

PREPARED FOR

Primary

liveprimary.com

Getting Found: A Financial District Coworking Visibility Audit

REPORT DATE

August 25, 2026

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Executive summary

BOTTOM LINE

Primary is easy to find once a Financial District buyer already knows its name or is looking at a map. It's much harder to find in the searches — and the AI-written answers — that describe the need without naming the business. Of the eight searches this audit checked in Google's regular results, Primary appeared in two: its own name search, at position 1, and "coworking space financial district nyc," at position 3. The other six category searches didn't return it, and none of the AI answers checked on those six named it. That pattern lines up with a page-identity problem Primary can fix directly: repeated page titles, missing headings, and missing prices across most of its nine main pages, tied to a five-page footprint in the 95 search placements this audit tracked. Primary also faces a footprint gap it can't close by editing pages alone — the market leader has 2,426 pages indexed by Google against Primary's 5, and 24,543 other sites linking in against Primary's 301. Both are present together; only continued measurement after the page fixes will show how much of the gap each explains.

At a glance.

Primary by the numbers

These counts each come from their own search or test and keep their own base; none combine into one score.

WHAT WE CHECKED	WHAT WE FOUND
Google's regular results for Primary's own name	Position 1
Google's regular results for 7 Financial District coworking and office searches (no business name used)	1 of 7, at position 3
Dedicated searches run inside Google Maps (4 checked)	4 of 4, positions 2 to 15
The map results Google showed directly on a results page (1 search that displayed this block)	Primary appeared; the only one of three compared businesses that did
Pages of liveprimary.com that Google has indexed	5, versus 2,426 for the market leader (WeWork) and 2,025 for the next-closest competitor (Alliance Virtual Offices)
Other websites linking in (referring domains)	301, versus 24,543 for WeWork and 2,367 for Alliance
Main-content load time, one controlled lab test	20,647 ms (Google's published good threshold is 2,500 ms or less)
Main-content load time, real visitors over Google's recent measurement period	1,687 ms at the point three-quarters of visitors finished loading (inside the good range)
Rank among 21 direct operators found across the 7 category searches	17th, based on 1 of 7 appearances, one top-three finish, and a median position of 3

What's already working.

Primary leads both comparison businesses on Google Maps: it showed up in all four dedicated Maps searches checked, ahead of WeWork's three of four and Alliance's zero of four, and it was the only one of the three named in the map results Google showed directly on the "coworking space near me" results page — though a near-simultaneous second check didn't find it there. Every one of the nine pages Primary's team reviewed directly carries a working "Book a Tour" button and loads as clean, readable text with nothing covering it, unlike both comparison businesses' pages, where a floating button or a cookie-consent panel blocks part of the screen. Two pages, Lounge and Virtual Offices, already state a price and commitment terms in full — a working pattern the rest of the site can follow.

Where the business is hard to find.

Once a buyer already knows Primary's name or is looking at a map, Google shows the business easily; the gap sits in the searches a buyer runs before they know Primary's name. This audit ran seven Google searches describing coworking and office space in the Financial District, without using any business's name, and Primary appeared in Google's first 10 regular results for just one of them, at position 3, for "coworking space financial district nyc." WeWork, the market leader, showed up in six of those seven searches, at a median position of 3.5. Google's AI-written answers followed the same pattern: Primary was cited only in the answer for its own name search, and three general-purpose AI assistants tested directly, nine times total, never named Primary when asked for Financial District coworking options.

What we still need to check.

A second lab test would confirm whether the 20,647 ms load time above is typical, since real visitors over the same period loaded the page in 1,687 ms, well inside Google's good range — the two readings disagree sharply and only a repeat test resolves which is representative. The map result showing Primary on the "coworking space near me" results page also needs a repeat look, since a near-simultaneous second check didn't find it there. A public, exact-name search shows Primary's Google Business Profile behind its Maps listing, but that kind of search can't show who manages the account; confirming access would settle who controls that listing, along with the Instagram and Facebook profiles that match Primary's name but aren't verified as owned from outside. Pulling one week of Primary's server logs by crawler name would confirm whether the AI assistants tested actually visit the site, not just are allowed to.

What to fix first.

The fastest, most controllable fix behind Primary's thin footprint in the searches and AI answers checked is page identity: eight of Primary's nine main pages share one page title, seven share one page description, and eight have no coded main heading — and four of those same pages, including the homepage and the Day Pass page, show no price, availability, or commitment terms at all. Fixing both together, starting with the homepage and working through to the AI Founders page, is the recommended first move. The web developer owns the heading, title, and description work; whoever sets membership pricing should join the developer on the price, availability, and terms.

1

Customer journey

Findings

Who the customer is. Primary is a private members club and shared-workspace business at 26 Broadway in the Financial District — a boutique, 50,000-square-foot space in a historic building that combines private member studios, shared workspace, and a lounge, with amenities such as an exercise studio. Its customer is a professional, freelancer, or small team working in or near lower Manhattan who wants a nicer place to work than a plain desk-rental chain, whether for a single day, a private office, a meeting room, or just a business address.

Circumstances that trigger a search. A remote worker needs somewhere in the Financial District to sit down and work today. A growing team is shopping for a private office or a meeting room for a client visit. A company registering in New York needs a mailing address without renting a full-time desk — a virtual office. Some buyers already know Primary's name, from walking past 26 Broadway, a referral, or its 4.8-star rating, and search for it directly instead of the category.

A buyer comparing coworking spaces in the neighborhood searches "coworking space financial district nyc" — checked on mobile in New York on August 25, 2026, a term where advertisers pay about \$24.04 a click and face high competition nationally, based on modeled auction data rather than a confirmed live bidder at the moment we looked. Google's AI Overview, the AI-written answer box at the top of results, opens the page featuring Primary at 4.8 stars (149 reviews), "Open · 26 Broadway," next to Servcorp at One World Trade Center's 85th floor. Scrolling down, a separate "Live Primary" listing appears in the regular results with the line "As the largest premium private members club... in FiDi." Google also shows refinement chips — "Private office space for rent NYC," "Coworking space NYC with monitors," "Coworking space NYC day pass" — and, further down the page, two chips naming Primary directly: "Primary Coworking NYC" and "Primary 26 Broadway." If the same buyer opens the separate Google Maps app instead, two sponsored listings, Regus – New York City and Prime Manhattan Realty, appear first, then Croissant, then Primary fourth with 4.8 stars and "Closes 5:30 PM," ahead of Bond Collective.

A buyer comparing whatever is nearest searches "coworking space near me" — by far the largest term checked, an estimated 60,500 searches a month nationally, medium ad competition, about \$8.29 a click. Google's AI Overview did not appear for this search, but Google AI Mode, Google's separate AI-chat answer, did respond; the sources it named were Coworking Mag, Workville, The Farm Soho, LiquidSpace, and StartupBlink — not Primary. Google's map results, shown directly on the results page rather than in a separate app search, did appear here — the only one of the searches checked with a readable set — listing three businesses in order: NYC Space, Primary, and The Farm SoHo NYC. A near-simultaneous second read of that same map disagreed with the first about whether Primary appeared at all, so this particular result may not be stable. Beneath the results, Google also surfaced follow-on questions from other searchers: "What is the most affordable coworking space in NYC?," "Are there any free coworking spaces in NYC?," and "Where can I sit down and work in NYC?" — price and plain availability are clearly on searchers' minds alongside location.

A buyer who already knows the name searches "primary coworking nyc" directly — 50 searches a month nationally, medium ad competition, about \$16.78 a click. Both of Google's AI surfaces respond by featuring Primary's own site: the AI Overview cites liveprimary.com three times among 11 listed sources, alongside Instagram, Yelp, LiquidSpace, Coworker.com, Deskspace, Office Snapshots, Peerspace, and CoworkingCafe; AI Mode names Live Primary first among

its 8 sources, followed by Instagram twice, LiquidSpace, CoworkingCafe, and Refinery46. The same search also surfaces Primary's Instagram and Facebook profiles — brand-matching accounts, not verified as officially owned in this check — alongside the website.

A buyer who asks a general-purpose AI assistant gets another discovery path. The same call-ready question went to ChatGPT, Claude, and Perplexity with live web search enabled. None of the three representative answers named Primary; each returned actionable alternatives. Their exact answers and exposed search paths follow.

EXHIBIT 1 • What ChatGPT, Claude, and Perplexity told the buyer

The same question was sent to all three assistants with live web search enabled on August 25, 2026: “coworking space financial district nyc — who should I call?” The complete representative answer from each assistant is shown below exactly as returned, with its original Markdown rendered for readability.

ChatGPT

Search path returned with this run: coworking space financial district NYC contact information

VERBATIM RESPONSE • AUGUST 25, 2026

Here are several top coworking options in Manhattan’s Financial District—complete with who to call to get started:

1. WeWork – 115 Broadway

- Located at 115 Broadway, 5th Floor, New York, NY 10006, this WeWork site offers day passes (from \$39/day), coworking memberships, private offices, and meeting rooms ([wework.com](https://www.wework.com)).
- For inquiries, you can call the WeWork Companies LLC headquarters at (646) 389-3922 ([wework.com](https://www.wework.com)).

2. Regus – 14 Wall Street

- Situated on the 20th floor at 14 Wall Street, New York, NY 10005, Regus offers a prestigious address and flexible workspace ([regus.com](https://www.regus.com)).
- The contact phone number for this location is (212) 618-1700 ([regus.cn](https://www.regus.cn)).

3. Industrious – 25 Broadway (Cunard Building)

- Located at 25 Broadway, New York, NY 10004, Industrious offers coworking desks, private offices (starting from about \$661/month), and meeting/event space (blog.industriousoffice.com).
- You can contact them directly at (917) 421-9701 (blog.industriousoffice.com).

Summary Table (for quick reference):

- WeWork (115 Broadway): Call **(646) 389-3922**
- Regus (14 Wall Street): Call **(212) 618-1700**
- Industrious (25 Broadway): Call **(917) 421-9701**

Next Steps:

1. Decide what you need—day pass, dedicated desk, private office, or meeting rooms.
2. Call the provider(s) that best match your needs to confirm availability, pricing, tour options, and any special features (e.g., 24/7 access, wellness rooms, parent’s rooms).
3. If you’d like help comparing features or pricing between these locations—or exploring additional options like WeWork at 85 Broad St or 199 Water St—feel free to ask!

Let me know if you’d like assistance narrowing down based on price, amenities, or location specifics.

What this means. Primary did not appear in this dated answer. A buyer following it would be directed to the alternatives named instead. One answer is a dated observation, not a permanent ranking.

Claude

Search path returned with this run: coworking space financial district nyc

VERBATIM RESPONSE • AUGUST 25, 2026

Here are several solid coworking options in NYC's Financial District, with contact routes for each:

1. Regus (14 Wall Street & 140 Broadway)

Situated on 14 Wall Street, in the heart of the financial district, this landmark building has large windows creating light, airy offices and meeting rooms. They also have a location at 140 Broadway, offering a prime location at the center of the world's financial capital, with bright, modern coworking spaces that overlook the waterfront and the Statue of Liberty. You can book directly through Regus's website or call their general inquiry line to ask about tours.

2. Serendipity Labs (28 Liberty Street) This one specifically markets itself to legal/finance professionals — it's ideally located for attorneys with easy access to U.S. District Court – Southern District of New York, with world-class hotels, restaurants and event venues within walking distance. They note you can reach them between 8am-6pm EST, or chat live during business hours — best bet is to call and schedule a tour through their site.

3. Bond Collective (55 Broadway)

This is one of the more popular coworking spaces, with a new 4th floor featuring a 20+ person conference room, a mother's room, and even showers. It's pet friendly and has insanely fast wifi.

4. Deskpasp / Breather (aggregators) If you don't want to commit to one operator, Deskpasp lets you book a desk for the day at spaces just steps from the action — simply download the app and book in a few clicks. Similarly, Breather makes it easy to explore a variety of shared office spaces in the area, each with its own distinct character. These don't require "calling" anyone — you just book via app.

My recommendation on who to actually call:

- **For a polished, professional/legal-adjacent vibe:** Serendipity Labs — call to schedule a visit/tour.
- **For a trendier, amenity-rich space:** Bond Collective at 55 Broadway.
- **For flexible corporate backing (good if you need multiple locations/cities):** Regus.
- **If you just want to try before committing:** Skip calling entirely and use Deskpasp or Breather to book a day pass first.

Want me to find specific phone numbers or booking links for any of these?

What this means. Primary did not appear in this dated answer. A buyer following it would be directed to the alternatives named instead. One answer is a dated observation, not a permanent ranking.

Perplexity

Search path returned with this run: Not exposed by this run

VERBATIM RESPONSE • AUGUST 25, 2026

You can start by calling either **Quest Workspaces – 48 Wall Street: 212-918-4800** or **Industrious – NYC Financial District (107 Greenwich St): 347-519-6257** for coworking space options in the Financial District.[2][14]

A few good FiDi options and who to contact:

- **Quest Workspaces, 48 Wall Street, Suite 1100, NY 10005** – General line **212-918-4800**; General Manager **Erin Honto Schaeffer** also listed with mobile **646-331-6716** and email Erin@questworkspaces.com. [2]
- **Industrious – NYC Financial District, 107 Greenwich Street, 14th Floor, NY 10006** – Phone **347-519-6257**. [14]
- **WorkSocial, 30 Broad Street, 14th Floor, NY 10004** – Phone **+1 201-210-8255**. [9]
- **NYC Space, 225 Broadway, 2nd Floor, NY 10007** – They book via email at info@nycspace.com rather than a phone line. [4]
- **WeWork (85 Broad St, 115 Broadway, 199 Water St in FiDi)** – They direct you to use WeWork All Access/On Demand and the app to check day passes and memberships rather than publishing a central phone number. [5][6]
- **Regus locations in FiDi (e.g., 140 Broadway, 14 Wall Street, One Liberty Plaza, 80 Broad Street)** – Multiple coworking centers; booking goes through Regus, with day rates starting around **\$

What this means. Primary did not appear in this dated answer. A buyer following it would be directed to the alternatives named instead. One answer is a dated observation, not a permanent ranking. The retained response ends mid-sentence and is shown exactly as received.

01 Sign in

Search: coworking space financial district nyc

AI Mode All Images Maps News Forums

Financial District, New York · Choose area

AI Overview

Map

Primary
4.8 ★ (149) · Coworking space
Open · 26 Broadway

This boutique, 50,000-square-foot space in a historic building offers high-design, refined finishes, and health-focused amenities like an exercise studio, situated steps from the Charging Bull.

Servcorp One World Trade Center
4.6 ★ (226) · Office space rental agency
Open · 285 Fulton St Ste 8500 85th fl...

This premium, 85th-floor location offers unrivaled panoramic views of Manhattan and individual printer desks in an upscale environment, offering 5-star service.

