

ECOAI Business Pulse

IS

Illustrative sample - The Ballers Kingdom

<https://ballkingdom.com/>

2026-09-21T20:15:30.123Z | Run state: incomplete

Review incomplete · 10 of 19 pages reviewed

Start here

The requested review was not complete

Complete the missing review coverage before relying on this snapshot.

Your next 3 moves

1. Review coverage · The requested review was not complete: Complete the missing review coverage before relying on this snapshot.
2. Business basics · Are the books and tax filings current — 3 years you could show a lender?: Bring supporting documentation or note what has not been reviewed.
3. Continuity planning · If the owner left for 60 days, could the business run?: Bring supporting documentation or note what has not been reviewed.

Modules reviewed

Review coverage · Customer access · Website safety · Business visibility · Website experience · Business basics · Continuity planning

Not reviewed in this run: Software upkeep, Delivery safeguards

Unofficial readiness snapshot. Not a certification, audit, compliance determination, or lending decision.

Your next 3 moves

Move 1 Review coverage · The requested review was not complete
Complete the missing review coverage before relying on this snapshot.

Trusted resources [U.S. Small Business Administration — Find local assistance](#)

Find free or low-cost SBDC, SCORE, and Women's Business Center assistance.

<https://www.sba.gov/counseling/local-assistance/>

Move 2 Business basics · Are the books and tax filings current — 3 years you could show a lender?
Bring supporting documentation or note what has not been reviewed.

Trusted resources [Internal Revenue Service — Recordkeeping](#)

Federal guidance on records businesses should keep and why they matter.

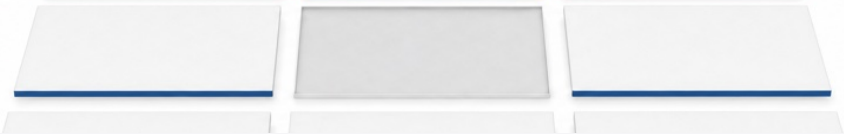
<https://www.irs.gov/businesses/small-businesses-self-employed/recordkeeping>

Move 3 Continuity planning · If the owner left for 60 days, could the business run?
Bring supporting documentation or note what has not been reviewed.

Trusted resources [U.S. Small Business Administration — Prepare for emergencies](#)

Starting points for assessing risk and building a business disaster response plan.

<https://www.sba.gov/counseling/manage-your-business/#prepare-for-emergencies>



Review coverage

The requested review was not complete

Where Website review

What we found 10 of 19 discovered pages were reviewed; 9 pages were not reviewed. website scan reached its page cap

What to do Complete the missing review coverage before relying on this snapshot.

Trusted resources [U.S. Small Business Administration — Find local assistance](#)

Find free or low-cost SBDC, SCORE, and Women's Business Center assistance.

<https://www.sba.gov/counseling/local-assistance/>

Review coverage · Reference: PARTIAL_CRAWL



Customer access

Are order/booking/payment flows tested, monitored, with a manual workaround if a vendor fails?

- Where Order, booking, and payment flows
- What we found Owner answered: partially.
- What to do Bring supporting documentation or note what has not been reviewed.

Trusted resources [U.S. Small Business Administration — Prepare for emergencies](#)

Starting points for assessing risk and building a business disaster response plan.

<https://www.sba.gov/counseling/manage-your-business/#prepare-for-emergencies>

[CISA — Cybersecurity resources for small and medium businesses](#)

Practical guidance for MFA, updates, logging, backups, encryption, and incident readiness.

