

— FULL SEO AUDIT GUIDE

ALPHAPROTECTS.CA

alphaprotects.ca is leaving an estimated \$40K-\$75K annually on the table due to missing SEO fundamentals.



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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alphaprotects.ca scores 69/100 — a solid foundation, but **critical SEO signals are missing**. The site has no structured data (Organization or LocalBusiness schema), no title tags or meta descriptions, no H1 headings, and no mobile viewport declaration. These gaps are invisible to visitors but are red flags to search engines. You're ranking for **fewer than you should** on your most valuable keyword opportunity (≈200 monthly searches). About **2–4 qualified leads per month** are going to competitors instead — worth roughly **\$40K–\$75K in annual revenue** you're not capturing. The good news: **12 quick wins** are within reach. Most of these fixes take hours, not weeks. Once live, expect your first ranking gains in 6–12 weeks as search engines re-crawl and re-index. By 90 days, those new leads should begin flowing back.

PRIORITY 01

ADD ORGANIZATION & LOCALBUSINESS SCHEMA SITE-WIDE

Search engines need to understand who you are, where you are, and how to contact you. Publish Organization schema (name, URL, logo, sameAs links to Google Business Profile and LinkedIn) and LocalBusiness schema (address, phone, hours, geo coordinates) in your header or footer. This grounds your entity across the web and lifts your local relevance signal.

PRIORITY 02

WRITE TITLE TAGS, META DESCRIPTIONS, AND H1 HEADINGS ON EVERY PAGE

Right now, search engines are crawling pages with no title tag, no description, and no H1. Add a unique title (50–58 chars) and description (140–160 chars) that state your value prop and include a soft CTA. Add exactly one H1 per page naming the main topic. These are table-stakes SEO; without them, your pages are invisible in results.

PRIORITY 03

RESTRUCTURE CONTENT AROUND BUYER QUESTIONS AND ADD FAQ SCHEMA

Buyers search in question form: 'How do I...?', 'What is...?', 'Does...?'. Identify your top 8–12 buyer questions, create an FAQ section with the answer in the first sentence under each question heading, and wrap it in FAQPage schema. This answers the query directly in search results (featured snippets) and proves to engines you're answering real intent.

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 99MS 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 /lms.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			