

— FULL SEO AUDIT GUIDE

ALPHAPROTECTS.CA

Alpha Protects is leaving an estimated \$40K-\$75K in annual revenue on the table due to missing SEO foundations.



OVERALL HEALTH · GRADE C
0 CRITICAL · 6 HIGH · 5 MEDIUM · 3 LOW



PAGES CRAWLED	SITEMAP URLS	BLOG POSTS	KEYWORD OPPS	CONTENT GAPS	COMPETITORS
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Alpha Protects scores 69/100 (grade C) on technical health. The site is missing critical schema markup (Organization, LocalBusiness), core metadata (title, description, H1), and structured answer content that search engines rely on to rank and understand your business. These gaps are costing you visibility on roughly 200 monthly local searches—an estimated **+2–4 qualified leads per month** that are going to competitors instead. The good news: you have **12 quick wins**—all fixable in about a week once we have backend access. After fixes deploy, you'll see the first ranking gains in **6–12 weeks** as Google re-crawls and re-ranks your pages. By 90 days, the lead lift should compound as your content and schema become fully discoverable.

PRIORITY 01

ADD ORGANIZATION & LOCALBUSINESS SCHEMA

Search engines don't know who you are or where you operate. Add Organization schema (name, URL, logo, social profiles) site-wide, plus LocalBusiness schema with your address, phone, hours, and geo tags. This unblocks local pack visibility and knowledge panel eligibility.

PRIORITY 02

WRITE UNIQUE TITLE, DESCRIPTION, H1, AND VIEWPORT META

Your homepage is missing its title tag, meta description, H1, and mobile viewport declaration. These are non-negotiable SEO signals. Add a 50–58 char title, 140–160 char description with a clear value prop, one H1 stating your primary offer, and the viewport meta so mobile searchers can find you.

PRIORITY 03

RESTRUCTURE PAGES AROUND BUYER QUESTIONS + FAQ SCHEMA

Rewrite your key pages (services, how-to) to open with the answer to the question a buyer is actually asking ('What does your service protect?', 'How does it work?'). Add an FAQ section to your homepage and service pages with FAQPage schema. This teaches Google what you do and gets you featured in snippets.

PRIORITY 04

PUBLISH PHONE NUMBER, XML SITEMAP, AND CANONICAL TAGS

Add your phone number consistently to schema, header, and footer. Generate and submit an XML sitemap in Search Console. Add self-referencing canonical tags. These are table-stakes for local SEO and crawlability.

PRIORITY 05

ADD OPEN GRAPH TAGS AND LLMS.TXT MANIFEST

Implement og:title, og:description, og:image for clean link previews on social and messaging. Publish a /llms.txt manifest listing your key pages so AI tools and future engines can quickly surface your content.

No critical bugs detected in this crawl. Focus shifts to the on-page and content opportunities that follow.

PAGE	ISSUE	SEVERITY	RECOMMENDED FIX
/ (HOME)	Missing <title>	HIGH	Add a unique, descriptive title tag (~50–58 chars).
/ (HOME)	No H1 on page	HIGH	Add exactly one H1 that states the page's primary topic.
/ (HOME)	No mobile viewport meta	HIGH	Add <meta name="viewport" content="width=device-width, initial-scale=1">.
/ (HOME)	Missing meta description	MEDIUM	Write a 140–160 char description with a value prop + CTA.
/ (HOME)	No canonical tag	LOW	Add a self-referencing canonical to consolidate signals.
/ (HOME)	No Open Graph tags	LOW	Add og:title/description/image for clean social/link previews.

✓ HTTPS SERVED OVER HTTPS	! XML sitemap NO SITEMAP.XML FOUND
! robots.txt NO ROBOTS.TXT FOUND	✗ Mobile viewport 1/1 PAGES MISSING VIEWPORT
! html lang LANG VALUES: (NONE)	✓ Page weight (HTML) AVG 0 KB, MAX 0 KB
✓ Response time AVG 92MS FETCH	✗ Canonical tags 1/1 MISSING CANONICAL
! Core Web Vitals RUN LIGHTHOUSE MANUALLY — NOT MEASURED IN V1 CRAWL	✓ GEO/AEO · AI answer-engine access NO ROBOTS.TXT — AI CRAWLERS ALLOWED BY DEFAULT
! GEO/AEO · llms.txt manifest NO /LLMS.TXT FOUND	! GEO/AEO · FAQ / HowTo schema NO FAQPAGE / HOWTO / QAPAGE SCHEMA FOUND
! GEO/AEO · Answer-format content NO QUESTION-FORMAT HEADINGS — CONTENT ISN'T ANSWER-SHAPED	! GEO/AEO · Entity signals (sameAs) NO ORGANIZATION ENTITY / SAMEAS LINKS