Upscale Flex Office Space in New York state by Serendipity Labs
Upscale Coworking Office Space in New York by Serendipity. Up to 16 Hours Monthly Drop-In Visits. Manhattan's Financial District,

People also search for

- Free coworking space financial district nyc
- WeWork Financial District nyc
- Coworking space financial district nyc address
- Best coworking space financial district nyc
- Primary Coworking NYC
- Primary 26 broadway

Bond Collective
https://bondcollective.com

Locations

55 Broadway 55 Broadway, Manhattan, NY Elevated coworking in the heart of the Financial District. 12 Park Street, Brooklyn, NY, NY Premium private offices ...

02 Show more

Find related products & services

Private office space for rent NYC

Coworking space NYC with monitors

Coworking space NYC day pass

These searches help you find relevant offers from advertisers

Deskpass
https://www.deskpass.com

The best coworking spaces in Financial District, New York City

Deskpass offers thousands of coworking & shared office spaces in Financial District. We offer real-time access, hourly and daily access to: Meeting Rooms, ...

WeWork
https://www.wework.com

Coworking Space & Shared Offices in the Financial District

4.5 Financial District, New York Day Pass from \$49/day Coworking Membership from \$339/mo \$289/mo Meeting

03 People also ask

- What is the most affordable coworking space in NYC?
- Are there any free coworking spaces in NYC?
- Where can I sit down and work in NYC?
- What are the best coworking spaces in New York City?

Live Primary
https://www.liveprimary.com

PRIMARY

As the largest coworking space in FiDi, we combine premium private offices, shared workspaces, and an exclusive Lounge with top-tier amenities and...

Regus
https://www.regus.com

7 Coworking Spaces in the Financial District of NYC

Top coworking spaces in the Financial District of NYC · 1. 140 Broadway · 2. One Liberty Plaza · 3. 100 Church Street · 4. 14 Wall Street · 5. 80 Broad Street.

Serendipity Labs
https://serendipitylabs.com

04 **Upscale Flex Office Space in New York state by Serendipity Labs**

Upscale Coworking Office Space in New York by Serendipity. Up to 16 Hours Monthly Drop-In Visits. Manhattan's Financial District,

People also search for

- Free coworking space financial district nyc
- WeWork Financial District nyc
- Coworking space financial district nyc address
- Best coworking space financial district nyc
- Primary Coworking NYC
- Primary 26 broadway

Bond Collective
https://bondcollective.com

Locations

55 Broadway 55 Broadway, Manhattan, NY Elevated coworking in the heart of the Financial District. 12 Park Street, Brooklyn, NY, NY Premium private offices ...

05 **Discussions and forums**

Manhattan Co-Working Space from SoHo down to FiDi With a Vibrant, Social...

Reddit · r/AskNYC · 3 comments · 10mo

For a social, freelancer-heavy spot between SoHo and FiDi, try Emerge212, big open areas, lots of small businesses and networking, and it feels ... [More >](#)

The best co-working space in lower manhattan / brooklyn on a budget?

Reddit · r/AskNYC · 6 comments · 1y

See more >

breather.com
https://www.breather.com

The best coworking spaces in Financial District, New York City

Breather makes it easy to explore a variety of shared office spaces in the area, each with its own distinct character and amenities.

hubblehq.com
https://hubblehq.com

The Best 13 Coworking Spaces in New York City - Hubble HQ

Jul 7, 2022 — Financial District WeWork – 135 W 41st Street. Located in the iconic heart of the Financial

06 **People also search for**

- 115 Broadway WeWork
- 85 Broad Street Manhattan
- Coworking space free trial nyc
- Coworking spaces Manhattan
- Luxury coworking space NYC
- Coworking space West Village

More search results >

New York - From your IP address

[Update location](#)

Dark theme: off Help Feedback

Privacy Terms

Regular Google results · "coworking space financial district nyc" · New York, NY · mobile · captured August 25, 2026

Google's AI Overview opens the page naming Primary at 4.8 stars (149 reviews), "Open · 26 Broadway," beside Servcorp at One World Trade Center. Further down, a "Live Primary" organic listing carries the line "As the largest premium private members club... in FiDi."

Google Maps

Open app

☰

coworking space financial district n...

✕

Sponsored :

Regus - New York City - One Liberty Plaza

4.7 ★★★★★

Office space rental agency · 🚶 · 1 Liberty St 23rd floor

Open 24 hours · (646) 759-3600

📞

Phone

📍

Directions

Sponsored :

Prime Manhattan Realty

4.7 ★★★★★

Commercial real estate agency · 🚶 · 35 W 36th St. 9th floor

Open · Closes 10 PM · (212) 268-8043

📞

Phone

📍

Directions

Croissant

5.0 ★★★★★

Coworking space · 🚶 · 1 World Trade Center

Open 24 hours

📍

Directions

Primary

4.8 ★★★★★

Coworking space · 🚶 · 26 Broadway

Open · Closes 5:30 PM · (212) 658-0077

📞

Phone

📍

Directions

Bond Collective - 55 Broadway

4.7 ★★★★★

📞

Phone

📍

Directions

🗺

View map

Google Maps results · "coworking space financial district nyc" · New York, NY · mobile · captured August 25, 2026

Two sponsored listings, Regus and Prime Manhattan Realty, appear first, then Croissant, then Primary fourth with 4.8 stars and "Closes 5:30 PM," ahead of Bond Collective.

EXHIBIT 2 • What buyers are typing into Google each month

Across the eight search terms checked, Google’s own ad-planning tool and a matching keyword index show about 60,610 estimated searches a month combined, nationally — they returned identical figures for every term, so this is one estimated reading of demand reached two ways, not two independent confirmations. These are U.S.-wide averages, not a New York City count, and four of the eight terms found too little volume nationally to report an estimate. The per-click figures are modeled estimates of advertiser competition and cost, not a confirmed bidder at the moment we looked.

SEARCH PHRASE	ESTIMATED SEARCHES A MONTH, U.S.	WHAT THE BUYER IS DOING	ESTIMATED PRICE PER CLICK FOR ADVERTISERS
“coworking space near me”	60,500	Comparing nearby options	about \$8.29, medium ad competition
“primary coworking nyc”	50	Searching for Primary by name	about \$16.78, medium ad competition
“coworking space financial district nyc”	30	Comparing options in the neighborhood	about \$24.04, high ad competition
“day pass coworking space nyc”	30	Ready to book a day pass	about \$12.52, high ad competition
“private office space fidi nyc”	too small to report nationally	Ready to book a private office	not available
“virtual office nyc financial district”	too small to report nationally	Ready to set up a virtual address	not available
“meeting room rental financial district nyc”	too small to report nationally	Ready to book a meeting room	not available
“best coworking space nyc financial district”	too small to report nationally	Comparing options before choosing	not available

EXHIBIT 3 • Where Primary showed up across these searches

Each row is its own read — a page of regular results, a Maps listing, and an AI-written answer are different things and are never combined into one score.

SURFACE	SEARCHES CHECKED	PRIMARY APPEARED
Regular Google results	8	2
Google Maps (the separate app/site search)	4	4
Google’s map results shown directly on a results page	1 (the only page with a readable set)	1
Google’s AI Overview answer box	appeared on 4 of 5 checked searches, all with readable sources	named as a source in 1 of the 4
Google AI Mode	answered all 8 checked searches	named as a source in 1 of the 8

Analysis

Primary’s strongest showing happens exactly when a buyer already knows its name. On “primary coworking nyc,” both of Google’s AI surfaces and the regular results feature liveprimary.com directly, and the site’s own Instagram and Facebook accounts round out the page. That recognition doesn’t carry to the searches that describe the need instead of the business: of the eight searches checked, Primary’s site turned up in the

regular results only twice, and Google's AI Overview and AI Mode each named it as a source only once — on that same name search. On the near-me search, the Financial District search, and the “best” comparison search, Google's AI answers instead cited Deskpas, WeWork, Cohabs, Wezoo, officespacesny.com, and Google's own unresolved links. The representative ChatGPT, Claude, and Perplexity answers also omitted Primary. These dated assistant observations remain separate from Google's result surfaces.

Marketplaces show up repeatedly across the searches checked, with Deskpas frequently the very first regular result and LiquidSpace and Hubblehq appearing on most of the rest, which means most buyers meet a listing site carrying many spaces before they reach any single operator's own page. A marketplace like this is both attention competition for Primary and a possible listing or booking route onto the same buyer's screen; its presence doesn't say whether Primary has favorable terms there or appears on it at all. Among the four AI Overview answers with readable sources, marketplace pages made up 14 of that same 80 cited pages, and Primary's own site made up 3 of that same 80. Among the eight AI Mode answers, marketplace pages made up 12 of a separate 216 cited pages, and Primary's own site made up 1 of that same 216. Within each of those two counts, most of the remaining citations were unresolved Google links that don't reveal which publisher Google actually used — 49 of the 80 AI Overview citations, and 157 of the 216 AI Mode citations.

Two things temper how much weight to put on the volume numbers above. The 60,610-a-month combined total is a national U.S. average, not a New York City count, so the size of the pool actually searching from the Financial District each month isn't separately knowable from this check. And because the keyword index and Google's own Keyword Planner returned identical figures for every term compared, that total is one demand reading reached by two routes, not two independent measurements. The per-click prices describe estimated advertiser competition and cost per click, not a confirmed live bidder at the moment we looked, and the two sponsored Maps listings observed (Regus, Prime Manhattan Realty) are scoped to the one Financial District search where they appeared, not every search checked.



Competitive landscape

Where the business stands

EXHIBIT 4 · How direct operators rank in Google's plain search results

We ran seven Google searches about coworking and office space in the Financial District, New York, NY, on mobile, August 25, 2026, without using Primary's name. Every business below appeared in the regular results for at least one of those seven searches. The order runs by how many of the seven searches a business appeared in, then by how many times it reached the top three, then by its median position (a lower number sits higher on the page). This is a measured discoverability rank among the direct coworking, serviced-office, and virtual-office operators found in those searches — not a revenue rank, a market-share figure, or a business-quality score. Marketplaces, directories, and listing sites are left out because they don't sell the workspace itself. A dash means the business sits outside the deeper five-category comparison below, which covers only Primary, the market leader, and the competitor immediately above Primary.

RANK	COMPANY	WHO IT IS	REGULAR GOOGLE VISIBILITY	TOP-THREE PLACEMENTS	STRONGEST MEASURED AREA
1	WeWork (wework.com)	A coworking and flexible-office chain; also named unprompted by both AI assistants tested for Financial District coworking options.	6 of 7	3	Regular Google visibility
2	Regus (regus.com)	A serviced-office and coworking chain; also a sponsored listing on the Google Maps search for the Financial District.	5 of 7	2	—
3	Spaces (spacesworks.com)	A coworking brand that reached the top three once across its appearances.	3 of 7	1	—
4	The Commons NYC (thecommonsnyc.com)	A New York coworking operator, median position 11 across its appearances.	3 of 7	0	—
5	The Yard (theyard.com)	A coworking operator also named on ChatGPT's unprompted Financial District shortlist.	3 of 7	0	—
6	Industrious (industriousoffice.com)	A coworking operator also named on ChatGPT's unprompted Financial District shortlist.	3 of 7	0	—

EXHIBIT 5 · How direct operators rank in Google’s plain search results — continued

Ranks 7–12 of 21 in the same measured field.

RANK	COMPANY	WHO IT IS	REGULAR GOOGLE VISIBILITY	TOP-THREE PLACEMENTS	STRONGEST MEASURED AREA
7	Workville (workvillennyc.com)	A New York coworking operator, median position 18 across its appearances.	3 of 7	0	—
8	The Farm SoHo (thefarmsoho.com)	A coworking operator; one of the three businesses Google listed in the map results shown directly on the “coworking space near me” results page.	2 of 7	1	—
9	Bond Collective (bondcollective.com)	A coworking operator that placed just behind Primary on the Google Maps search for the Financial District, and also named on ChatGPT’s unprompted shortlist.	2 of 7	0	—
10	Serendipity Labs (serendipitylabs.com)	A coworking operator; one of the two businesses Claude opened with, unprompted, for Financial District coworking options.	2 of 7	0	—
11	Breather (breather.com)	An office-space operator, median position 7 across its appearances.	2 of 7	0	—
12	Workspaces NYC (workspaces.nyc)	A New York coworking operator, median position 8 across its appearances.	2 of 7	0	—

EXHIBIT 6 · How direct operators rank in Google’s plain search results — continued

Ranks 13–18 of 21 in the same measured field.

RANK	COMPANY	WHO IT IS	REGULAR GOOGLE VISIBILITY	TOP-THREE PLACEMENTS	STRONGEST MEASURED AREA
13	Servcorp (servcorp.com)	A serviced-office operator; Google’s AI Overview named it beside Primary, at One World Trade Center’s 85th floor, in its answer for the Financial District coworking search.	2 of 7	0	—
14	Your Studio (yourstudio.com)	An office-space operator, median position 46 across its appearances.	2 of 7	0	—
15	WorkHouse NYC (workhousenyc.com)	A coworking operator, median position 49 across its appearances.	2 of 7	0	—
16	Alliance Virtual Offices (alliancevirtualoffices.com)	A virtual-office provider; appeared once, for “virtual office nyc financial district,” at position 1 — compared in detail below as the competitor immediately above Primary.	1 of 7	1	Offer and trust proof
17	Primary (liveprimary.com) — You are here	A private members club and shared-workspace business at 26 Broadway; appeared once, for “coworking space financial district nyc,” at position 3.	1 of 7	1	Google Maps visibility
18	Corporate Suites (corporatesuites.com)	A serviced-office operator; appeared once, reaching position 3.	1 of 7	1	—

EXHIBIT 7 · How direct operators rank in Google’s plain search results — continued

Ranks 19–21 of 21 in the same measured field.

RANK	COMPANY	WHO IT IS	REGULAR GOOGLE VISIBILITY	TOP-THREE PLACEMENTS	STRONGEST MEASURED AREA
19	iPostal1 (ipostal1.com)	A virtual mailbox provider; appeared once, at position 4.	1 of 7	0	—
20	Davinci Virtual (davincivirtual.com)	A virtual-office provider; appeared once, at position 5.	1 of 7	0	—
21	Opus Virtual Offices (opusvirtualoffices.com)	A virtual-office provider; appeared once, at position 7.	1 of 7	0	—

The comparison set

The rest of this section compares three businesses in depth. Primary is the audited business, appearing in one of the seven searches, at position 3 for “coworking space financial district nyc.” WeWork is the measured leader of the field, appearing in six of the seven searches with three top-three finishes — the widest, most consistent presence of any business checked. Alliance Virtual Offices is the direct operator ranked immediately above Primary, appearing once, at position 1, for “virtual office nyc financial district.”

Discovery and placement

MEASURED SIGNAL

Every reading below comes from live Google searches run in New York, NY, on mobile, August 25, 2026.

EXHIBIT 8 - Where each business turns up in Google’s results and answers

This compares four separate places a buyer might see each business: the regular results page, a typed-in, location-bound search run directly in Google Maps, the map block Google sometimes shows on the results page itself, and Google’s AI-written answers. Each is its own count with its own base; none combine into one score.

