Dostal Technology: executive brief

Executive brief: the short version of the full audit report

PUBLISHED SAMPLE · A REAL AUDIT, SHARED WITH THE BUSINESS'S PERMISSION



PREPARED FOR
Dostal Technology

DATE
2026-11-22

WEB
mdostal.com

HOW THIS REPORT WAS MADE
Generated by the Dostal Technology audit system. It is written automatically, using AI models and public sources about Dostal Technology, the business confirmed when the report was ordered.

1. Executive brief

The short version of the full audit report for Dostal Technology: the headline numbers, the top changes with their goals and targets, and one line per section with where to read more.

0
Unbranded AI answers naming the firm

2
Brave position for "fractional CTO with edge AI and agentic AI experience"

6
Correct AI answers to brand questions

76
Homepage (/) performance, mobile

4.1 s
Homepage (/) Largest Contentful Paint, mobile

$10,000
Your Fractional CTO price, per month (up to $20,000)

- **Not named in any unbranded AI answer.** Dostal Technology appeared in 0 of the unbranded AI answers asked: 0 on Google Gemini, 0 on Claude, 0 on ChatGPT and 0 on Perplexity. [G]
- **AI engines name the networks it is listed on.** Asked for a "fractional CTO", Google Gemini's answer included GoFractional, Fractional Jobs, TechCXO, Fractionus, Toptal, Bolster and Cerius Executives, all channels Dostal Technology gets work through; across engines Toptal was named in 7 unbranded answers and TechCXO in 6. [G]
- **Found by name and specialism, not for broad buyer phrases.** In Brave Search the firm first appears at position 1 for "Dostal Technology" and position 2 for "fractional CTO with edge AI and agentic AI experience", but is not among the results returned for "fractional CTO Omaha", "fractional CTO for small business" or "AI consultant for small business in Nebraska". [D]
- **Prices are published; Fractional CTO sits between named rivals (includes client-provided values).** Its /pricing page lists Fractional CTO from $10,000 per month [D], between SaaSify Labs' Virtual CTO from $2,500 per month and Kompella Technologies' Fractional tier at $15,000 per month (rival prices UNVERIFIED). What a client paid for the Audit Report, the entry point priced on audit.mdostal.com, comes off the first invoice (Confirmed, also stated on /pricing [D]). (verified as of 2026-11-12) [G]
- **Mobile homepage is the slowest page tested.** The homepage (/) on mobile scores a median 76 for performance with Largest Contentful Paint at 4.1 s, against 100 on the homepage (/) on desktop. (verified as of 2026-11-10) [LH]
- **Email spoofing protection and ad-tag consent are half set up.** mdostal.com has no SPF record at the apex and its DMARC policy is p=none, though DKIM keys are published for Google Workspace and Resend [DNS]. The Google Ads conversion tag and Meta Pixel load as soon as a page opens with no cookie-consent banner detected, while the site states an opt-out through Global Privacy Control or Do Not Track [D]. (verified as of 2026-11-11) [DNS]

Top 8 changes: goal, KPI and target

#	Change	Goal	KPI	Now	Target (recommended)
1	Check and complete the profiles on Toptal, TechCXO, Fractional Jobs and GoFractional	Buyers who follow AI answers to these networks find a complete Dostal Technology profile that leads back to its site.	Unbranded AI answers naming Dostal Technology, all engines queried	0	All four profiles checked and linked within thirty days; the firm named in at least some unbranded fractional CTO answers at the next audit.
2	Give the Audit Report the same prominence as "Book a Call" on the homepage	Buyers who prefer to pay for something small first start with the Audit Report and do not leave.	First call to action on the homepage (/)	Book a Call	The Audit Report offered beside it with equal prominence within thirty days.
3	Put "AI consultant for small business" and "tech stack audit" into existing page titles	Small-business and audit buyers who search in their own words can find the pages that already sell to them.	Brave Search position for "AI consultant for small business in Nebraska"	not in top 20	Among the returned results within ninety days of the title edits.
4	Harden the site, starting with email	A firm that sells tech stack audits passes the same outside checks a prospect can run on it.	DMARC policy for mdostal.com	p=none	Quarantine or reject once legitimate mail is confirmed to pass, within sixty days.
5	Confirm The CTO Club and Listed Fractional listings and show them on the site	Buyers who vet the firm outside its own pages find confirmed third-party listings, and site visitors see them too.	Sources Perplexity cites for "What is mdostal.com?"	Own only	Both listings confirmed and linked within thirty days; at least one third-party source cited at the next audit.
6	Brand the firm, not an individual, in page titles and /llms.txt	Search and AI engines describe Dostal Technology, not a same-named business, when a buyer asks by name.	Brand-question AI answers that described a namesake	2	No namesake answers at the next audit, within ninety days.
7	Pitch the published client stories to Silicon Prairie News	AI engines and buyers find independent sources that back what the firm's own pages say.	Sources ChatGPT cites for "What is Dostal Technology?"	Own only	At least one third-party source cited at the next audit, within six months.
8	Cut the site's own script work on the mobile homepage and /contact	More buyers on phones reach the booking and contact routes without waiting on script work.	Homepage (/) performance score, mobile	76	Raise the mobile score from its current 76 to 90 or higher, Lighthouse's top band, within sixty days.