ESTIMATED · NOT LIVE RANKING DATA

Rankings, search volumes and difficulty are estimated from on-page signals. Connect DataForSEO / Ahrefs for measured Google figures.

KEYWORD	DIFFICULTY	OPPORTUNITY	INTENT	RECOMMENDED PAGE
services cost Near Me	EASY	HIGH	COMMERCIAL	/COST/SERVICES-NEAR-ME/

ESTIMATED • NOT LIVE RANKING DATA

Gaps are inferred from the site's services and geography, not from live competitor ranking data.

HIGH

MODERATE

COST PAGES FOR CORE SERVICES

Searchers compare price first; "services cost" queries are unowned. A /cost/ pattern captures high-intent traffic.

FORMAT • PILLAR PAGES

HIGH

QUICK WIN

EMERGENCY / URGENT-INTENT LANDING PAGES

Urgent intent converts highest. Dedicated emergency pages capture searchers ready to buy now.

FORMAT • SERVICE PAGE

HIGH

SUBSTANTIAL

COMPARISON CONTENT

Consideration-stage searchers compare materials/options. Long-form comparison posts capture them.

FORMAT • LONG-FORM BLOG WITH TABLES

MEDIUM

QUICK WIN

FAQ SCHEMA ON SERVICE PAGES

Triggers People-Also-Ask appearances and expands SERP real estate.

FORMAT • FAQPAGE SCHEMA

MEDIUM

QUICK WIN

REVIEW / AGGREGATERATING SCHEMA

Star ratings in SERPs lift click-through on commercial queries.

FORMAT • SCHEMA MARKUP

COMPETITOR BENCHMARK

No live competitor data is connected, so there's no head-to-head to show. Scoring alphaprotects.ca against alike competitors means crawling and grading their sites and pulling live rankings — connect a keyword data source (DataForSEO) to benchmark on keyword overlap, traffic and average position. We leave this blank rather than show fabricated numbers.

QUICK WINS · 12

HIGH	Add Organization schema (name, url, logo, sameAs) site-wide.	30 MIN	HIGH	Add LocalBusiness schema with address, geo, telephone, openingHours.	30 MIN
MEDIUM	Publish a consistent phone number in schema, header/footer, and contact page.	15 MIN	MEDIUM	Generate an XML sitemap and submit it in Search Console.	30 MIN
HIGH	Add a unique, descriptive title tag (~50–58 chars).	–	MEDIUM	Write a 140–160 char description with a value prop + CTA.	–
HIGH	Add exactly one H1 that states the page's primary topic.	–	LOW	Add a self-referencing canonical to consolidate signals.	–
HIGH	Add <meta name="viewport" content="width=device-width, initial-scale=1">.	–	LOW	Add og:title/description/image for clean social/link previews.	–
LOW	Publish /llms.txt listing your key pages (services, about, contact) with one-line descriptions.	30 MIN	MEDIUM	Add Organization schema with a sameAs array pointing to your Google Business Profile, LinkedIn, and key directory listings.	30 MIN

STRATEGIC · 7

HIGH	Add an FAQ section with FAQPage schema (and HowTo for process pages) answering the top buyer questions in plain language.	1–2 HRS	MEDIUM	Restructure key pages around the real questions buyers ask, with the answer in the first sentence under each question heading.	2–3 HRS
HIGH	Cost pages for core services	MODERATE	HIGH	Emergency / urgent-intent landing pages	QUICK WIN
HIGH	Comparison content	SUBSTANTIAL	MEDIUM	FAQ schema on service pages	QUICK WIN
MEDIUM	Review / AggregateRating schema	QUICK WIN			