

Angela & Eric Carden: website, AI search and YouTube

What we checked on angiesellspa.com, how Google and its AI answers see you today, and what to build on YouTube. Every finding below says where it came from and when we checked it.

The short version, in order

1. **Fix the secure version of the site first.** The link Google shows for you, <https://www.angiesellspa.com>, opens a "Privacy error" page in Chrome. Only the plain [http://](http://www.angiesellspa.com) version loads, and browsers label it "Not secure". Until this is fixed, people who click your site from Google, Zillow or your profiles can land on a warning page instead.
2. **Give each page a real title, description and main heading.** None of the three pages has a meta description or an H1 heading.
3. **Add the pages people and AI tools look for:** your reviews, where you work (Nazareth, Easton, the Poconos), Lehigh Valley vs. Poconos, and first-time buyer questions. The site has three pages today.
4. **Get more Zillow reviews.** Google's AI answer for "best real estate agent in Nazareth PA" leaned on Zillow, and Zillow shows you with 2 reviews against 23 sales in the last 12 months.
5. **Start a YouTube channel on "living in" topics.** "Living in Lehigh Valley PA" gets about 4,880 YouTube searches a month with low competition, and the local agents covering it have small channels.

Who does what. Number 1 is a setting on your Squarespace account, so it stays with you. Numbers 2, 3 and 5 are part of your \$700 plan: we make the website fixes in month one, build two new pages a quarter and post three YouTube videos a quarter from the shoot day. For number 4, you give us a list of recent clients and we help you ask.

1. Your website, page by page

We read every page in the site's sitemap (home, about, contact), the robots.txt file and the page code. Squarespace hosts the site.

What we found	Details	The fix
Secure address is broken	https://www.angiesellspa.com shows "Privacy error" in Chrome. The certificate the server sends is for squarespace.com, not your domain. Only http://www.angiesellspa.com loads. Your sitemap and page code tell Google to use the https:// address, and Google's results link to it.	In Squarespace: Settings → Domains → angiesellspa.com , check the SSL status and turn it on or re-issue it. Then re-test both addresses, with and without www .
No meta descriptions	Home, About and Contact all have an empty description, so Google writes its own snippet from whatever text it picks.	Page settings → SEO for each page. One or two plain sentences with your name, Valor Realty and the towns you serve.

No H1 heading	No page has a main heading. The home page headings are all the smallest size (H3), starting with "Helping EVERYONE Build Legacy Wealth".	Make one line per page a Heading 1, for example "Angela & Eric Carden, Lehigh Valley and Poconos REALTORS®".
Only three pages	The sitemap lists home, about and contact. Contact was last changed August 12, 2025.	Add pages for reviews, towns you serve, first-time buyers and Lehigh Valley vs. Poconos (section 4).
Home search and home value leave the site	"Search for Homes" and "What's my Home Worth?" both open Google Forms. There are no listings on the site.	Keep the forms if they bring you leads. Add your current and sold listings to the site so visitors and search engines see your work there.
Photos have no descriptions	All five images on Home and About have empty alt text.	Add a short description to each photo, for example "Angela Carden with her family in Nazareth, PA".
Phone is hard to tap	Your number shows only on the Contact page, and it is plain text, not a tap-to-call link.	Put the phone number in the header or footer of every page as a tap-to-call link.
Instagram icon goes to a different account	The site's Instagram icon links to @angelacardenhomes. The account Google shows for you, with 800+ followers, is @angiesellspa.	Point the icon at the account you post from.
The site says Angela, everything else says Angela & Eric	Facebook, Instagram, Linktree and Valor Realty's team page show you as a husband-and-wife team. The site title and About page show Angela only.	Use the same name everywhere. Search engines and AI tools match you across sites by name, brokerage, address and phone.
No business details in the code	The only structured data on the site is a generic "WebSite" tag. There is nothing marking you as a real estate agent with an address, phone, license number or reviews.	Add RealEstateAgent structured data through Squarespace Code Injection. We do this in month one.
Claims without a source	The home page quotes "90% of all millionaires..." attributed to Andrew Carnegie and calls the Lehigh Valley "the fastest-growing area in PA", with no source for either.	Link a source or cut the line. AI tools favor claims they can check. The same page has a typo, "POSITVELY".
Small leftovers	The default Squarespace icon shows in browser tabs, and a shopping-cart icon reading "0" sits in the header.	Upload your logo as the browser icon. Turn off the cart if you don't sell anything.
AI tools can read the site	robots.txt lists ChatGPT's, Claude's and Google's AI crawlers in the same group as everyone else, so they follow the normal rules and are not blocked.	No change needed.