INDICATOR	PRIMARY (AUDITED BUSINESS)	WEWORK (MARKET LEADER)	ALLIANCE VIRTUAL OFFICES (COMPETITOR ABOVE)
Regular Google visibility (of the 7 searches described above)	1 of 7, at position 3	6 of 7, median position 3.5	1 of 7, at position 1
Google Maps visibility (a typed-in, location-bound search inside Google Maps itself, of 4 searches checked there)	4 of 4, positions 2, 9, 6, and 15	3 of 4, positions 4, 15, and 8	0 of 4 — didn’t appear in the results read for any of the four
Google map results shown on the main results page (of the 1 search that displayed this block, “coworking space near me”)	Appeared	Did not appear among the block’s three listed businesses	Did not appear among the block’s three listed businesses
Cited as a source in Google’s AI Overview or AI Mode answer (readable answers only)	Cited only in the answer for its own name search, not in the six category answers we could read	Cited in the AI Overview and in two AI Mode answers for category searches	Cited in one AI Mode answer, for “virtual office nyc financial district”

EXHIBIT 9 · How the three assistant shortlists compare

This supporting view uses the same representative answers printed in Customer journey. It compares answer-text presence only; it does not combine assistants into a score or treat a source link as a recommendation.

ASSISTANT	PRIMARY	WEWORK	ALLIANCE VIRTUAL OFFICES
ChatGPT	○ Absent	Named	○ Absent
Claude	○ Absent	○ Absent	○ Absent
Perplexity	○ Absent	Named	○ Absent

SEO and site structure

Homepages were fetched directly, and page counts come from the same search-results index reading for all three sites, August 25, 2026.

EXHIBIT 10 · What each site gives Google to find, load, and show

This looks at how much of each site Google has indexed and whether each business built a dedicated page for its main offer, separate from the homepage.

INDICATOR	PRIMARY (AUDITED BUSINESS)	WEWORK (MARKET LEADER)	ALLIANCE VIRTUAL OFFICES (COMPETITOR ABOVE)
Pages found in Google's search-results index	5 pages	2,426 pages	2,025 pages
Homepage response when fetched directly	200 (loads normally)	200 (loads normally)	200 (loads normally)
Dedicated offer page beyond the homepage	Yes — liveprimary.com/workspace-options/private-offices, one of five workspace-option pages	Yes — wework.com/l/office-space/new-york-city-NY	Yes — alliancevirtualoffices.com/virtual-office/us/ny/new-york

Technical web experience

One controlled Lighthouse mobile test ran per site, August 25, 2026.

EXHIBIT 11 • How each homepage performs in a controlled mobile test

Google’s published good thresholds are a performance score of 90 or higher, a main-content load time (Largest Contentful Paint) of 2,500 milliseconds or less, a tap delay (Total Blocking Time) of 200 milliseconds or less, and visual stability (Cumulative Layout Shift) of 0.1 or less.

INDICATOR	PRIMARY (AUDITED BUSINESS)	WEWORK (MARKET LEADER)	ALLIANCE VIRTUAL OFFICES (COMPETITOR ABOVE)
Lighthouse performance score	54	88	46
Main-content load time (LCP)	20,647 ms	2,444 ms	8,062 ms
Tap delay (Total Blocking Time)	397 ms	366 ms	1,361 ms
Visual stability (CLS)	0.02	0	0.04

This lab test is a one-time, controlled run, separate from real-visitor field data. Google’s field data for the same period shows Primary’s homepage loading in 1,687 ms at the 75th percentile — inside the published good range, though this single lab run measured far slower. A repeat lab reading would confirm whether that slow run reflects the page’s typical loading experience. Field data survived for Primary only; not for WeWork or Alliance.

Authority and trust

Referring-domain counts come from a third-party link index and are an estimate of coverage, not a complete count of every link on the web. All read August 25, 2026.

EXHIBIT 12 • Who links to each business, and what public trust marks appear

Page observations come from the same rendered mobile screenshots used elsewhere in this comparison.

INDICATOR	PRIMARY (AUDITED BUSINESS)	WEWORK (MARKET LEADER)	ALLIANCE VIRTUAL OFFICES (COMPETITOR ABOVE)
Websites linking to the business (referring domains, index estimate)	301	24,543	2,367
Third-party trust marks shown on the site’s pages	None appear on the homepage or the private-offices page	None appear on the homepage or the primary offer page	BBB A+ Rated, Trustpilot 4.2/5, and “Trusted by 25,000+ businesses” appear on the offer page
Cited as a source in Google’s AI-generated answers	See Discovery and placement above	See Discovery and placement above	See Discovery and placement above

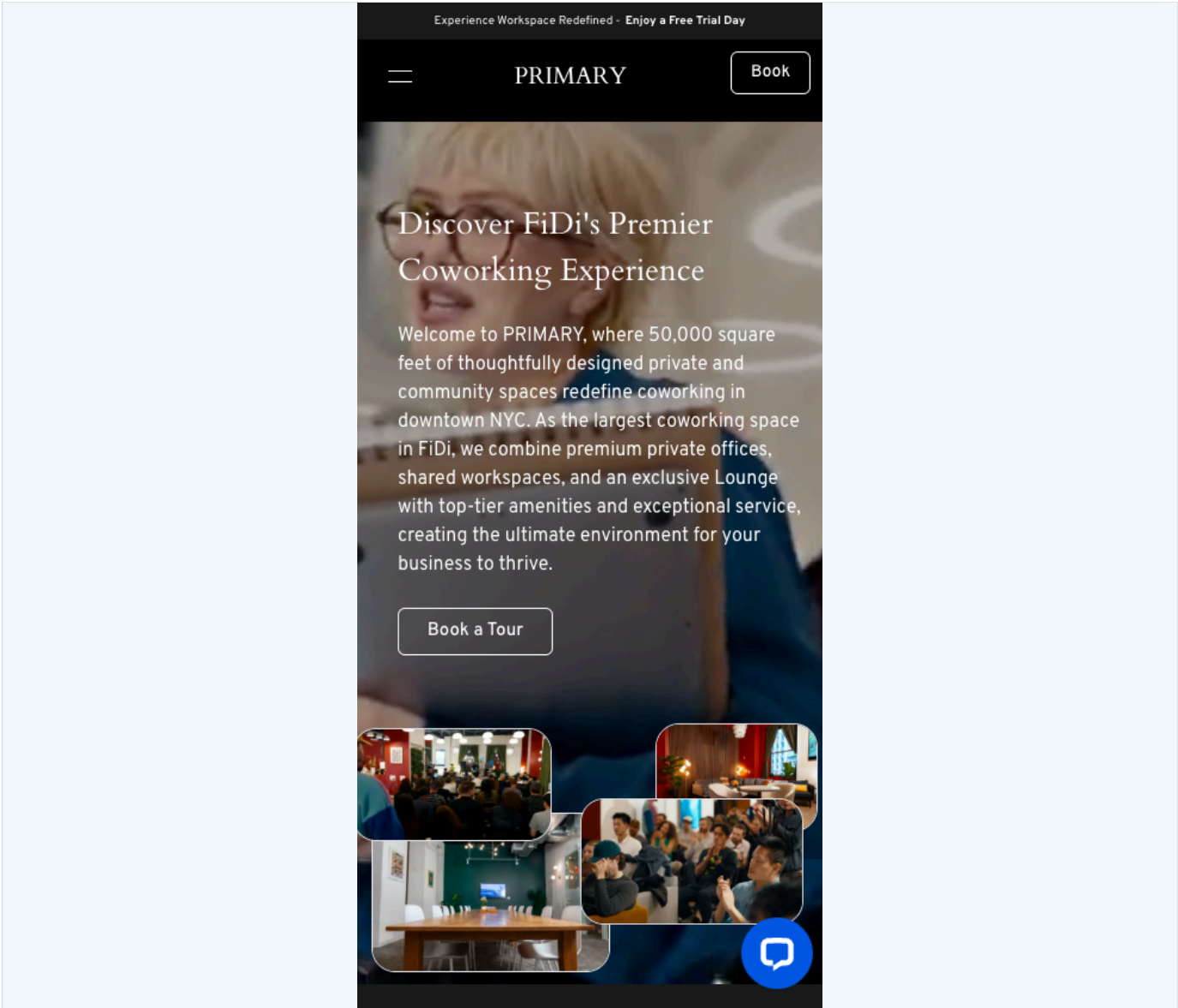
Offer and content effectiveness

Rendered mobile screenshots, a phone-sized 390×844 screen, first screen only, August 25, 2026.

EXHIBIT 13 · What the first screen shows on each business's key pages

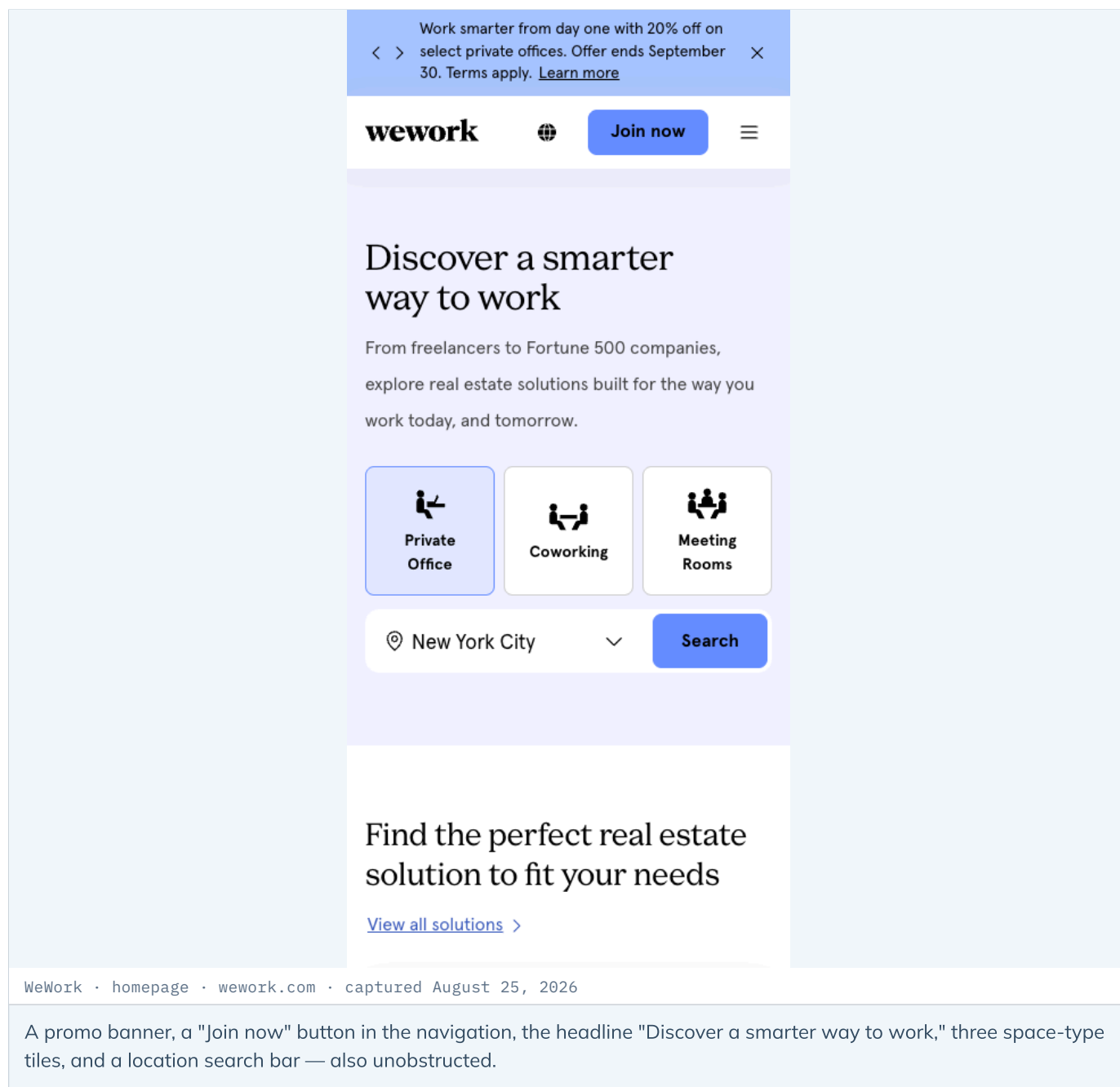
This compares the homepage, the page each business built for its main offer, and — where a matching page survived — the page a buyer lands on to take the next step.

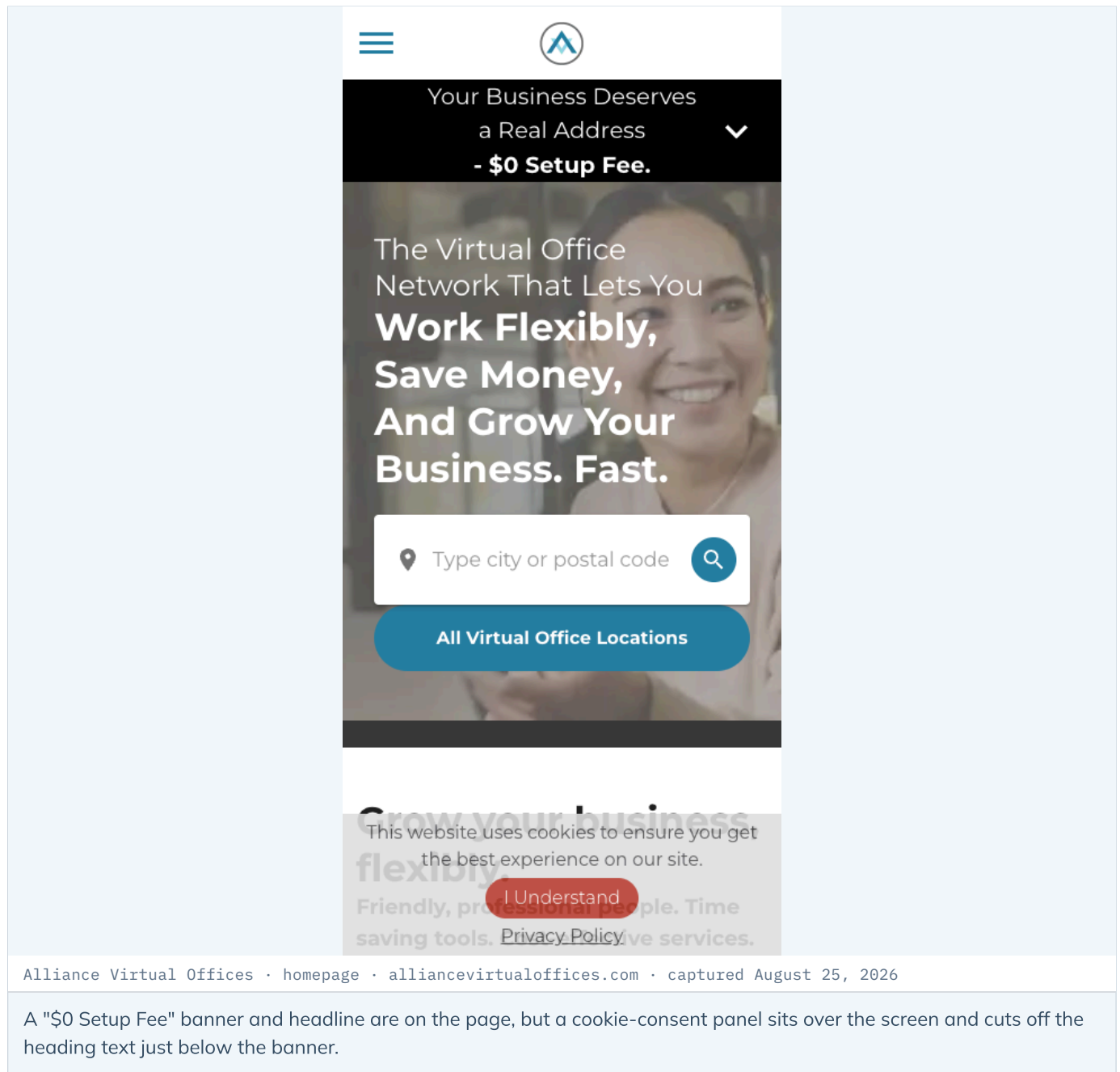
INDICATOR	PRIMARY (AUDITED BUSINESS)	WEWORK (MARKET LEADER)	ALLIANCE VIRTUAL OFFICES (COMPETITOR ABOVE)
Homepage value clarity	Headline “Discover FiDi’s Premier Coworking Experience,” descriptive copy, and an outlined “Book a Tour” button	A promo banner (“20% off select private offices”), the headline “Discover a smarter way to work,” three space-type tiles, and a location search bar with a “Search” button	A banner reading “Your Business Deserves a Real Address – \$0 Setup Fee” and the headline “The Virtual Office Network That Lets You Work Flexibly, Save Money, And Grow Your Business. Fast.”; a cookie-consent panel sits over the page and cuts off the heading text beneath the banner
Offer-page specificity	Heading “Private Offices,” a paragraph on furnished memberships, and a “Book a Tour” button; no price is shown	Heading “Office Space in New York City,” a location search bar, “76 spaces in 29 locations,” and View Spaces / View Locations buttons; no price is shown	Heading “Virtual Office in New York City,” a subheading about a real NYC address, and a listed price, “from \$49/mo”
Proof shown on the offer page	No reviews, ratings, or trust badges appear	No reviews, ratings, or trust badges appear; scale is implied only by “76 spaces in 29 locations”	Trust badges appear: “Trusted by 25,000+ businesses,” “BBB A+ Rated,” “Trustpilot 4.2/5”
Conversion path clarity	The “Book a Tour” button sits in the open, with nothing covering it	A floating “View map” button overlaps the first listing card, covering part of its title so only “Private O” is legible	The cookie-consent panel covers the bottom of the screen, cutting off the location search box so only “Virtual Offi...” is legible



