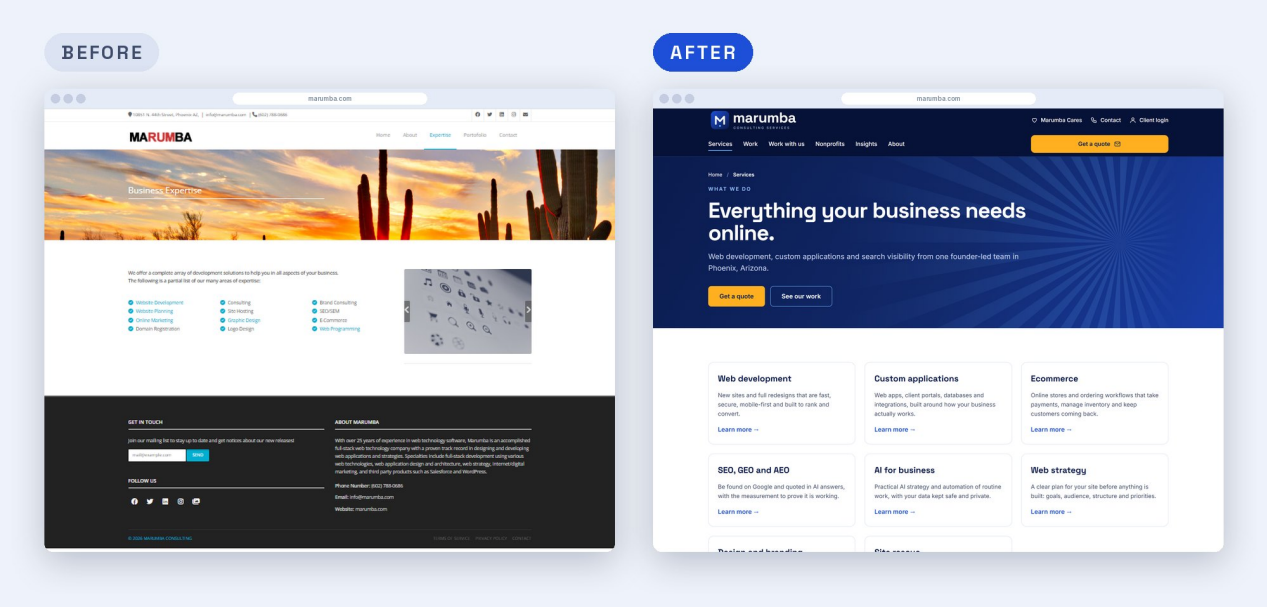
Every old page has a permanent redirect to its new home, along with the http and www variants, so bookmarks and search rankings carry over.

Two days, with AI doing the heavy lifting

Marumba's founder directed every decision and tested every change on the live preview; Claude, Anthropic's AI model, wrote and revised most of the code, copy and images. That is the same way we now help clients use AI: a person sets the direction and checks the work, and the AI does the volume.

The solution

The new site says what Marumba does today, is fast, and is built to be found by search engines and AI assistants.



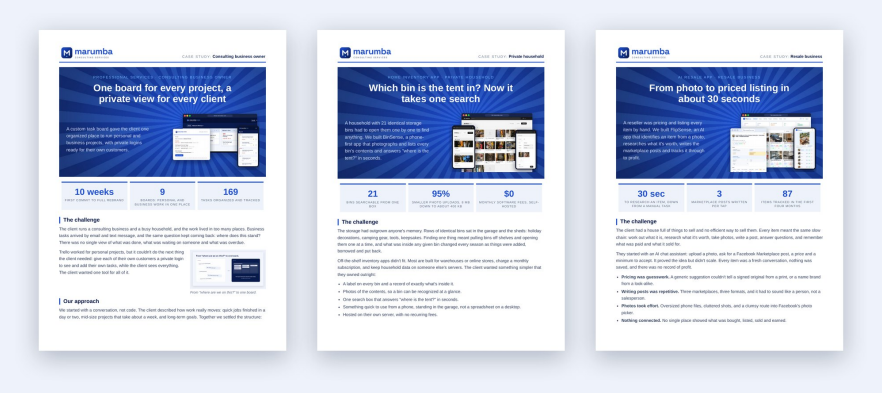
A checklist of skills became eight service pages, each built to answer a real question.

Pages that answer questions

Eight service pages, each answering the obvious question first, with an FAQ underneath. Every page has its own title, description, canonical link and social preview, plus structured data that tells search engines and AI assistants who we are and what we offer. A sitemap, robots file and llms.txt help both find their way around.

Case studies that build their own PDFs

Case studies live in a database with an admin editor. Screenshots are placed in the text with a simple marker, and the same content becomes a designed, downloadable PDF on demand, so a text change never means redoing a document by hand.



PDFs the site builds from each case study's own content, with no hand layout.

Insights for people and for AI

A library of practical articles, each opening with a short, direct answer and a list of key takeaways, which is the format AI assistants like to quote. Six are live, with more scheduled.

Everything else a lead needs

A four-step quote form with layered spam protection, branded confirmation emails, an Apps page showing the software we run ourselves, and a Nonprofits page for Marumba Cares, our free web help for qualifying 501(c)(3)s.

The results

Same day, same Google test, mobile: performance went from 58 to 100, accessibility from 78 to 96, and the main content now appears in 1.2 seconds instead of 12.1.



Every article opens with the short answer.

Google PageSpeed Insights, mobile

Same day, same test: the old homepage against the new one.

	OLD SITE	NEW SITE
Performance	58	100
Accessibility	78	96
Best practices	92	100
First contentful paint	6.6 s	1.2 s
Largest contentful paint	12.1 s	1.2 s

Google PageSpeed Insights, mobile, November 17, 2026.

The search and AI results come next. We recorded where Marumba stood in Google and ChatGPT before launch, so we can measure the change rather than guess at it, and we'll add those numbers here.

> *“This has been awesome. We had no idea out site was so outdatedbut two days later we have a kick a** site. I love it. Nice job and thank you for all your hard work!”*
>
> Todd, Owner

Live site: https://marumba.com

Want results like this?

info@marumba.com · marumba.com