Checked October 8, 2026 with direct requests to each address, a certificate check, the sitemap at /sitemap.xml and Chrome. Google's PageSpeed tool was over its daily limit, so page speed was not measured.

2. How Google and its AI answers see you today

Search	What came up
"Angela Carden realtor" on Google	Your Facebook page is first, Instagram second and your website third, followed by Zillow, Realtor.com, Valor Realty, Homes.com, LinkedIn and Linktree. People searching your name find you.
"realtor Nazareth PA" on Google	The map results show Berkshire Hathaway HomeServices Choice Properties, The Real Estate Firm and Keller Williams. You are not in the top three on the map.
"realtor Easton PA" on Google (not personalized)	The map results show Free Bridge Realty, The John Rittenhouse Team (4.9 from 67 reviews) and BHHS Paul Ford Realtors. You are not in the top three, even though your Google profile shows 5.0 from 74 reviews.
"best realtor for first time home buyers in the Lehigh Valley" on Google	Yelp, local Facebook recommendation threads, U.S. News, Reddit's r/lehighvalley, FastExpert, and a page by another agent titled "Who Is the Best Realtor in Lehigh Valley PA" dated June 12, 2026.
"best real estate agent in Nazareth PA" in Google AI Mode, personalization off	The answer named Sam Ruta and Jill Koch (Berkshire Hathaway), Preeti Minhas (Saffron Real Estate), Cliff Lewis, Jessy Kaur and the Shabana Pathan Group. It cited Zillow and the agents' own websites. You were not named.
The same question with personalization on	You were named first. Our own earlier searches for you shaped that answer, so it does not show what a stranger sees.

Map results depend on where the searcher is. These searches ran from Carbon County, so a searcher in Nazareth or Easton can see a different map. We could not test ChatGPT or Perplexity this time, because both needed a sign-in we did not change.

What this means

Your name search is in good shape. New clients search "best agent in [town]" or "first-time buyer agent". Google answers those from Zillow reviews, review sites, Reddit and Facebook threads, and agents' own pages that answer the question directly. Your site has no page that answers those questions, and Zillow has 2 reviews of you.

3. Your profiles, which feed the AI answers

Profile	What it shows	The fix
Zillow	5.0 from 2 reviews, 23 sales in the last 12 months.	Ask recent buyers and sellers for a Zillow review. This is on your roadmap, and the same asks go to your other review sites.
Google Business Profile	"Valor Realty Angela Carden", 5.0 from 74 reviews, phone (908) 323-6727, links to angiesellspa.com.	Once the secure address works, make sure this link and every other profile link uses https://www.angiesellspa.com .

Homes.com	Google's snippet shows 7 years of experience and 106 sales totaling \$35.2M. The listed phone is (908) 503-2423, which is not the number on your Google profile and website.	One phone number everywhere. The sales figures can go on your website, credited to Homes.com.
Coldwell Banker Hearthside directory	Still listed you on October 7, with angelacardengroup.com as your site. That address does not exist on the internet today.	Ask Coldwell Banker Hearthside to remove the page, or at least the dead link.
Birdeye	66 reviews with a 5-star average (Birdeye, checked October 3 and October 8).	Point it at https://www.angiesellspa.com with the same name and phone, and use your best reviews on the reviews page.
Angi	A web search on October 8 found no Angi profile for you.	If you want one, open it in your name and we set it up with the same name, phone and website as everywhere else.
Facebook page	"Angela & Eric Carden, Lehigh Valley & Poconos PA Real Estate", 1,175 followers, 5.0 from 3 recommendations.	Link to the website in the About section.