Primary · homepage · liveprimary.com · captured August 25, 2026

A full-bleed photo, the headline "Discover FiDi's Premier Coworking Experience," body copy, an outlined "Book a Tour" button, four interior photo thumbnails, and a chat bubble; nothing covers the page.





liveprimary.com

DIGITAL DISCOVERABILITY AUDIT

Fidelic Agent Model FARO-01 - SEO, GEO and Beyond

☰

Ⓐ

Your Business Deserves
a Real Address
- \$0 Setup Fee. ▼

The Virtual Office
Network That Lets You
**Work Flexibly,
Save Money,
And Grow Your
Business. Fast.**

📍 Type city or postal code 🔍

All Virtual Office Locations

Grow your business
flexibly.
Friendly, professional people. Time
saving tools. [Privacy Policy](#)

Alliance Virtual Offices · homepage · alliancevirtualoffices.com · captured August 25, 2026

A "\$0 Setup Fee" banner and headline are on the page, but a cookie-consent panel sits over the screen and cuts off the heading text just below the banner.

PRIMARY

Book

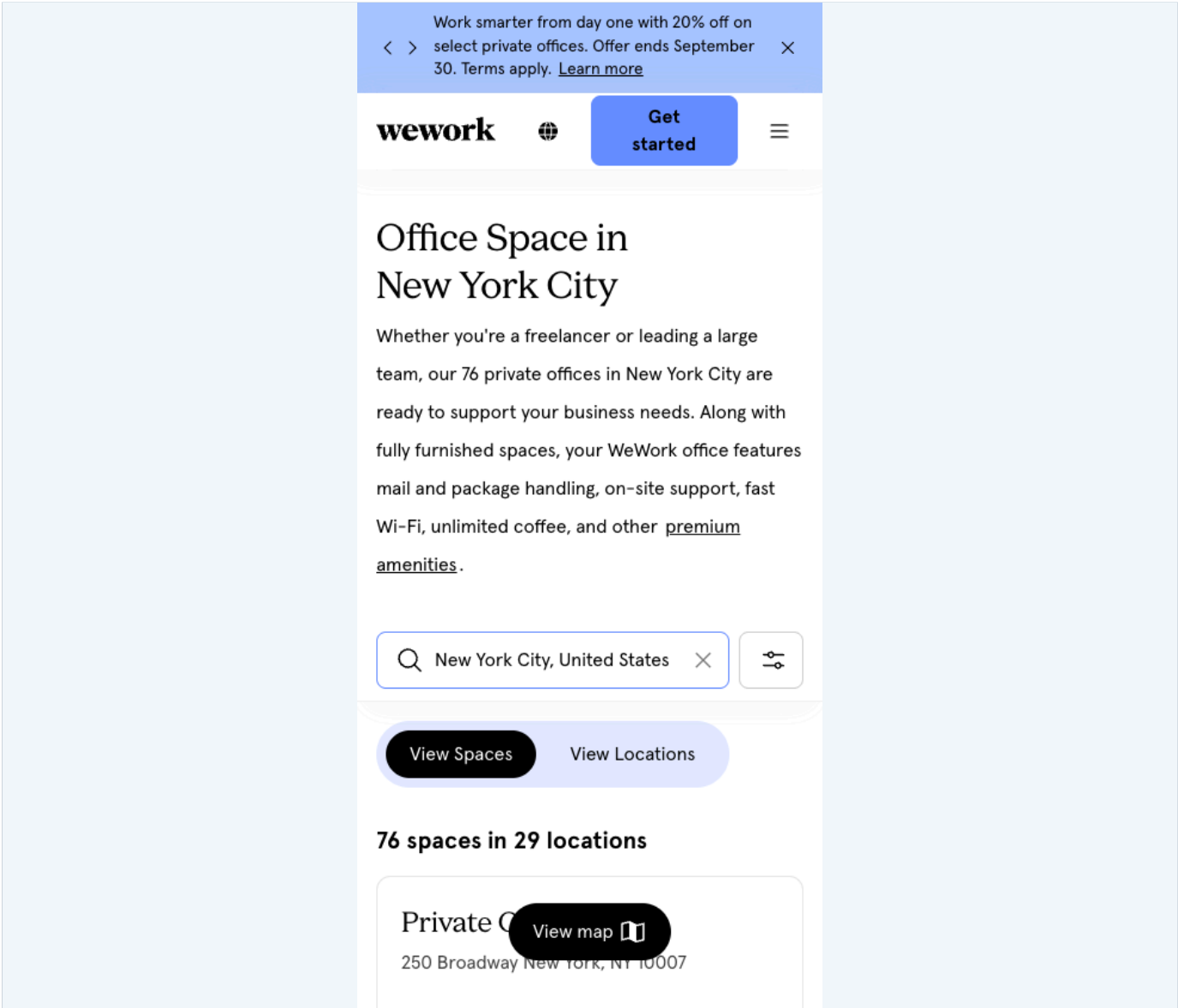
Private Offices

Our furnished Private Office Memberships offer flexible terms to suit your business, whether you're a solopreneur or a team of 30+. Enjoy a quiet, comfortable space with 24/7 access, high-speed internet, mail handling, and monthly conference room hours. Surround yourself with like-minded professionals and work at your best! Commit for a month, 6 months, or a year—your choice.

Book a Tour

Primary · primary offer page · liveprimary.com/workspace-options/private-offices · captured August 25, 2026

Heading "Private Offices," a paragraph on furnished memberships, and a "Book a Tour" button; no price or proof elements are visible on this screen.



WeWork · primary offer page · wework.com/l/office-space/new-york-city--NY · captured August 25, 2026

Heading "Office Space in New York City" and "76 spaces in 29 locations," but a floating "View map" button overlaps the first listing card and hides most of its title, leaving only "Private O" legible.

liveprimary.com

DIGITAL DISCOVERABILITY AUDIT

Fidelic Agent Model FARO-01 - SEO, GEO and Beyond

Home < Virtual Offices < United States < New York < **New York**

Virtual Office in New York City

A real, professional NYC address for your business, inside a staffed Manhattan office

Your business address in a real office building. Meeting rooms, professional mail handling, and on-site support from \$49/mo.

Trusted by 25,000+ businesses | BBB A+ Rated | Trustpilot 4.2/5 (1,700+ reviews)

This website uses cookies to ensure you get the best experience on our site.

[I Understand](#)

[Privacy Policy](#)

Alliance Virtual Offices · primary offer page · alliancevirtualoffices.com/virtual-office/us/ny/new-york · captured August 25, 2026

Heading "Virtual Office in New York City," a price ("from \$49/mo"), and trust badges (BBB A+, Trustpilot 4.2/5, "Trusted by 25,000+ businesses"), but the same cookie-consent panel covers the bottom of the screen and cuts off the location search box.

PRIMARY

Book

Welcome, Book A Tour!

If you are interested in being a part of our community, share your information below.

Select a Day

<August 2026>

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

Time zone

🌐Eastern Time - US & Canada (2:10pm)

Primary · decision page · liveprimary.com/book-a-tour · captured August 25, 2026

The heading "Welcome, Book A Tour!," instructional text, and a fully rendered calendar for August 2026 with selectable dates. A matched decision-page screen wasn't available for WeWork or Alliance Virtual Offices, so only Primary's is shown here.

What the comparison means

WeWork leads because it shows up almost everywhere a Financial District buyer looks: six of the seven category searches checked, three of those in the top three, plus a Google Maps appearance and citations in Google's AI-written answers that Primary didn't earn on the same searches. Its site also carries far more indexed pages and far more other websites linking to it — a bigger, more established footprint by every count checked here, not a claim about how well it converts a visitor once it arrives.

Alliance Virtual Offices, the competitor sitting just above Primary in the ranking, wins on a narrower point: its offer page states a price up front, “from \$49/mo,” and displays three trust badges (BBB, Trustpilot, a stated customer count) that neither Primary's nor WeWork's matched pages show. Its homepage is also partly obscured by a cookie-consent panel in this screen, so that clarity comes with a real cost to how much of the page a visitor can actually read on arrival.

Primary already leads both comparison businesses on Google Maps: it appeared in all four dedicated Maps searches checked, ahead of WeWork's three of four and Alliance's zero of four, and it was the only one of the three named in the map results Google showed directly on a results page. Primary's offer and decision pages also load in the open, with no overlay or floating button blocking any text or button — a problem visible on both comparison businesses' captured screens.

Taken together, Primary holds a real foothold on Google Maps and a clean, unobstructed set of pages, but its presence in the regular results Google shows for category searches — the searches a buyer types when they don't yet know Primary's name — is thin next to WeWork's, and its offer pages don't yet show a price or third-party proof the way Alliance's does. That combination places Primary as a business more Financial District buyers can find once they're already looking at a map, and fewer find when they're still comparing options by search alone. A paid FARO engagement can build a dedicated competitor report that goes deeper on any business in the ranked field above, beyond the market leader and the one competitor compared here.

Discovery and placement

Fidelic checked where Primary actually shows up when a person in New York searches for coworking space, private offices, meeting rooms, or day passes on a mobile phone, and separately checked what Google’s AI Overview, Google AI Mode, and three AI assistants say when asked the same kinds of questions.

Findings

Primary’s business model, as reported at intake, is a membership-based community coworking space. A direct search of Google Business Profile for the exact name “Primary” in New York, NY did not return a match on August 25, 2026. That lookup miss is not proof that no profile exists: Primary shows up in Google Maps results for all four dedicated Maps searches Fidelic ran (below), and a Maps listing can only appear if a Business Profile record already exists behind it. What’s unresolved is which exact lookup finds that record and who currently manages it, not whether a listing exists at all. Separately, a check of business-listing records matched to Primary’s name and address found 0 entity-resolved listings for Primary within the service radius in the index checked — that reflects one listings index’s coverage, not a full count of every place Primary’s name and address appear.

EXHIBIT 14 · Where Primary shows up in Google’s regular search results

Fidelic ran eight searches from a mobile phone in New York, NY on August 25, 2026, and read every result Google returned for each one. The table shows Primary’s position alongside two direct competitors, wework.com and alliancevirtualoffices.com, on the same searches; “not shown” means the business did not appear anywhere in the results actually returned and read for that search, not that it is permanently absent.

SEARCH (RESULTS READ)	PRIMARY	WEWORK.COM	ALLIANCEVIRTUALOFFICES.COM
coworking space financial district nyc (95)	#3	#2	not shown
private office space fidi nyc (9)	not shown	#5	not shown
coworking space near me (95)	not shown	#13	not shown
virtual office nyc financial district (9)	not shown	not shown	#1
meeting room rental financial district nyc (9)	not shown	#1	not shown
best coworking space nyc financial district (8)	not shown	#2	not shown
day pass coworking space nyc (98)	not shown	#8	not shown
primary coworking nyc (85)	#1	#25	not shown

Primary appeared in 2 of the 8 searches checked: the search that already contains its own name (“primary coworking nyc,” #1) and one search matched to its category and neighborhood (“coworking space financial district nyc,” #3). wework.com appeared in 7 of the 8 searches, and alliancevirtualoffices.com appeared in 1 of the 8.

EXHIBIT 15 · Where Primary shows up in Google Maps results

These are the dedicated Google Maps searches, separate from the regular results page above, each read to a depth of 20 results, same market, device, and date.

SEARCH	PRIMARY	WEWORK.COM	ALLIANCEVIRTUALOFFICES.COM
coworking space financial district nyc	#2	#4	not shown
private office space fidi nyc	#9	#15	not shown
coworking space near me	#6	#8	not shown
virtual office nyc financial district	#15	not shown	not shown

MEASURED SIGNAL

Primary appeared in all 4 of the 4 Maps searches checked, ranking between #2 and #15. wework.com appeared in 3 of the 4; alliancevirtualoffices.com did not appear in any of the 4.

On the regular results page for “coworking space near me,” Google also showed a small map box above the regular list, listing three businesses: NYC Space, Primary, and The Farm SoHo NYC – Coworking Office Space and Private Office Lease. Primary appeared in that map box even though it was not among the 95 regular web results Google returned and Fidelic read for that same search. Fidelic checked this map box on one readable results page.

EXHIBIT 16 · How often Google’s AI answers showed up, and how often they named Primary

Google’s AI Overview is the answer box Google sometimes shows above the regular results; Google AI Mode is Google’s separate conversational search mode. Both are collected and counted separately from the regular results above.