<https://www.cisa.gov/audiences/small-and-medium-businesses/secure-your-business/smb-resources>

10 of 19 pages reviewed · Seen in 1 source record · Owner intake · Reference: continuity.critical-flows

Related conversation Growth: Manual fallback for critical flows

Contact details were not easy to find

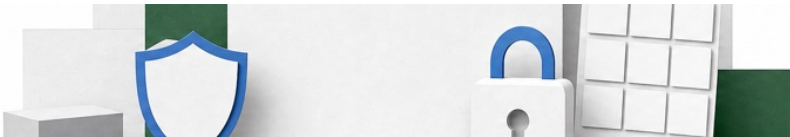
- Where <https://ballkingdom.com/>, <https://ballkingdom.com/about>, <https://ballkingdom.com/programs>, <https://ballkingdom.com/events>, <https://ballkingdom.com/teams>
- What we found No visible email, phone number, or Contact link was detected on 5 reviewed pages.
- What to do Add one clear Contact link to the shared header or footer. Check it on mobile and desktop.

Trusted resources [U.S. Small Business Administration — Manage your business](#)

Practical starting points for finances, compliance, employees, marketing, and business operations.

<https://www.sba.gov/counseling/manage-your-business/>

10 of 19 pages reviewed · Seen in 5 source records · Website scan · Reference: NO_CONTACT



Website safety

HTTPS was present

- Where https://ballkingdom.com/
- What we found The reviewed website used HTTPS.
- What to do Keep HTTPS certificates and renewal ownership documented.

Trusted resources [OWASP — OWASP Secure Headers Project](#)
Implementation guidance for browser-facing HTTP security headers.
<https://owasp.org/projects/secure-headers-project>

[MDN Web Docs — HTTP headers reference](#)
Browser-facing syntax and compatibility details for HTTP headers.
<https://developer.mozilla.org/en-US/docs/Web/HTTP/Reference/Headers>

10 of 19 pages reviewed · Seen in 1 source record · Website scan · Reference: HTTPS

Related conversation Trust: Data is encrypted in transit

Strict transport protection was not detected

- Where https://ballkingdom.com/
- What we found A Strict-Transport-Security response header was not detected.
- What to do Add and test a Strict-Transport-Security header after HTTPS is stable.

Trusted resources [OWASP — OWASP Secure Headers Project](#)
Implementation guidance for browser-facing HTTP security headers.
<https://owasp.org/projects/secure-headers-project>

[MDN Web Docs — HTTP headers reference](#)
Browser-facing syntax and compatibility details for HTTP headers.
<https://developer.mozilla.org/en-US/docs/Web/HTTP/Reference/Headers>

10 of 19 pages reviewed · Seen in 1 source record · Website scan · Reference: NO_HSTS

Website safety (continued)

A content security policy was not detected

- Where https://ballkingdom.com/, https://ballkingdom.com/about
- What we found A Content-Security-Policy response header was not detected.
- What to do Define and test a Content Security Policy with the site owner.
- Trusted resources [OWASP — OWASP Secure Headers Project](#)

Implementation guidance for browser-facing HTTP security headers.

<https://owasp.org/projects/secure-headers-project>

[MDN Web Docs — HTTP headers reference](#)

Browser-facing syntax and compatibility details for HTTP headers.

<https://developer.mozilla.org/en-US/docs/Web/HTTP/Reference/Headers>

10 of 19 pages reviewed · Seen in 2 source records · Website scan · Reference: NO_CSP

Content-type protection was not detected

- Where https://ballkingdom.com/about
- What we found An X-Content-Type-Options: nosniff response header was not detected.
- What to do Add the nosniff response header and verify common pages and assets.
- Trusted resources [OWASP — OWASP Secure Headers Project](#)

Implementation guidance for browser-facing HTTP security headers.

<https://owasp.org/projects/secure-headers-project>

[MDN Web Docs — HTTP headers reference](#)

Browser-facing syntax and compatibility details for HTTP headers.

<https://developer.mozilla.org/en-US/docs/Web/HTTP/Reference/Headers>

10 of 19 pages reviewed · Seen in 1 source record · Website scan · Reference: NO_NOSNIFF

Website safety (continued)

The content security policy does not limit scripts

Where	https://ballkingdom.com/programs
What we found	Your Content-Security-Policy only covers frame-ancestors and upgrade-insecure-requests; it does not limit which scripts can run.
What to do	Add a script-src or default-src policy that lists only the script sources the site needs. Test it in Content-Security-Policy-Report-Only mode first, then enforce it.