4. Pages to add, each built for search and AI answers

Each page starts with a short, direct answer, then the details, then your contact information. We build two of these a quarter as part of your plan, you approve each one before it goes live, and each YouTube video goes on a matching page.

- **Reviews.** Your best Google and Zillow reviews, with a link to each source. Today the site shows no reviews at all.
- **Living in Nazareth, PA.** Written by agents who live there. You already tell this story on your home page.
- **Lehigh Valley or the Poconos: where should you buy?** You grew up in one and live in the other, and your home page already makes this case.
- **First-time buyers in the Lehigh Valley.** Answers to the questions buyers ask, plus your own first-house story from the home page: bought in 2019 for \$185,000, later rented for \$2,500 a month.
- **About Angela & Eric.** Both of you, Valor Realty, your license numbers and the numbers you can back with a source.

5. YouTube

We found no real estate channel for you. A YouTube search for "Angela Carden" shows two older personal channels with that name, created in 2009 and 2012 with 9 and 16 videos. We could not confirm whether either one is yours.

What people search on YouTube

Search phrase	Searches a month	Competition (0 to 100)
living in lehigh valley	about 9,196	24, low
living in lehigh valley pa	about 4,880	9, very low
moving to pennsylvania	about 4,288	27, low
living in pennsylvania	about 3,555	30, low
real estate for beginners	about 24,871	38, medium
first time home buyer tips	about 12,825	29, low
moving from nj to pa, moving to lehigh valley, best realtor in easton pa	under 750 each	7 to 15, very low

vidIQ keyword research, pulled October 8, 2026. Search counts are vidIQ estimates for all of YouTube, not only Pennsylvania.

Who covers it now

The local channels on these topics are small, and their videos still get watched:

- "Living In Lake Wallenpaupack Pros and Cons", Tim & Heather Meagher: 19,382 views on a 329-subscriber channel.
- "Things You Should Know BEFORE Moving To The Poconos!", Asia Nicole: 7,402 views on a 298-subscriber channel.
- "Best Places to Live in Lehigh Valley (Hidden Gems!)", Mike Smutz: 3,535 views on a 433-subscriber channel.
- "The Truth About Living in the Poconos Nobody Tells You This", July 2026: 2,484 views on a 55-subscriber channel.

View and subscriber counts from YouTube search through vidIQ, October 8, 2026.

First six videos

1. Living in the Lehigh Valley PA: honest pros and cons from a Nazareth agent
2. Lehigh Valley or the Poconos? Where to buy (from a Poconos native who moved to Nazareth)
3. Moving from New Jersey to Pennsylvania: what changes
4. How we turned our first house into a rental (your 2019 story, told on camera)
5. First-time home buyer in the Lehigh Valley: what to know before you call an agent
6. Living in Easton PA: a walk downtown with a local agent

Your plan includes three of these a quarter, filmed on the quarter's shoot day, on a YouTube channel in your name, with Shorts cut from each one. Titles use the words people search, with a town or a year only when it is true.

Sources and method

All checks ran October 8, 2026. Website: direct requests to <http://> and <https://> on angiesellspa.com with and without [www](http://www.angiesellspa.com); certificate check on port 443; robots.txt; sitemap.xml; page code of Home, About and Contact; Chrome visit to <https://www.angiesellspa.com> ("Privacy error"). angelacardengroup.com: DNS lookup, no address found. Google searches: "Angela Carden realtor", "realtor Nazareth PA", "realtor Easton PA" (personalization off), "best realtor for first time home buyers in the Lehigh Valley", and Google AI Mode "best real estate agent in Nazareth PA" with personalization on and off. Google Business Profile, Zillow and Facebook figures as shown in Google results and on our October 7 portal audit. YouTube: vidIQ keyword research and YouTube search. Not tested: ChatGPT and Perplexity (sign-in needed), page speed (tool limit reached).