GOOGLE FEATURE	ANSWER APPEARED	NAMED PRIMARY AS A SOURCE
Google’s AI Overview	4 of 5 searches checked	1 of 4 answers with a readable source list
Google AI Mode	8 of 8 searches checked	1 of 8 answers with a readable source list

In both cases, the one answer that cited Primary was the answer to “primary coworking nyc” — the search that already contains the business’s name. On the other checked searches, Google’s AI Overview cited sources such as Deskpss, WeWork, Cohabs, The Farm Soho, Launch Workplaces, Reddit, and Workville instead of Primary, and Google AI Mode’s citations followed the same pattern.

EXHIBIT 17 · What kinds of pages Google’s AI answers pointed to

This counts every citation across the answers with a readable source list — 80 citations across 4 AI Overview answers, and 216 citations across 8 AI Mode answers. One site can be counted more than once if it was cited more than once.

KIND OF PAGE	AI OVERVIEW (80 CITATIONS)	AI MODE (216 CITATIONS)
Primary’s own website	3	1
Marketplace / booking sites	14	12
Directory listings	1	0
Community sites (forums, Reddit)	2	1
Publisher / editorial sites	2	2
Other platforms (social apps)	1	3
Other external sites	8	40
Source Google didn’t display a readable domain for	49	157

EXHIBIT 18 · Booking marketplaces and other in-between sites competing for these searches

These sites are not the same as direct competitors — a marketplace can compete for the searcher’s attention and, separately, may or may not be a route through which someone finds and books Primary. This table is not the full list; it shows the sites that appeared most often across the eight searches Fidelic checked.

SITE	SEARCHES IT APPEARED IN	BEST POSITION SEEN
deskpss.com (marketplace)	7 of 8	#1
hubblehq.com (marketplace)	6 of 8	#3
liquidspace.com (marketplace)	5 of 8	#3
coworkingcafe.com (marketplace)	4 of 8	#5
yelp.com (directory)	4 of 8	#3
instagram.com (platform)	4 of 8	#2
youtube.com (platform)	4 of 8	#24
reddit.com (community)	3 of 8	#2

Other sites appeared less often, including cohabs.com, peerspace.com, drop-desk.com, tiktok.com, findcoworknyc.com, workthere.com, and coworkingmag.com. Separately, on the Google Maps search for “virtual office nyc financial district,” nyc.gov (a city government publisher page) appeared at position #11 among the Maps results.

EXHIBIT 19 · What each assistant searched and what the result means

This is the detailed read of the same buyer question shown earlier: “coworking space financial district nyc — who should I call?” Search strings are the provider-returned path for that individual run; “Not exposed by this run” means web search was enabled but the response did not disclose its query strings.

ASSISTANT	SEARCH PATH RETURNED WITH THIS RUN	PRIMARY IN REPRESENTATIVE ANSWER	RESULT SHOWN EARLIER
ChatGPT	coworking space financial district NYC contact information	○ Absent	See the complete dated answer in Customer journey
Claude	coworking space financial district nyc	○ Absent	See the complete dated answer in Customer journey
Perplexity	Not exposed by this run	○ Absent	See the complete dated answer in Customer journey

Primary was absent from ChatGPT, Claude, and Perplexity. Across the full controlled sample, Primary appeared in 0 of 9 runs. The practical result is shortlist inclusion when the business is named and exclusion when it is absent: a buyer asked a ready-to-act question and received names, contact routes, and booking options. This does not predict every future answer; it shows what these buyers saw in this dated sample.

EXHIBIT 20 · Paid search and public ad records

Google’s Ads Transparency Center lists 37 ad creatives on file for liveprimary.com over the trailing 12 months through August 25, 2026 — that record shows an ad ran, not what it spent or how it performed. On the one money search Fidelic tested for paid placement, “coworking space financial district nyc,” the live results page carried 0 paid ad slots, including Google’s Local Services ads, from any business at the moment of the check on August 25, 2026. This is a read on that one search, not a statement about paid advertising across every search a buyer might use.

EXHIBIT 21 · How these searches have moved over roughly the last year

This compares the earliest and latest readable monthly snapshot in a national, English-language historical index that has no device filter, so it is not a device-matched comparison to the mobile checks above. Primary has roughly 13 months of these snapshots on file, August 2025 through August 2026.

SEARCH	CHANGE BETWEEN EARLIEST AND LATEST SNAPSHOT	SNAPSHOTS READ
coworking space financial district nyc	Declined; the mix of result types on the page also changed	6
private office space fidi nyc	Not enough history to classify	0
coworking space near me	Stable; the mix of result types on the page also changed	6
virtual office nyc financial district	Not enough history to classify	0
meeting room rental financial district nyc	Not enough history to classify	0
best coworking space nyc financial district	Not enough history to classify	0
day pass coworking space nyc	Lost; the mix of result types on the page also changed	6
primary coworking nyc	Stable; the mix of result types on the page also changed	6

Primary’s site serves a robots.txt file that allows Googlebot and Bingbot, does not name or restrict any of the 12 AI crawler families Fidelic checked, and leaves the default posture open to any unnamed crawler. Its sitemap.xml file is present and lists 1 URL. The site does not serve an llms.txt or llms-full.txt file — neither is required by Google Search,

and no AI platform has confirmed it reads these files, so their absence is a fact, not a diagnosis. The homepage carries 0 structured-data (JSON-LD) blocks, meaning it declares no machine-readable facts about what the business is or does.

Analysis

Primary shows up reliably in two places: Google Maps, and any search that already contains the word “Primary.” Everywhere else Fidelic checked, it is close to invisible.

In the dedicated Google Maps search, Primary appeared in all four searches Fidelic ran, as high as #2 and as low as #15 — a working, visible listing. In the regular web results, Primary appeared in only two of the eight searches: the one with its own name in it, and “coworking space financial district nyc,” where it sits at #3. On the other six searches — the ones someone types before they know Primary exists, like “coworking space near me,” “day pass coworking space nyc,” and “best coworking space nyc financial district” — Primary did not appear in the results Google returned, in one case as deep as 98 results. wework.com, by contrast, appeared in seven of the eight regular searches, often inside the top ten and at #1 on “meeting room rental financial district nyc.” That is the clearest comparison in this data: the same searches that miss Primary consistently surface a much larger competitor instead.

Marketplaces and directories occupy much of the space between Primary and the person searching. deskpass.com appeared in seven of eight searches, most often in the very first position; hubblehq.com appeared in six. These sites are not automatically taking business away from Primary — a marketplace can also be a route by which a searcher finds and books Primary, if Primary has a working, accurate presence there. This check only confirms the sites are visible in these results; it does not confirm what any of them currently show about Primary.

Google’s AI Overview and Google AI Mode followed the same pattern as the regular results, not a different one. The AI Overview appeared on four of the five searches checked for it, and AI Mode answered all eight searches checked — but across the readable source lists, only one AI Overview answer and one AI Mode answer cited Primary, and in both cases that was the answer to the search containing Primary’s own name. On searches like “coworking space financial district nyc” and “day pass coworking space nyc,” Google’s AI answers cited Deskpass, WeWork, Cohabs, The Farm Soho, and Reddit instead. Most citations on both AI surfaces — 49 of 80 for the AI Overview, 157 of 216 for AI Mode — came from sources Google didn’t display a readable domain for; among the identifiable ones, marketplaces made up the largest visible share on both.

The three assistants Fidelic tested directly never named Primary across nine dated runs of the same question on August 25, 2026. In the separate live-search test, both Claude and ChatGPT built shortlists naming WeWork’s Broadway locations and, in Claude’s case, Serendipity Labs — the same competitors that outrank Primary in Google’s own regular results. The useful reading is direct: a buyer asked who to call and received actionable alternatives, but no Primary recommendation. The agreement with the Google results is a dated observation, not proof that one surface caused the other.

The site’s technical setup doesn’t explain the whole gap, but it’s a plausible contributor to the citation pattern. liveprimary.com’s homepage carries no structured data telling software directly what the page is — a business, a set of services, a set of locations. That’s not a requirement for ranking in Google Search, but it is one of the more reliable ways a page can state its own facts for software to read, rather than requiring a program to infer them from ordinary text. The robots.txt file doesn’t block any of the AI crawlers checked, so access isn’t the limiting factor; the more likely read is that there’s simply little machine-readable material on the site for these tools to draw from.

The one-year history adds a caution rather than a clean trend. On “day pass coworking space nyc,” Primary’s visibility was lost between the earliest and latest readable snapshots; on “coworking space financial district nyc,” it declined. “Coworking space near me” and “primary coworking nyc” read as stable over the same window, and four of the eight searches don’t have enough historical snapshots to classify at all. Because this history comes from a national, device-unspecified index, it’s directional context alongside the mobile checks above, not a matched, single trend line.

On advertising, Google's public ad-transparency records show 37 creatives on file for liveprimary.com over the past year, so paid promotion has run somewhere. But on the one money search Fidelic tested, the results page carried no paid ad slots at all, from Primary or any competitor, at the moment of the check — a read on that single search, not a statement about Primary's paid program overall.



SEO and site structure

Findings

liveprimary.com has been registered since May 25, 2015. The current registration runs through May 25, 2027, and on August 25, 2026 the domain resolved to a live, working website. The homepage returns a normal 200 “OK” response when requested directly.

EXHIBIT 22 · How search engines can reach the site

This is what a scan that started at the homepage and followed internal links, stopping at a 100-page limit, found on August 25, 2026.

WHAT WE CHECKED	WHAT WE FOUND
Pages found by following internal links (100-page limit)	7 pages
Broken links found among those pages	5 links
Pages blocked from search indexing	0 pages

MEASURED SIGNAL

None of the 7 pages the link-following scan reached carried any code blocking it from being indexed. Within those pages, the scan found 5 links that lead nowhere (broken links).

EXHIBIT 23 · The nine pages we opened and read directly

On August 25, 2026, we opened each of the following nine web addresses directly and recorded what shows up in a browser tab and in a Google search result: the page title tag, the coded main heading on the page, and roughly how many words of readable text load. The address liveprimary.com/location leads to the exact same page as the homepage, so it counts as one page here, not two.

PAGE	WEB ADDRESS	PAGE TITLE TAG	MAIN HEADING (H1)	VISIBLE WORDS
Homepage	https://www.liveprimary.com/	PRIMARY	No coded heading	199
Private offices	https://www.liveprimary.com/workspace-options/private-offices	PRIMARY	No coded heading	353
Coworking lounge	https://www.liveprimary.com/workspace-options/lounge	PRIMARY	No coded heading	398
Virtual offices	https://www.liveprimary.com/workspace-options/virtual-offices	PRIMARY	No coded heading	254
Meeting rooms	https://www.liveprimary.com/workspace-options/meeting-rooms	PRIMARY	No coded heading	356
Day pass	https://www.liveprimary.com/workspace-options/day-pass	PRIMARY	No coded heading	130
AI founders landing page	https://www.liveprimary.com/ai	PRIMARY AI Landing	No coded heading	192
Book a tour	https://www.liveprimary.com/book-a-tour	Tour	"Welcome, Book A Tour!"	39
Event space	https://www.liveprimary.com/event-space	Event Space - PRIMARY	No coded heading	263

Six of these nine pages carry the identical page title tag, the single word "PRIMARY": the homepage, private offices, the coworking lounge, virtual offices, meeting rooms, and day pass. The AI founders landing page adds two words ("PRIMARY AI Landing"). Only "Tour" and "Event Space - PRIMARY" read as page-specific titles.

Seven of the nine pages also carry the identical meta description, word for word: "PRIMARY is a coworking and shared office space featuring an array of amenities designed to help people feel good while working to make their businesses thrive." That text appears on the homepage, private offices, the lounge, virtual offices, meeting rooms, day pass, and the AI founders landing page. Only book-a-tour ("Book your tour. We believe that your best work comes when you feel great...") and event-space ("We accommodate custom events seeking a beautiful and inspirational environment. The Lounge Book Now Capacity: 150 Available: Evenings & Weekends") carry their own wording.

Eight of the nine pages have no coded main heading at all — the homepage, private offices, the lounge, virtual offices, meeting rooms, day pass, the AI founders landing page, and event-space. The one page with a coded main heading is book-a-tour, which reads "Welcome, Book A Tour!"

EXHIBIT 24 · How often the site's pages turned up in search results

A ranking-tracking sample taken August 25, 2026 returned 95 rows in total where liveprimary.com appeared somewhere in Google's results for the searches it tracks. This is a sample of tracked searches, not a full count of every possible search someone could run.

TYPE OF RESULT	TIMES THE SITE SHOWED UP
Regular search result (organic)	94
Cited as a source inside an AI Overview	1

Across all 95 of those appearances, only 5 distinct pages on the site were the page that showed up. The other four pages we reviewed directly did not appear in this tracked sample at all.

Analysis

The scan that follows internal links from the homepage reached 7 pages within its 100-page limit, while we were able to open 9 different pages directly by their exact addresses, including book-a-tour and event-space. That gap means at least some of the pages we reviewed are not being reached the same way a visitor clicking through the site's own navigation and links would reach them — which matters because Google primarily finds new pages the same way, by following links from page to page. The 5 broken links found within the pages the scan did reach are separate from this gap: each one is a link on the site that currently leads nowhere, whether followed by a person or by Google.

The page title tag is the headline Google typically uses for a page's blue link in search results, and it's one of the strongest signals Google uses to tell one page on a site apart from another. Six of the nine pages here share the exact same title, "PRIMARY," and seven of the nine share the exact same one-sentence description. When every page says the same thing in the two places search results draw from first, Google has less to go on when deciding which specific page to show for a specific search, and a searcher scanning results has less to go on when deciding which of several PRIMARY links actually covers meeting rooms versus virtual offices versus a day pass. The pages that do carry their own wording, book-a-tour and event-space, are also two of the small number of pages that showed up as their own distinct ranking in the tracked search sample; the sample is too small to call that a proven cause, but the pattern is consistent with what unique titles and descriptions are meant to do.

A coded main heading isn't a Google requirement — Google does not refuse to index or rank a page for lacking one — but it is a standard convention for confirming a page's topic to both readers and search engines, and eight of the nine pages here don't have one. Only book-a-tour does. That page is also the shortest by visible text, at 39 words, so its coded heading isn't compensating for a thin page; it's simply the one page built with the convention followed.

Only 5 of the site's pages appeared anywhere in the tracked search sample, against 9 pages reviewed directly and a 7-page reach from the link-following scan. That means most of the pages built out for specific offers, private offices, the lounge, virtual offices, meeting rooms, the day pass, and the AI founders landing page, are not showing up in the searches this sample tracks. Duplicate titles and descriptions across most of those same pages are a plausible contributor to that gap, since they give Google less distinct material to match against a specific search, but the tracked sample doesn't tell us which 5 pages ranked, so this reading stays a pattern to watch rather than a proven cause. None of the 7 pages the scan reached were coded to block indexing, so whatever is limiting how many pages show up in results is not that.