Trusted resources [OWASP — OWASP Secure Headers Project](#)

Implementation guidance for browser-facing HTTP security headers.

<https://owasp.org/projects/secure-headers-project>

[MDN Web Docs — HTTP headers reference](#)

Browser-facing syntax and compatibility details for HTTP headers.

<https://developer.mozilla.org/en-US/docs/Web/HTTP/Reference/Headers>

10 of 19 pages reviewed · Seen in 1 source record · Website scan · Reference: WEAK_CSP

The referrer policy may share full page addresses

Where	https://ballkingdom.com/
What we found	Your Referrer-Policy is "unsafe-url", which lets visitors' browsers send full page addresses to other sites.
What to do	Use strict-origin-when-cross-origin (or stricter), then confirm outbound links and integrations still work.

Trusted resources [OWASP — OWASP Secure Headers Project](#)

Implementation guidance for browser-facing HTTP security headers.

<https://owasp.org/projects/secure-headers-project>

[MDN Web Docs — HTTP headers reference](#)

Browser-facing syntax and compatibility details for HTTP headers.

<https://developer.mozilla.org/en-US/docs/Web/HTTP/Reference/Headers>

10 of 19 pages reviewed · Seen in 1 source record · Website scan · Reference: WEAK_REFERRER_POLICY

Website safety (continued)

Frame restrictions were present

- Where** https://ballkingdom.com/
- What we found** Frame protection (X-Frame-Options or frame-ancestors) was observed on 10 reviewed page response(s).
- What to do** Keep frame restrictions aligned with where the site is intended to be embedded.
- Trusted resources** [OWASP — OWASP Secure Headers Project](#)

Implementation guidance for browser-facing HTTP security headers.

<https://owasp.org/projects/secure-headers-project>

[MDN Web Docs — HTTP headers reference](#)

Browser-facing syntax and compatibility details for HTTP headers.

<https://developer.mozilla.org/en-US/docs/Web/HTTP/Reference/Headers>

10 of 19 pages reviewed · Seen in 1 source record · Website scan · Reference: FRAME_PROTECTION_OK



Business visibility

Hours were not easy to find

- Where** https://ballkingdom.com/, https://ballkingdom.com/about, https://ballkingdom.com/programs, https://ballkingdom.com/events
- What we found** Hours or schedule information was not detected on 4 reviewed pages.
- What to do** Add current hours or schedule details where customers look for them.
- Trusted resources** [U.S. Small Business Administration — Manage your business](#)

Practical starting points for finances, compliance, employees, marketing, and business operations.

<https://www.sba.gov/counseling/manage-your-business/>

[Google Search Central — Google Search technical requirements and guidance](#)

First-party guidance for search visibility and technical requirements.

<https://developers.google.com/search/docs/fundamentals/get-on-google?hl=en>

10 of 19 pages reviewed · Seen in 4 source records · Website scan · Reference: NO_HOURS

Business visibility (continued)

Search descriptions were not detected

Where <https://ballkingdom.com/about>, <https://ballkingdom.com/programs>, <https://ballkingdom.com/events>, <https://ballkingdom.com/teams>, <https://ballkingdom.com/contact>

What we found Meta descriptions were not detected on 5 reviewed pages.

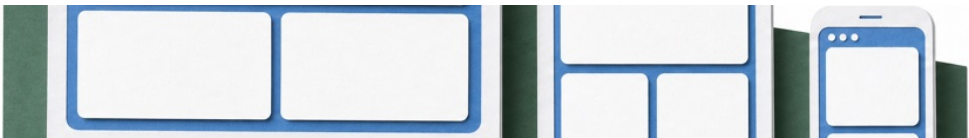
What to do Add a specific meta description to each affected page.

Trusted resources [Google Search Central — Google Search technical requirements and guidance](#)

First-party guidance for search visibility and technical requirements.

