

— SEARCH VISIBILITY SNAPSHOT · NO. 244

ALPHAPROTECTS.CA

— WHAT'S BEING LEFT ON THE TABLE

PREPARED FOR

JASON NEUMAN

alphaprotects.ca

PROPERTY

<https://alphaprotects.ca/>

DATE

June 15, 2026



69/100

OVERALL · GRADE C

UNDERPERFORMING — REVENUE ON THE TABLE

ALPHAPROTECTS.CA IS LEAVING AN ESTIMATED \$40K–\$75K ANNUALLY ON THE TABLE DUE TO MISSING SEO FUNDAMENTALS.

alphaprotects.ca is losing an estimated **\$40K–\$75K/yr** in winnable work — high-intent buyers searching for what you do are going to more-visible competitors instead. The fixes are fast to implement; rankings then recover over about **6–12 weeks**, opening the door to **+2–4 LEADS / MO** of new inbound.

— TODAY'S COST

\$40K–\$75K

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

— TIME TO RECOVERY

6–12 WEEKS

From the core fixes to first measurable ranking gains as engines re-crawl.

— 90-DAY UPSIDE

+2–4 LEADS / MO

Estimated new inbound inquiries per month as rankings recover.

— HI JASON,

Your site has a strong technical foundation (69/100), but it's missing the SEO signals that tell search engines you're a match for buyer queries. Right now, an estimated **\$40K–\$75K in annual revenue** is at risk — roughly 2–4 qualified leads per month going to competitors who've optimized these same basics. The opportunity is clear: you rank for far fewer keywords than your content and business justify. The gap isn't a content or authority problem; it's **missing structured data, title tags, meta descriptions, H1 headings, and FAQ schema** that buyers and engines depend on. **The fix is fast.** We can implement all 12 quick wins in about a week — no lengthy internal process, just direct access to your site. After we go live, search engines need 6–12 weeks to re-crawl and re-rank your pages. You'll see your first ranking gains around week 6, and by 90 days the lead lift will be measurable. This is how SEO works: the implementation is quick; the search results take time to follow. Once these fundamentals are in place, your next step is the content restructure — answering the real questions your buyers are asking. That's where the featured snippets (and the leads) come from. Ready to close this gap? Let's talk next steps. The good news: the most expensive issues are also the easiest to fix.