5

Technical web experience

Primary’s website answers requests normally and runs over an encrypted connection, and a scan of its pages found nothing blocking those pages from search. A single monitoring test on August 25, 2026 recorded a very slow load and a long delay before the main content appeared, while a separate measurement of real visitors’ past traffic over Chrome’s recent public reporting period recorded a fast load for the same page. Those two readings disagree, and a repeat test is the only way to know which one holds up.

Findings

EXHIBIT 25 · Domain and mail setup

A public domain lookup on August 25, 2026 confirmed that Primary’s domain resolves to a live address and has both a mail-receiving record and a sender-policy record published.

ITEM	OBSERVED
Domain resolves to a live address	Yes
Mail-receiving record (MX) published	Yes
Sender-policy record (SPF) published	Yes

These two records show that Primary’s domain names a server that can receive mail and has published a policy stating which servers may send mail on its behalf. They don’t confirm that mail is actively sent or received, that full sender authentication is in place, or that a booking or inquiry confirmation actually reaches a customer’s inbox.

EXHIBIT 26 · Homepage response and security

A direct request to the homepage on August 25, 2026 got a normal response over an encrypted connection.

ITEM	OBSERVED
Homepage response to a direct request	Normal (HTTP 200)
Connection type	Encrypted (HTTPS)

EXHIBIT 27 · Site crawl results

A controlled scan starting from the homepage followed links up to a cap of 100 pages on August 25, 2026. It reached 7 pages before running out of links to follow, found 5 broken links among those pages, and found no pages blocked from search.

ITEM	OBSERVED
Pages found (100-page cap)	7
Broken links found	5
Crawled pages blocked from search	0

EXHIBIT 28 · Lab load-speed test (single run)

Google’s PageSpeed Insights tool ran one Lighthouse test against the homepage on August 25, 2026, using a simulated mobile phone and connection. This is one controlled test on one device profile, not a record of what real visitors experienced.

METRIC	OBSERVED	GOOD THRESHOLD
Lighthouse Performance score (0–100)	54	90–100
Main-content load time (Largest Contentful Paint)	20,647 ms (about 20.6 seconds)	2,500 ms or less
Layout stability (Cumulative Layout Shift)	0.02	0.1 or less
Tap delay (Total Blocking Time)	396.5 ms	200 ms or less

EXHIBIT 29 · Main-thread work recorded during the lab test

The same Lighthouse test recorded where the browser’s processor spent time before the page became fully responsive. This shows which categories of work occurred during that one test; it does not identify a specific file to remove or prove a hosting problem.

WORK CATEGORY	TIME RECORDED
JavaScript execution	1,119 ms
JavaScript parsing and compiling	324 ms
Other browser work	257 ms
Garbage collection (memory cleanup)	80 ms
Style and layout calculation	64 ms
Total	1,864 ms

EXHIBIT 30 · Real-visitor load speed, stability, and responsiveness (Core Web Vitals)

Google’s Chrome browser reports how actual visitors experienced Primary’s site over its recent public measurement period. Each figure is a p75 value — the reading that three-quarters of measured visits were at or better than — not a count of individual visits.

METRIC	OBSERVED (P75)	GOOD THRESHOLD
Main-content load time (Largest Contentful Paint)	1,687 ms	2,500 ms or less
Responsiveness after a tap (Interaction to Next Paint)	209 ms	200 ms or less
Layout stability (Cumulative Layout Shift)	0	0.1 or less

EXHIBIT 31 · Other real-visitor field metrics

Chrome also reported two supporting measurements for the same period. Time to First Byte measures how quickly the server started responding to a request; it is not one of the three Core Web Vitals above.

METRIC	OBSERVED (P75)	GOOD THRESHOLD
Time to First Byte	1,044 ms	800 ms or less
First Contentful Paint (first visible content)	1,745 ms	1,800 ms or less

EXHIBIT 32 · Agent-operability check

An experimental Lighthouse check tested one behavior tied to whether automated software agents can operate the page — specifically layout stability under that agentic-browsing category — and it passed. This is a single pass/fail check, not a score, and it says nothing about search ranking or AI visibility.

Analysis

The lab test and the real-visitor field data disagree sharply on the same metric. The single controlled Lighthouse run on August 25, 2026 recorded a main-content load time of 20,647 ms, more than eight times the 2,500 ms threshold Google calls good. The Chrome field data, aggregated from real visits over its recent public collection window, put the same metric at a 1,687 ms p75 reading — inside the good range. These are two different instruments over two different windows: one simulated test at one moment against one simulated connection, versus an aggregate of real traffic over a longer period. The gap is large enough that it isn’t safe to treat either reading as the full picture, and a repeat lab test is needed to see whether August 25’s result reflects an ordinary condition of the site or a one-off condition of that single test.

Two other timing readings point in the same direction as each other rather than disagreeing. The lab test’s tap-delay reading (Total Blocking Time, 396.5 ms) came in nearly twice the 200 ms good threshold, and the field responsiveness reading (Interaction to Next Paint, 209 ms p75) came in just above its own 200 ms threshold, in Chrome’s “needs improvement” range by a narrow margin. Unlike the load-time gap, lab and field agree here that responsiveness is a little behind Google’s target, even if the field margin is small.

The lab test’s breakdown of main-thread work shows JavaScript execution and JavaScript parsing/compiling together accounting for 1,443 ms of the 1,864 ms of processor time recorded — about three-quarters of the total. That’s a plausible contributor to both the slow lab load reading and the lab tap-delay reading, since a busy processor delays when content can paint and when taps can register. It does not identify which script is responsible or whether a hosting change would help; that would need a closer look at the page’s own code.

The field Time to First Byte reading, 1,044 ms against an 800 ms good threshold, measures how long the server took to start responding across real visits. It sits in Chrome's "needs improvement" range and is a separate signal from the main-content load time above — a slow first byte can contribute to a slow load, but the two are measured independently here and neither explains the other on this evidence alone.

Separately, the site crawl found 5 broken links across the 7 pages it reached, while finding no pages blocked from search. Those are two different kinds of problems: a broken link fails a visitor who clicks it, while a page blocked from search fails a visitor who never finds the page at all. On this crawl, only the first kind of problem showed up.

6

Authority and trust

Outside recognition of Primary is measurable but modest, and it leans heavily on the coworking industry itself rather than on outside press. The businesses and marketplaces that link to liveprimary.com, and the sources Google’s AI-generated answers cite, are mostly other companies in the same industry, and those AI answers name liveprimary.com as a source only when a person searches for Primary by name — not when a person searches for coworking space in the Financial District without naming the business.

Findings

A web-link tracking tool that covers a large but incomplete slice of the internet puts the count of domains linking to liveprimary.com at an estimated 301, as of August 25, 2026. That tool ranks and classifies only the top 100 of those referring domains in detail. Within that top-100 slice, an estimated 46 domains are other businesses in the coworking or flexible-office industry, an estimated 50 carry an automatic spam flag (a scoring rule that combines a spam likelihood of 50 or higher with no measurable ranking value of their own), an estimated 2 are marketplaces, and an estimated 2 are publisher or editorial sites.

EXHIBIT 33 • The top 100 linking domains, by type

These are estimated counts from the same coverage-based tool, covering the top 100 of the 301 total referring domains above — not an average or a restatement of that total.

TYPE OF REFERRING DOMAIN	ESTIMATED DOMAINS (OF 100)
Direct business (another coworking or office company)	46
Flagged as spam by an automatic score	50
Marketplace	2
Publisher or editorial site	2

MEASURED SIGNAL

The spam flag is an automatic screening rule, not evidence that any specific link has hurt or helped Primary’s standing with Google; it identifies domains worth a closer look rather than domains to remove.

A YouTube channel matching the business name, Primary, exists. Searching YouTube for the business name returned videos naming the business in all 10 of the top 10 results, and the most recently published one was dated August 25, 2026. Separately, on Google’s own results page for a search of the business’s own name, “primary coworking nyc,” no video block appeared.

That same name search also surfaced profiles on facebook.com and instagram.com that match the business name, alongside eight other websites: Yelp, LiquidSpace, CoworkingCafe, OfficeLovin, Coworker, CoworkingMag, HubbleHQ, and Deskpas. These are directory, marketplace, and review sites that Primary doesn't control. This pass only confirmed that each one appeared on the results page; what each listing says about Primary wasn't read this time, and outside-only checking can't confirm who, if anyone, manages the Facebook and Instagram profiles.

Google's two AI-generated answer formats — the AI Overview shown above regular results, and the newer AI Mode — were checked for how often they name liveprimary.com as a source, across coworking-related searches in New York, NY, on a mobile device, on August 25, 2026. Across 4 AI Overview answers with a readable source list (80 source links total), only the answer to the business's own name, "primary coworking nyc," cited liveprimary.com, appearing three times within that one answer's list. The other three answers — for "coworking space financial district nyc," "best coworking space nyc financial district," and "day pass coworking space nyc" — did not cite liveprimary.com as a source. Across 8 AI Mode answers with a readable source list (216 source links total), the same pattern held: only the answer to the business's own name cited liveprimary.com, and only once.

EXHIBIT 34 · Where Google's AI answers pointed instead

Both answer formats classify each source by the kind of site it is. A large share of links in both formats were direct Google redirects that never named a destination site in what could be read; those are counted separately below rather than guessed at.

TYPE OF SOURCE	AI OVERVIEW (80 SOURCES, 4 ANSWERS)	AI MODE (216 SOURCES, 8 ANSWERS)
Live Primary's own site	3	1
Community site (for example, Reddit)	2	1
Publisher or editorial site (for example, Cohabs)	2	2
Directory (for example, Yelp)	1	0
Marketplace (for example, Deskpas, LiquidSpace)	14	12
Other platform (for example, Instagram)	1	3
Other external business site	8	40
No source name Google revealed	49	157
Total	80	216

Among the sources that could be identified by name, Deskpas, WeWork, LiquidSpace, and Wezoo recurred most often across the different searches checked.

Analysis

The link and citation pictures line up: outside recognition of Primary, whether measured as links or as AI source citations, is concentrated among industry peers and marketplaces rather than broad independent press. In the estimated top 100 referring domains, only 2 are publisher or editorial sites, and only 3 of the estimated 301 total domains behind them are confirmed independent press through this check; the rest of that top-100 slice is either other coworking businesses (an estimated 46) or domains an automatic score

flags as low quality (an estimated 50). That mix leaves a thin base of independent, editorial-style validation in what's visible from outside, and because the underlying tool covers only part of the internet, the true totals could run higher or lower than these estimates.

Which sources Google's AI Overview and AI Mode name is a different question from how liveprimary.com ranks in Google's regular, non-AI search results for the same searches — the audit measures and reports that separately, and Primary's presence there isn't limited to searches that use the business's name. Within the AI answers specifically, Live Primary appears only in the answer for the search using the business's own name, "primary coworking nyc." On the other three searches that don't use the business's name — "coworking space financial district nyc," "best coworking space nyc financial district," and "day pass coworking space nyc" — Google's AI answers named Deskpss, WeWork, LiquidSpace, Wezoo, and similar marketplaces and aggregators as their sources instead, without naming liveprimary.com among them.

Two open questions limit how far these AI-citation numbers can be read. First, roughly six in ten of the AI Overview citations (49 of 80) and nearly three in four of the AI Mode citations (157 of 216) came through as unresolved Google redirects rather than named destination sites, so a real majority of what these AI answers cite for coworking searches in this market simply couldn't be identified this pass. Second, the results-page check for the business's own name confirmed only that other sites appeared on that page, not what those listings say about Primary or whether their content helps or hurts how the business is perceived there.

Offer and content effectiveness

Primary describes its FiDi coworking space across nine separate web pages — a homepage, five workspace-option pages (private offices, coworking at The Lounge, virtual offices, meeting rooms, and day passes), an AI Founders Landing page, a Book a Tour page, and an Event Space page. A tenth address, Location (<https://www.liveprimary.com/location>), doesn’t lead anywhere new — it forwards straight to the homepage, so this audit counts it as the same page rather than a second one. Across the nine pages, every one carries a clear “Book a Tour” next step and renders as stable, readable text. What’s inconsistent from page to page is whether a visitor can see a price, know what’s available, or understand what they’re committing to before they reach that button.

Findings

EXHIBIT 35 • What price, availability and commitment terms are visible on each page

Primary’s own team read each page’s served text for three buyer questions — is a price shown, is availability shown, and are commitment terms (contract length, cancellation, capacity limits) shown. The table below carries the exact per-page result; “Partial” means the page addresses the topic without giving a firm number.

PAGE	ADDRESS	PRICE SHOWN	AVAILABILITY SHOWN	COMMITMENT TERMS SHOWN
Homepage	/	○ Absent	○ Absent	○ Absent
Private Offices	/workspace-options/private-offices	○ Absent	● Present	● Present
Coworking – The Lounge	/workspace-options/lounge	● Present	● Present	● Present
Virtual Offices	/workspace-options/virtual-offices	● Present	○ Absent	● Present
Meeting Rooms	/workspace-options/meeting-rooms	🕒 Partial	● Present	○ Absent
Day Pass	/workspace-options/day-pass	○ Absent	○ Absent	○ Absent
AI Founders Landing	/ai	○ Absent	○ Absent	○ Absent
Book a Tour	/book-a-tour	○ Absent	○ Absent	○ Absent
Event Space	/event-space	○ Absent	○ Absent	○ Absent

MEASURED SIGNAL

Across the nine pages, a price is shown on 2, partly shown on 1, and absent on 6. Availability is shown on 3 and absent on 6. Commitment terms are shown on 3 and absent on 6. A next step to book a tour, stable page delivery, and readable text are present on all nine.

The two pages that do state a number are consistent with each other: the Coworking – The Lounge page (<https://www.liveprimary.com/workspace-options/lounge>) states pricing and terms in its running text, and the Virtual Offices page (<https://www.liveprimary.com/workspace-options/virtual-offices>) states “\$69/month on a flexible month-to-month basis” with a checklist underneath it (Manhattan address, the ability to reserve meeting rooms at member rates, and mail handling). A flexible month-to-month basis is a membership term, not an open-ended or missing one. The Day Pass page (<https://www.liveprimary.com/workspace-options/day-pass>), the AI Founders Landing page (<https://www.liveprimary.com/ai>), and the Event Space page (<https://www.liveprimary.com/event-space>) sit at the other end: none of the three states a price, availability, or a commitment term anywhere in its served text, even though all three carry a working “Book a Tour” next step.

EXHIBIT 36 · Page titles and descriptions across service pages

Primary’s team read the browser-tab title and the search-result description coded into each page. Seven of the nine pages carry the identical tab title, “PRIMARY,” and the identical one-sentence description: “PRIMARY is a coworking and shared office space featuring an array of amenities designed to help people feel good while working to make their businesses thrive.” Two pages differ, and the table marks each one.