<https://developers.google.com/search/docs/fundamentals/get-on-google?hl=en>

10 of 19 pages reviewed · Seen in 5 source records · Website scan · Reference: NO_META_DESC



Website experience

Mobile viewport settings were not detected

Where <https://ballkingdom.com/shop>

What we found Viewport metadata was not detected on 1 reviewed page.

What to do Add viewport metadata and check the affected pages on mobile and desktop.

Trusted resources [MDN Web Docs — Viewport metadata](#)

Browser guidance for configuring page layout on mobile and narrow screens.

<https://developer.mozilla.org/en-US/docs/Web/HTML/Reference/Elements/meta/name/viewport>

[Google Search Central — Google Search technical requirements and guidance](#)

First-party guidance for search visibility and technical requirements.

<https://developers.google.com/search/docs/fundamentals/get-on-google?hl=en>

10 of 19 pages reviewed · Seen in 1 source record · Website scan · Reference: NO_VIEWPORT

Website experience (continued)

A page had limited visible content

- Where <https://ballkingdom.com/faq>
- What we found Fewer than 200 visible words were detected on 1 reviewed page.
- What to do Review the affected page and add only the information visitors need.

Trusted resources [Google Search Central — Google Search technical requirements and guidance](#)

First-party guidance for search visibility and technical requirements.

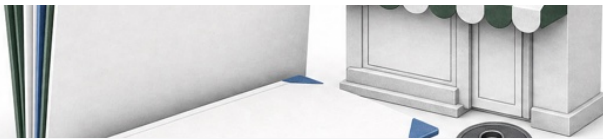
<https://developers.google.com/search/docs/fundamentals/get-on-google?hl=en>

[W3C Web Accessibility Initiative — Understanding page titles](#)

Explains why descriptive page titles help people identify and navigate web content.

<https://www.w3.org/WAI/WCAG22/Understanding/page-titled>

10 of 19 pages reviewed · Seen in 1 source record · Website scan · Reference: THIN_PAGE



Business basics

Does the business website list current services, hours, and a working contact path?

- Where Website services, hours, and contact path
- What we found Owner answered: yes.
- What to do Bring the current supporting record.

Trusted resources [U.S. Small Business Administration — Manage your business](#)

Practical starting points for finances, compliance, employees, marketing, and business operations.

<https://www.sba.gov/counseling/manage-your-business/>

[U.S. Small Business Administration — Find local assistance](#)

Find free or low-cost SBDC, SCORE, and Women's Business Center assistance.

<https://www.sba.gov/counseling/local-assistance/>

10 of 19 pages reviewed · Seen in 1 source record · Owner intake · Reference: business.website

Related conversation Growth: Current services, hours, and contact path

Business basics (continued)

Is there a named maintainer for the software/website (not 'whoever is free')?

Where Software and website maintenance

What we found Owner answered: yes.

What to do Bring the current supporting record.

Trusted resources [GitHub Docs — Securing your repository](#)

First-party guidance for repository security and secure delivery.

<https://docs.github.com/en/code-security/getting-started/quickstart-for-securing-your-repository>

[U.S. Small Business Administration — Manage your business](#)

Practical starting points for finances, compliance, employees, marketing, and business operations.

<https://www.sba.gov/counseling/manage-your-business/>

10 of 19 pages reviewed · Seen in 1 source record · Owner intake · Reference: business.maintainer

Are domain, hosting, repo, email, and payments documented with 2 admins + recovery access?

Where Key account ownership and recovery

What we found Owner answered: yes.

What to do Bring the current supporting record.

Trusted resources [CISA — Cybersecurity resources for small and medium businesses](#)

Practical guidance for MFA, updates, logging, backups, encryption, and incident readiness.

<https://www.cisa.gov/audiences/small-and-medium-businesses/secure-your-business/smb-resources>

[U.S. Small Business Administration — Manage your business](#)

Practical starting points for finances, compliance, employees, marketing, and business operations.