Live-site observations in this section were verified between 2026-11-10 and 2026-11-12. The live site may have changed since.

The recommended actions by start week, each with its owner and its steps: Action plan, page 60 of the full report (Part 2, page 21).

2. The short of each section

Part 1 · Findings: facts with their sources, one line per section; items marked UNVERIFIED are not yet confirmed.

- **Site inventory.** Blog feed has nothing newer than April 2026. The site's feed lists 7 posts dated 2026-02-19 to 2026-04-11, and the newest is 219 days old at this run. Full detail: section 2, page 5 of the full report (Part 1, page 3). [D]
- **Performance.** Homepage is the slowest page on mobile. Lighthouse scored the homepage (/) on mobile at a median 76 for performance, with Largest Contentful Paint at 4.1 s. Full detail: section 3, page 8 of the full report (Part 1, page 6). [LH]
- **Security and privacy.** Ad tags load before any consent choice. The Google Ads conversion tag and Meta Pixel load as soon as a page opens with no cookie-consent banner detected first. Full detail: section 4, page 10 of the full report (Part 1, page 8). [D]
- **SEO and structured data.** Crawling and discovery basics are in place. robots.txt on mdostal.com allows crawling with 2 Disallow rules and names a sitemap, and that sitemap lists 149 URLs. Full detail: section 5, page 13 of the full report (Part 1, page 11). [D]
- **Accessibility.** Low-contrast text on /products. The color-contrast rule (serious) failed on 5 elements on /products, the only rule to fail there (1 rule failed on /products). Full detail: section 6, page 15 of the full report (Part 1, page 13). [PW]

- **AI findability.** Found by name in web search, not for short buyer phrases. In Brave Search the firm first appears at position 1 for "Dostal Technology" and position 2 for "fractional CTO with edge AI and agentic AI experience", but is not among the 20 results returned for "fractional CTO Omaha", "fractional CTO for small business" or "AI consultant for small business in Nebraska". Full detail: section 7, page 16 of the full report (Part 1, page 14). [D]
- **Competitive landscape.** Thirty-eight direct rivals found. Fourteen are in Austin, TX (Tech Alchemy Consulting, AICA and Keynetica Consulting among them) and three in Omaha, NE (Shawn Hartley, Devantas and Ascend Technology Group). (UNVERIFIED) Full detail: section 8, page 19 of the full report (Part 1, page 17).
- **Market positioning.** AI answers about its name cite other Dostal businesses. Asked "What is Dostal Technology?", Google Gemini cited dostalsecurity.com and dostal-gmbh.com and Claude cited dostallab.com (observed, [G]); these are same-name businesses, not competitors. Full detail: section 9, page 22 of the full report (Part 1, page 20). [G]
- **Marketability.** "Book a Call" opens a calendar with no gate. The first call to action on the homepage (/) is "Book a Call", linking to book.mdostal.com, where time slots are visible before any signup, with no form and no third-party sign-in. Full detail: section 10, page 26 of the full report (Part 1, page 24). [D]
- **Growth channels and partnerships.** Listed on sixteen platforms. GoFractional (/referral), Bolster (/referral) and TechCXO (/referral) are among them. Full detail: section 11, page 28 of the full report (Part 1, page 26). [D]
- **Pricing position.** Fractional CTO: fourth highest of the eleven leadership retainers. Dostal Technology lists it on /pricing at $10,000 a month, the low end of its listed range. Full detail: section 12, page 31 of the full report (Part 1, page 29). [G]
- **Geographic scope (client-provided).** Sells nationwide, remote by default. Dostal Technology works remotely by default for clients nationwide, and in person in Omaha or Austin when a client asks (Confirmed). Full detail: section 13, page 35 of the full report (Part 1, page 33).
- **Financial posture (client-provided).** Operating since April 2026. The record confirms Dostal Technology started operating in April 2026 and is registered in Texas [D]. Full detail: section 14, page 36 of the full report (Part 1, page 34).
- **Local position.** No top-ten result on Omaha-qualified searches. Dostal Technology was in the Brave Search top ten for 0 of the answered Omaha NE queries. Full detail: section 15, page 37 of the full report (Part 1, page 35). [L]
- **Client-provided inputs (client-provided).** Operating location. Self-reported value: Omaha, NE and Austin, TX. Full detail: section 16, page 38 of the full report (Part 1, page 36).