PAGE	ADDRESS	TAB TITLE	SEARCH-RESULT DESCRIPTION
Homepage	/	PRIMARY	Same generic sentence as the other six
Private Offices	/workspace-options/private-offices	PRIMARY	Same generic sentence as the other six
Coworking – The Lounge	/workspace-options/lounge	PRIMARY	Same generic sentence as the other six
Virtual Offices	/workspace-options/virtual-offices	PRIMARY	Same generic sentence as the other six
Meeting Rooms	/workspace-options/meeting-rooms	PRIMARY	Same generic sentence as the other six
Day Pass	/workspace-options/day-pass	PRIMARY	Same generic sentence as the other six
AI Founders Landing	/ai	PRIMARY AI Landing	Same generic sentence as the other six
Book a Tour	/book-a-tour	Tour	“Book your tour. We believe that your best work comes when you feel great. We are here to provide a space that will keep you inspired and feeling energized …” (description is cut off as served)
Event Space	/event-space	Event Space - PRIMARY	“We accommodate custom events seeking a beautiful and inspirational environment. The Lounge Book Now Capacity: 150 Available: Evenings & Weekends”

The Event Space page (<https://www.liveprimary.com/event-space>) description reads as several page elements run together rather than one written sentence: a description phrase, what looks like a button label (“Book Now”), and two facts (a capacity number and an availability window) with no punctuation separating them. The Day Pass page

(<https://www.liveprimary.com/workspace-options/day-pass>) and the AI Founders Landing page (<https://www.liveprimary.com/ai>) both carry the shared generic sentence rather than anything specific to a day pass or to AI founders, even though the AI Founders Landing page carries its own distinct tab title, “PRIMARY AI Landing.”

EXHIBIT 37 · Visible word count on each page

This is a plain word count of the readable text Primary’s team pulled from each page as served — a description of how much reading material is on the page, not a quality or ranking measurement.

PAGE	ADDRESS	VISIBLE WORDS
Homepage	/	199
Private Offices	/workspace-options/private-offices	353
Coworking – The Lounge	/workspace-options/lounge	398
Virtual Offices	/workspace-options/virtual-offices	254
Meeting Rooms	/workspace-options/meeting-rooms	356
Day Pass	/workspace-options/day-pass	130
AI Founders Landing	/ai	192
Book a Tour	/book-a-tour	39
Event Space	/event-space	263

Every page except Book a Tour carries a full paragraph or more of copy. Book a Tour is intentionally short — 39 words of instruction sit above a booking calendar rather than sales copy, which fits its job as a form page. The Day Pass page carries the least reading material of the nine offer pages at 130 words, and none of those words states a day-rate price.

EXHIBIT 38 · Coded main heading

Primary’s team also checked whether each page’s HTML carries a coded main heading (the H1 tag search engines and screen readers look for first). Eight of the nine pages Primary’s team read directly — Homepage, Private Offices, Coworking – The Lounge, Virtual Offices, Meeting Rooms, Day Pass (<https://www.liveprimary.com/workspace-options/day-pass>), AI Founders Landing (<https://www.liveprimary.com/ai>), and Event Space (<https://www.liveprimary.com/event-space>) — have no such tag in the served code. Book a Tour is the exception: its coded heading reads “Welcome, Book A Tour!” A missing coded heading is a separate question from what a visitor actually sees, which the screenshots below settle for six of these nine pages.

EXHIBIT 39 · What the first mobile screen shows

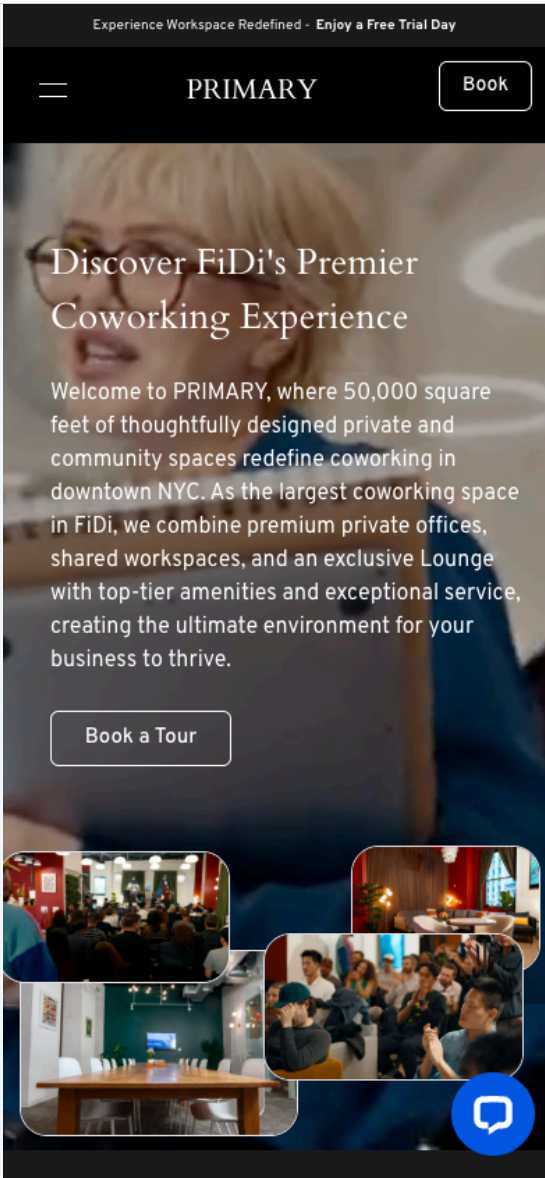
Primary’s team opened each retained screenshot and checked it against the page it was captured from. All six were captured at a 390x844 mobile screen size on August 25, 2026, and each is a clean capture — a first screen only, not the whole page. Three pages Primary’s team read directly — Day Pass (<https://www.liveprimary.com/workspace-options/day-pass>), AI Founders Landing (<https://www.liveprimary.com/ai>), and Event Space (<https://www.liveprimary.com/event-space>) — have no retained screenshot, so this section makes no visual claim about those three. A fourth address, Location (<https://www.liveprimary.com/location>), forwards straight to the homepage and so shares the homepage’s captured first screen rather than needing a screenshot of its own.

On every one of the six captured pages, a large readable heading sits near the top of the first screen even where the underlying code carries no H1 tag: “Discover FiDi’s Premier Coworking Experience” on the homepage, “Private Offices,” “Coworking at The Lounge,” “Virtual Office,” and “Meeting Rooms” on their respective pages. The missing coded heading noted above doesn’t make any of this copy hard to read — a visitor sees a clear title either way.

The Book a Tour page's first screen shows more than the direct-text reading captured: under the heading "Welcome, Book A Tour!" and the instruction "If you are interested in being a part of our community, share your information below," a fully working "Select a Day" calendar for August 2026 is rendered, with individual dates selectable and a time-zone selector ("Eastern Time – US & Canada") set below it. A visitor lands on this page and can start picking a tour date immediately.

EXHIBIT 40 • First mobile screen on six pages

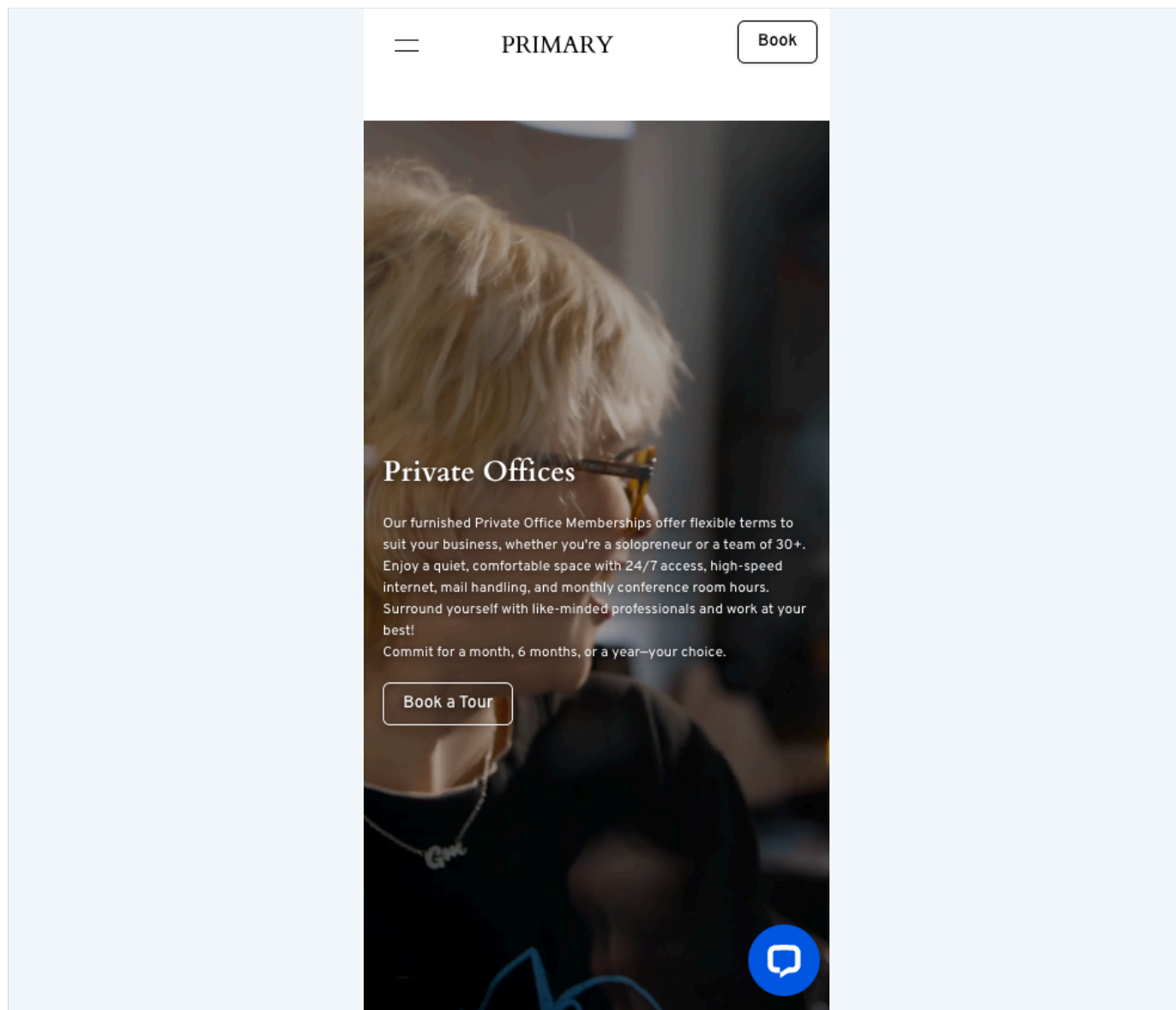
One screenshot per page, each captured at a 390×844 mobile screen size on August 25, 2026, first screen only.



The screenshot shows a mobile app interface for PRIMARY. At the top, a dark header contains the text "Experience Workspace Redefined - Enjoy a Free Trial Day". Below this, a navigation bar features a hamburger menu icon, the word "PRIMARY" in white, and a "Book" button. The main content area has a large background image of a woman with blonde hair and glasses. Overlaid on this image is the headline "Discover FiDi's Premier Coworking Experience" in white serif font. Below the headline is a paragraph of white text: "Welcome to PRIMARY, where 50,000 square feet of thoughtfully designed private and community spaces redefine coworking in downtown NYC. As the largest coworking space in FiDi, we combine premium private offices, shared workspaces, and an exclusive Lounge with top-tier amenities and exceptional service, creating the ultimate environment for your business to thrive." A white "Book a Tour" button is positioned below the text. At the bottom of the screen, there are four rounded rectangular images showing different interior views of the coworking space: a lounge area with people, a meeting room, a common area with a long table, and a group of people in a meeting. A blue circular chat bubble icon is located in the bottom right corner of the image area.

<https://www.liveprimary.com/>

Homepage. The headline "Discover FiDi's Premier Coworking Experience" sits over a full-width photo, with body copy, an outlined "Book a Tour" button, four rounded interior photos, and a chat bubble below. This is also the first screen served at the Location address (<https://www.liveprimary.com/location>), which forwards here.



<https://www.liveprimary.com/workspace-options/private-offices>

Private Offices. The heading "Private Offices" sits over a photo, above a paragraph on furnished memberships that states "Commit for a month, 6 months, or a year — your choice," followed by a "Book a Tour" button.

PRIMARY

Book

Coworking at The Lounge

Our Coworking Memberships offer a sophisticated alternative to traditional shared workspaces, blending refined design with a hospitality-first approach. Enjoy spacious, thoughtfully curated environments that elevate your workday and support deep focus. At Primary, every detail is crafted to make productivity feel effortless.

Book a Tour

https://www.liveprimary.com/workspace-options/lounge

Coworking – The Lounge. The heading "Coworking at The Lounge" sits over a lifestyle photo, with descriptive copy and a "Book a Tour" button.

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PRIMARY

Book

Virtual Office

Our Virtual Office Membership is an excellent solution for you to connect with our always expanding vibrant community while calling PRIMARY home for your business. Plus, with our PilotoMail integration, Members have their own virtual platform to see mail as it arrives in real time.

Buy Now for \$69/mo

Membership pricing is \$69/month on a flexible month-to-month basis

☒ Manhattan address

☒ Ability to reserve meeting rooms at Member rates

☒ Mail handling

Virtual platform to view pieces of mail as they

<https://www.liveprimary.com/workspace-options/virtual-offices>

Virtual Offices. The heading "Virtual Office" is followed by a description of the mail-handling integration and a "Buy Now for \$69/mo" button; further down, a heading reads "Membership pricing is \$69/month on a flexible month-to-month basis," above a checklist that includes a Manhattan address, member-rate meeting-room access, and mail handling.

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PRIMARY

Book

Meeting Rooms

Request a quote

↗ Elm

26 Broadway, New York

Up to 3 people

Mon - Fri

9 AM - 5:30 PM



↗ Maple

26 Broadway, New York

Up to 6 people

Mon - Fri



<https://www.liveprimary.com/workspace-options/meeting-rooms>

Meeting Rooms. The heading "Meeting Rooms" sits above a "Request a quote" button, with room cards beginning to scroll into view: "Elm" (26 Broadway, up to 3 people, Mon–Fri 9 AM–5:30 PM) and "Maple" (up to 6 people).

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PRIMARY

Book

Welcome, Book A Tour!

If you are interested in being a part of our community, share your information below.

Select a Day

<

August 2026

>

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

Time zone

🌐

Eastern Time - US & Canada (2:10pm) ▼

<https://www.liveprimary.com/book-a-tour>

Book a Tour. The heading "Welcome, Book A Tour!" sits above instructional text and a fully rendered "Select a Day" calendar for August 2026, with individual dates selectable and a time-zone selector set to Eastern Time.

EXHIBIT 41 • How much of the site's content shows up in search results

A search-ranking check run on August 25, 2026 returned 95 total placements for liveprimary.com — this is a sample of returned rows, not a complete count of every possible search term the site could appear for. Of those 95 rows, 94 are regular (organic) search results and 1 is a citation inside an AI Overview answer, which is a separate kind of placement from a regular result and isn't counted alongside it. Across everything that check returned, only 5 distinct pages of the site show up anywhere in the results at all.

