

— SEARCH VISIBILITY SNAPSHOT · NO. 244

ALPHAPROTECTS.CA

— WHERE THE LOCAL LEADS ARE LEAKING

PREPARED FOR

Jason

Alpha Protects

PROPERTY

alphaprotects.ca

<https://alphaprotects.ca/>

DATE

June 15, 2026



69/100

OVERALL · GRADE C

UNDERPERFORMING — REVENUE ON THE TABLE

ALPHA PROTECTS IS LEAVING AN ESTIMATED \$40K–\$75K IN ANNUAL REVENUE ON THE TABLE DUE TO MISSING SEO FOUNDATIONS.

Alpha Protects has a capable, established site — but fixable gaps keep it off page one for the searches that book work. High-intent local buyers searching for what you do are going to more-visible competitors, so an estimated **\$40K–\$75K of annual job value** is slipping away. The fixes are foundational, not a teardown — a realistic path to **+2–4 LEADS / MO** of new inbound.

— TODAY'S COST

\$40K–\$75K

Estimated annual job value going to competitors while top local searches stay out of reach.

— TIME TO RECOVERY

6–12 WEEKS

From the core technical & content fixes to first measurable ranking gains.

— 90-DAY UPSIDE

+2–4 LEADS / MO

Estimated new inbound inquiries per month from search and AI assistants, as rankings recover.

— HI JASON,

We've completed a technical SEO audit of alphaprotects.ca. The score is 69/100 (grade C)—your foundation is there, but you're missing critical schema, metadata, and answer-focused content that search engines use to rank and understand your business. **The opportunity:** You're sitting on an estimated **200 monthly local searches** where buyers are looking for exactly what you offer. Right now, those searches go to competitors because your site isn't fully visible to Google. By fixing the 12 quick wins we've identified, you'll unlock an estimated **+2–4 qualified leads per month**—worth roughly **\$40K–\$75K in annual revenue** at current close rates and job values. **How this works:** Our team will implement all fixes (schema, metadata, content restructure, sitemaps, canonical tags) in about a week once you grant backend access—no heavy lifting required on your end. After the fixes go live, Google needs **6–12 weeks** to re-crawl your pages and re-rank them; that's how search engines work, not a drawback. By 90 days, as your schema and answer-driven content become fully indexed, the lead lift compounds. **Next step:** Let's talk through the fixes and get a start date on your calendar. The sooner we implement, the sooner you start capturing those lost leads. Best, Eunoia Consulting