<https://www.sba.gov/counseling/manage-your-business/>

10 of 19 pages reviewed · Seen in 1 source record · Owner intake · Reference: business.ownership

Related conversation Growth: Control inventory for key accounts

Business basics (continued)

Is the business formally registered (LLC/corp/DBA) with licenses and permits current?

Where Registration, licenses, and permits

What we found Owner answered: yes.

What to do Bring the current supporting record.

Trusted resources [U.S. Small Business Administration — Manage your business](#)

Practical starting points for finances, compliance, employees, marketing, and business operations.

<https://www.sba.gov/counseling/manage-your-business/>

[U.S. Small Business Administration — Find local assistance](#)

Find free or low-cost SBDC, SCORE, and Women's Business Center assistance.

<https://www.sba.gov/counseling/local-assistance/>

10 of 19 pages reviewed · Seen in 1 source record · Owner intake · Reference: business.registered

Related conversation Growth: Registration, licenses, and permits

Are the books and tax filings current — 3 years you could show a lender?

Where Books and tax filings

What we found Owner answered: partially.

What to do Bring supporting documentation or note what has not been reviewed.

Trusted resources [Internal Revenue Service — Recordkeeping](#)

Federal guidance on records businesses should keep and why they matter.

<https://www.irs.gov/businesses/small-businesses-self-employed/recordkeeping>

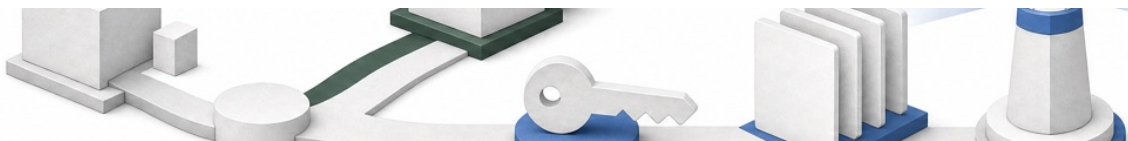
[U.S. Small Business Administration — Manage your business](#)

Practical starting points for finances, compliance, employees, marketing, and business operations.

<https://www.sba.gov/counseling/manage-your-business/>

10 of 19 pages reviewed · Seen in 1 source record · Owner intake · Reference: business.books

Related conversation Growth: Current books and tax filings



Continuity planning

If the owner left for 60 days, could the business run?

- Where** Owner independence
- What we found** Owner answered: partially.
- What to do** Bring supporting documentation or note what has not been reviewed.

Trusted resources [U.S. Small Business Administration — Prepare for emergencies](#)

Starting points for assessing risk and building a business disaster response plan.

<https://www.sba.gov/counseling/manage-your-business/#prepare-for-emergencies>

[FEMA — Ready Business](#)

Planning guidance for keeping a business operating through disruptions and disasters.

<https://www.ready.gov/business>

10 of 19 pages reviewed · Seen in 1 source record · Owner intake · Reference: continuity.ownerDependence

Are core workflows written down (checklist/SOP), not just in someone's head?

- Where** Core workflow documentation
- What we found** Owner answered: yes.
- What to do** Bring the current supporting record.

Trusted resources [U.S. Small Business Administration — Prepare for emergencies](#)

Starting points for assessing risk and building a business disaster response plan.

<https://www.sba.gov/counseling/manage-your-business/#prepare-for-emergencies>

[FEMA — Ready Business](#)

Planning guidance for keeping a business operating through disruptions and disasters.

<https://www.ready.gov/business>

10 of 19 pages reviewed · Seen in 1 source record · Owner intake · Reference: continuity.workflows

Related conversation Growth: Written SOPs for core workflows

Continuity planning (continued)

Is there a named successor or transition plan?

Where Succession and transition plan

What we found Owner answered: partially.

What to do Bring supporting documentation or note what has not been reviewed.

Trusted resources [U.S. Small Business Administration — Manage your business](#)
Practical starting points for finances, compliance, employees, marketing, and business operations.
<https://www.sba.gov/counseling/manage-your-business/>
[U.S. Small Business Administration — Find local assistance](#)
Find free or low-cost SBDC, SCORE, and Women's Business Center assistance.
<https://www.sba.gov/counseling/local-assistance/>
10 of 19 pages reviewed · Seen in 1 source record · Owner intake · Reference: continuity.succession

Related conversation Growth: Succession or transition plan

Are code, site, and customer data backed up with a tested restore?