Analysis

Every page on the site gets a visitor to the same next step — book a tour — and every page renders as stable, legible text, so the buying path itself is intact everywhere. What changes the buyer's experience from page to page is how much they can decide before clicking. A visitor who lands on Coworking – The Lounge or Virtual Offices sees a price, availability, and terms in the same screen; a visitor who lands on the

homepage, Day Pass (<https://www.liveprimary.com/workspace-options/day-pass>), AI Founders Landing (<https://www.liveprimary.com/ai>), Event Space (<https://www.liveprimary.com/event-space>), or Book a Tour sees none of the three, and has to click through to another page — or wait for a tour — to learn what something costs. Private Offices and Meeting Rooms sit in between: each shows two of the three, and Meeting Rooms only gives a partial price signal (“Request a quote”) rather than a number, which matches what its screenshot shows — a quote button and photographed room cards with no listed rate.

The identical tab title and identical one-sentence description on seven of the nine pages mean a visitor comparing browser tabs, or a search result listing several of Primary’s pages at once, sees the same generic line each time rather than something that tells the Private Offices page apart from the Coworking – The Lounge page or the Day Pass page. Two pages break from that pattern in a way that suggests unfinished editing rather than intentional differentiation: the Event Space description reads as a paragraph, a button label, and two raw facts (capacity and availability) run together without punctuation, and the Book a Tour description is visibly cut off mid-sentence as served.

The coded main heading is missing from eight of the nine pages’ underlying code, but that absence doesn’t describe what a visitor actually experiences — on every one of the six pages captured in a screenshot, a large, readable title sits at the top of the first screen regardless of what the code carries. The one gap worth naming is the three pages with no retained screenshot of their own — Day Pass (<https://www.liveprimary.com/workspace-options/day-pass>), AI Founders Landing (<https://www.liveprimary.com/ai>), and Event Space (<https://www.liveprimary.com/event-space>) — where only the coded-heading absence is confirmed; what a visitor actually sees on those three pages’ first screen is still open. Location (<https://www.liveprimary.com/location>) isn’t part of that gap: because it forwards straight to the homepage, it shares the homepage’s captured first screen rather than needing a screenshot of its own.

Only 5 of the site’s pages turned up anywhere in the 95 search-result rows the ranking check returned, against 9 pages that carry distinct offer content. That’s a narrow return relative to how much distinct content the site has published, and it lines up with the page-title finding above: seven pages sharing one description sentence gives search engines and readers less to tell those pages apart by, which is a plausible contributor alongside factors this section doesn’t cover.

One more factor worth naming with its uncertainty attached: a single controlled lab test of the homepage recorded a main-content load time (Largest Contentful Paint) — the point at which the main photo and headline finish painting — of about 20.6 seconds, far past the 2.5-second mark treated as good. A separate measurement drawn from real visitors’ own devices over a recent measurement window recorded a main-content load time of 1,687 milliseconds at the point where three out of four visits finish loading — comfortably under that same 2.5-second mark. Those two readings disagree sharply, so the slow lab number needs a repeat, independent measurement before anyone treats it as what visitors actually experience; as it stands, it doesn’t change the finding that the screenshots above show clean, readable first screens once loaded.

Initial recommendations

This is a dated set of starting priorities built from the outside-in check completed August 25, 2026 — not a permanent backlog. Search results, Google's AI-written answers, and the site itself all change over time, so this list should be re-read against a fresh check rather than treated as fixed. Recommendations are ordered Critical, then High, then Medium; within a level, the item that other work depends on comes first.

- 1 Critical — Give each of Primary's eight service pages its own page identity.** Eight of Primary's nine pages — the homepage, private offices, the coworking lounge, virtual offices, meeting rooms, day pass, the AI founders landing page, and the event-space page — have no coded main heading in their underlying code, and most repeat the identical page title, "PRIMARY," and the identical one-sentence description that Google and browser tabs draw from first. Only the book-a-tour page has its own heading, title, and description. This is a controllable gap in how the pages tell each other apart, not proof of why any one search result moved; it lines up with a separate finding that only 5 of the site's pages turn up anywhere in a tracked sample of 95 placements, which is worth watching, not treating as caused.

Give each page one clear buyer job, then write that page's web address' title, main heading, and description to state that job on its own terms — not the shared sentence about the business overall — while the visible headline, proof, and next step already on the page keep saying the same thing. The client's web developer owns this. Start by pulling the current title, heading, and description for each of the eight pages into one working document, then write the replacement for the first page on the list below before moving to the next.

EXHIBIT 42 · Rolling out the page identity fix in order

This orders the eight pages by how directly each one matches a search a buyer actually runs, from the broadest (the homepage) to the narrowest (the AI founders page), so the earliest fixes reach the most buyers.

ORDER	PAGE	ADDRESS	WHAT'S MISSING TODAY
1	Homepage	/	No main heading in code; shares the generic title and description with six other pages
2	Day Pass	/workspace-options/day-pass	No main heading; shares the generic title and description; also has no price or availability shown anywhere
3	Private Offices	/workspace-options/private-offices	No main heading; shares the generic title and description
4	Virtual Offices	/workspace-options/virtual-offices	No main heading; shares the generic title and description
5	Meeting Rooms	/workspace-options/meeting-rooms	No main heading; shares the generic title and description
6	Coworking – The Lounge	/workspace-options/lounge	No main heading; shares the generic title and description
7	Event Space	/event-space	No main heading; has its own description, but it reads as a sentence, a button label, and two facts run together without punctuation
8	AI Founders Landing	/ai	No main heading; has its own title ("PRIMARY AI Landing") but shares the generic description

MEASURED SIGNAL

Done when: a fresh capture of each page finds one main heading, and a human read confirms the page’s title, heading, and description agree on the same buyer job as the visible headline and next step.

2 High — Show a price, availability, and the commitment terms on the pages where a buyer is deciding. Primary’s own team read all nine pages for three questions: is a price shown, is availability shown, are commitment terms (length, cancellation, capacity) shown. A price appears on only two pages — Coworking – The Lounge and Virtual Offices, both stated in dollars — partially on a third (Meeting Rooms, which shows “Request a quote” with no number), and is absent on six. Four of the nine measured pages are missing all three at once: the homepage, Day Pass, the AI founders landing page, and Event Space.

EXHIBIT 43 • Where price, availability, and terms are still missing

This lists the pages with the clearest gap and marks which ones this plan starts with.

PAGE	PRICE	AVAILABILITY	COMMITMENT TERMS	THIS ROUND
Homepage	○ Absent	○ Absent	○ Absent	Measured, not the starting point — its job is to route a visitor to the pages below
Day Pass	○ Absent	○ Absent	○ Absent	Priority 1
AI Founders Landing	○ Absent	○ Absent	○ Absent	Priority 1
Event Space	○ Absent	○ Absent	○ Absent	Priority 1
Private Offices	○ Absent	● Present	● Present	Priority 2 — price only
Meeting Rooms	🕒 Partial	● Present	○ Absent	Priority 2 — terms only

The homepage is part of the same measured set and shares the same gap, but its role is to send a visitor on to one of these specific pages rather than to close the sale itself, so the plan starts with the three landing pages a buyer actually lands on to decide, then closes the two partial gaps. The person who owns membership pricing should decide, in writing, a published day rate for Day Pass, a stated starting price or an explicit “request pricing” line for AI Founders Landing, and a rate or “starting at” figure for Event Space, then hand those numbers to the web developer to publish alongside availability and the specific commitment or cancellation terms. Done when: a visitor on each of these five pages can read a price (or an explicit, dated pricing-on-request statement), an availability statement, and the commitment terms in the same screen, before reaching the Book a Tour button.

3 High — Confirm whether the slow load reading is real, and fix the tap-delay gap both readings agree on. One controlled mobile test on August 25, 2026 recorded a main-content load time (the point the main photo and headline finish appearing) of about 20,647 milliseconds, against a published good threshold of 2,500 milliseconds or less. A separate reading built from real visitors’ own devices over Chrome’s recent reporting period put the same measurement at 1,687 milliseconds at the 75th-percentile mark — the reading three-quarters of measured visits were at or faster than, not a count of visits — comfortably inside that same good range. These two readings disagree sharply, so neither should be treated as the site’s normal condition without a repeat check. Separately, the two readings do agree on responsiveness: the controlled test recorded a tap delay of 396.5 milliseconds against a 200-millisecond good threshold, and the real-visitor reading came in at 209 milliseconds at that same percentile mark, just over the same 200-millisecond line. The controlled test’s own breakdown shows JavaScript running and JavaScript parsing together using 1,443 of the 1,864 milliseconds of processor time it recorded — a plausible contributor to both delays, though the test doesn’t identify which script is responsible.

The web developer should re-run a controlled mobile test of the homepage and set the result beside today’s before drawing any conclusion about hosting or page weight. First step: run that second test and record it next to the August 25 result. If it again lands far past 2,500 milliseconds, treat that as the real condition and look at which specific scripts run before the page settles; if it lands closer to the 1,687-millisecond field reading, treat today’s result as a one-off. Done when: a second dated test result exists next to today’s, and a fresh test’s tap-delay reading sits at or under 200 milliseconds.

- 4 Medium — Fix the site's broken links and complete its sitemap.** A link-following scan starting at the homepage reached 7 pages within its 100-page limit and found 5 links among those pages that lead nowhere. Separately, the file the site publishes to tell search engines which pages to look for, `sitemap.xml`, lists only 1 web address, even though this check opened 9 distinct pages directly, including `book-a-tour` and `event-space`, which the link-following scan didn't reach on its own. The web developer should pull the list of the 5 broken links, fix or remove each one, and add every one of the site's current live page addresses to the `sitemap` file. Done when: a fresh link-following scan of the site finds 0 broken links, and `sitemap.xml` lists every one of the site's live pages, including `book-a-tour` and `event-space`.
- 5 Medium — Confirm ownership of the routes buyers already use to check on Primary before they reach the website, and keep those listings current.** Primary already holds a working Google Maps listing — it appeared in all 4 of the 4 dedicated Maps searches checked, at positions between 2 and 15 — but a direct name search of Google Business Profile didn't return a match, so which record backs that listing and who currently manages it isn't confirmed from outside. The same name search also surfaced Instagram and Facebook profiles matching the business name; these read as Primary's likely official accounts but weren't independently verified as owned in this check. Separately, four marketplace and directory sites recur across the searches buyers run before reaching any single operator's own page: Deskpass appeared in 7 of 8 searches checked, most often in the first position, and HubbleHQ, LiquidSpace, and CoworkingCafe also appear repeatedly, with LiquidSpace and CoworkingCafe additionally showing up among the sources Google's AI-written answers cite for searches that never name Primary.

The owner or office manager should confirm account access to the Google Business Profile behind the Maps listing through Google's own verification process, and confirm who controls the Instagram and Facebook accounts found in this check — keeping the Business Profile's real-world name exactly as verified rather than changing it for search purposes. Separately, the marketing contact should open Primary's existing page on each of Deskpass, HubbleHQ, LiquidSpace, and CoworkingCafe, check that hours, pricing, photos, and the link back to `liveprimary.com` are current, and read each site's terms for any paid or enhanced-placement tier before committing to one. Done when: the owner or office manager can sign in to the Business Profile and the Instagram and Facebook accounts without a new verification request, and a fresh look at Primary's page on each of the four marketplace sites shows current hours, pricing, and a working link to `liveprimary.com`.

WHAT WE COULDN'T VERIFY — PLEASE CHECK MANUALLY.

Robots.txt states which automated crawlers are allowed to visit the site; it doesn't show which ones actually did. The business owner or whoever manages the web host should pull the server's access log for one full week and count requests by user-agent name for the AI crawler families this audit checked. That log settles whether "these assistants can read the site" is an observed fact or only a statement of permission.

Next steps

This audit worked from what a search, a screenshot, and a public record can show. Three paths take the work further, and Primary can start any one of them on its own — connecting an account for a Day Pass doesn’t commit Primary to a Week Project, and a Week Project doesn’t require an ongoing plan afterward.

Day Pass: connect the accounts, see what’s actually true

Several findings in this audit stop at what a public check can show, because the next fact sits behind a login only Primary holds. A Day Pass connects approved, read-only access to those accounts and replaces the public guess with the private answer. FARO makes no change to any account on a Day Pass; it only reads what Primary authorizes.

EXHIBIT 44 • What connecting each account would settle

Each row names the specific open question this audit left unresolved, the access level FARO would need, and who at Primary grants it.

ACCOUNT	ACCESS FARO NEEDS	WHO GRANTS IT	WHAT IT SETTLES
Google Business Profile	Manager (read)	Business owner	Whether the Google Maps listing Primary already holds — it appeared in all four Maps searches checked, positions 2 through 15 — sits on a profile the business currently controls, or one nobody has signed into
Google Search Console	Restricted (read-only)	Business owner	Which of the site’s own pages, beyond the 5 that turned up in the tracked sample of 95 placements, are receiving clicks and impressions today, and for which searches, so the page-identity and content fixes can be re-sorted by real query data instead of a public sample
Google Analytics 4	Viewer (read-only)	Business owner	Whether the pages with no visible price or availability — Day Pass, the AI founders page, Event Space — are also the pages visitors leave without booking a tour
Website CMS	Read-only for the Day Pass; scoped edit access only if a Week Project is separately approved	Business owner or web lead	Whether the gap between the 7 pages a link-following scan reached and the 9 pages this audit opened directly is caused by the site’s current navigation setup
Booking platform or CRM	Reporting or viewer (read-only)	Business owner or operations lead	Whether pages missing a price or terms also close fewer tour requests, measured in Primary’s own booking numbers rather than inferred from the outside
Google Ads / Local Services (if active)	Read-only	Business owner	Whether the 37 ad creatives on file in Google’s public ad record are running against real spend and results, instead of the public record alone

Week Project: turn an approved fix into a published page

A Week Project puts FARO to work coordinating the fixes already named in this audit's recommendations: giving each of the eight repeat-title pages its own heading and description, publishing a price and availability on Day Pass, the AI founders page, and Event Space, re-running the homepage's load test against today's 20,647-millisecond reading, clearing the five broken links, and completing the sitemap. FARO plans the sequence and verifies each result against the same completion check named in the recommendation — for example, confirming a fresh page capture shows one main heading, or that a repeat load test lands inside Google's published range. The permission boundary stays fixed throughout: FARO plans, orchestrates, and verifies; the connected content or site execution agent does the actual publishing, using only the access Primary names for that task. No page changes without Primary's written approval first, and FARO never holds standing access to publish on its own.

Monthly / Ongoing: keep the answer current

Search results, Google's AI answers, and Primary's own site keep changing after this report ships. On a monthly plan, FARO re-runs this audit's checks on a set schedule, reanalyzes the searches or pages that changed, and refreshes the specific finding that changed rather than rewriting the whole report. Where Primary has connected the accounts above, the same plan covers the maintenance those accounts make possible: keeping the Google Business Profile's hours and photos current, watching Search Console for pages that gain or lose visibility, and confirming Primary's listings on Deskmart, HubbleHQ, LiquidSpace, and CoworkingCafe still show a current price and a working link to liveprimary.com. None of that maintenance runs without the matching account connected and its scope named in writing by Primary first.

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