In the full report

The full report holds everything behind this brief: Part 1, what we checked in every section, each item with its source and marked confirmed or unverified; Part 2, our labelled assessment (opinion, judgment and assumptions, kept apart from the facts); and the appendix with the cited sources, the methods and evidence labels, the unverified items and the human check of names, tiers and prices.

Our take, in short

OPINION · JUDGMENT · ASSUMPTION

Part 2 · Our take: the assessment verdict of each section.

- **Site inventory.** Content on the pages read is clean and phone-ready, but the blog has gone quiet and part of the sitemap and two linked hosts were not read. Full detail: page 41 of the full report (Part 2, page 2). [I]
- **Performance.** Fast on desktop and stable in layout, but phones lag on the homepage and /contact because of the site's own scripts. That is fixable without removing tracking tags. Full detail: page 41 of the full report (Part 2, page 2). [I]

- **Security and privacy.** The connection is well protected. Email authentication, visitor control over ad tags and the content policy are left half-finished, in plain view of any prospect weighing a tech stack audit. Full detail: page 42 of the full report (Part 2, page 3). [I]
- **SEO and structured data.** Sound technical base, undercut by wording: the closest page titles do not carry the audit and AI-consultant phrases, and some titles name an individual rather than the firm. Full detail: page 44 of the full report (Part 2, page 5). [I]
- **Accessibility.** Automated checks found a small, fixable set of colour faults on /products and /about; the enquiry route raised no flag, but manual testing has not been done. Full detail: page 44 of the full report (Part 2, page 5). [I]
- **AI findability.** Known by name but not yet recommended: AI engines can read the site and mostly identify the firm, yet point buyers to its networks and to larger firms instead. Full detail: page 45 of the full report (Part 2, page 6). [I]
- **Competitive landscape.** A crowded, fragmented field. Dostal Technology is credibly priced and differentiated on paper, but it is not yet named where buyers search the broad category. Full detail: page 46 of the full report (Part 2, page 7). [I]
- **Market positioning.** Distinct in substance, blurred in message: depth, a product and published prices set it apart, but no single buyer or problem anchors the pitch as direct rivals' pitches do. Full detail: page 50 of the full report (Part 2, page 11). [I]
- **Marketability.** Ready to convert buyers who want a call; the paid entry point, the hand-applied credit and small readable off-site audiences leave less for buyers not yet ready. Full detail: page 51 of the full report (Part 2, page 12). [I]
- **Growth channels and partnerships.** Listed platforms first: check the profiles AI answers already point buyers to, then put the outside listings and referral programs to work; new listings wait. Full detail: page 53 of the full report (Part 2, page 14). [I]
- **Pricing position.** Plans sit differently: Fractional CTO in the upper half of the rival leadership retainers charted, Technical Advisory in the lower half of the advisory plans, Advisory Partnership below every one. Full detail: page 54 of the full report (Part 2, page 15). [I]
- **Geographic scope.** Cautiously ready: delivery already reaches buyers nationwide, so widening means working the channels it already has, once client proof beyond Texas and its listed profiles are attended to. Full detail: page 57 of the full report (Part 2, page 18). [I]
- **Financial posture.** A newly started firm in build-out: it is growing its public presence through shipped work and published prices, with no sign of outside capital and little independently confirmed yet. Full detail: page 57 of the full report (Part 2, page 18). [I]
- **Moat and runway.** A thin moat and an unproven runway: clear prices and broad services set it apart, but reviews, rankings and a visible pipeline are still to be built. Full detail: page 58 of the full report (Part 2, page 19). [I]
- **Local position.** Footing in Omaha, NE and Austin, TX is weak on the pages checked; for a national firm that is a thin beachhead, not a market problem. Full detail: page 59 of the full report (Part 2, page 20). [I]
- **What you said vs what we found.** Your stated policy ("The Audit Report is credited toward the first engagement"): confirmed. Full detail: page 60 of the full report (Part 2, page 21). [I]