Where Backup and restore process

What we found Owner answered: partially.

What to do Bring supporting documentation or note what has not been reviewed.

Trusted resources [NIST — Cybersecurity Framework 2.0 for Small Business](#)
A small-business starting point for managing cyber risk.
<https://www.nist.gov/itl/smallbusinesscyber/nist-cybersecurity-framework-0>
[CISA — Cybersecurity resources for small and medium businesses](#)
Practical guidance for MFA, updates, logging, backups, encryption, and incident readiness.
<https://www.cisa.gov/audiences/small-and-medium-businesses/secure-your-business/smb-resources>
10 of 19 pages reviewed · Seen in 1 source record · Owner intake · Reference: continuity.backups

Related conversation Trust: Backups exist with a proven restore
Growth: Dated backup and restore record

Continuity planning (continued)

Is access controlled per-person with MFA, and leavers removed promptly?	
Where	Account access, MFA, and leaver process
What we found	Owner answered: yes.
What to do	Bring the current supporting record.
Trusted resources	CISA — Cybersecurity resources for small and medium businesses Practical guidance for MFA, updates, logging, backups, encryption, and incident readiness. https://www.cisa.gov/audiences/small-and-medium-businesses/secure-your-business/smb-resources NIST — Cybersecurity Framework 2.0 for Small Business A small-business starting point for managing cyber risk. https://www.nist.gov/itl/smallbusinesscyber/nist-cybersecurity-framework-0 10 of 19 pages reviewed · Seen in 1 source record · Owner intake · Reference: continuity.access
Related conversation	Trust: Logical access is restricted to authorized users Trust: Authentication includes MFA for key systems Trust: Access is removed promptly when people leave Growth: Access map and MFA/leaver process

Are business complaints and security incidents logged with an owner + follow-up?	
Where	Complaint and incident log
What we found	Owner answered: partially.
What to do	Bring supporting documentation or note what has not been reviewed.
Trusted resources	CISA — Cybersecurity resources for small and medium businesses Practical guidance for MFA, updates, logging, backups, encryption, and incident readiness. https://www.cisa.gov/audiences/small-and-medium-businesses/secure-your-business/smb-resources U.S. Small Business Administration — Prepare for emergencies Starting points for assessing risk and building a business disaster response plan. https://www.sba.gov/counseling/manage-your-business/#prepare-for-emergencies 10 of 19 pages reviewed · Seen in 1 source record · Owner intake · Reference: continuity.logging
Related conversation	Trust: Incidents and complaints are logged with an owner Growth: Complaint and incident log

How we looked

Business	Illustrative sample - The Ballers Kingdom
Scope	https://ballkingdom.com/

Coverage	Review incomplete · 10 of 19 pages reviewed Owner questions: 12 of 12 answered. Folder scan: not-applicable. Website scan: requested. Coverage gap: website scan reached its page cap Run state: incomplete. Package version: 0.6.1. Created: 2026-09-21T20:15:30.123Z. Run ID: 00000000-0000-4000-8000-000000000000.
Canonical counts	Business · 1 need attention · 4 bring documents · 0 not reviewed · 0 found in reviewed scope Continuity · 5 need attention · 2 bring documents · 0 not reviewed · 0 found in reviewed scope Technology · 23 need attention · 0 bring documents · 0 not reviewed · 2 found in reviewed scope Trust · 2 need attention · 3 bring documents · 0 not reviewed · 1 found in reviewed scope Growth · 5 need attention · 5 bring documents · 0 not reviewed · 0 found in reviewed scope
Not reviewed	Software upkeep, Delivery safeguards
Boundary	Unofficial readiness snapshot for a professional conversation; not a certification, audit, compliance determination, or loan decision.