

— SEARCH VISIBILITY SNAPSHOT · NO. 244

ALPHAPROTECTS.CA

— WHERE THE LOCAL LEADS ARE LEAKING

PREPARED FOR

Jason

alphaprotects.ca

PROPERTY

alphaprotects.ca

https://alphaprotects.ca/

DATE

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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 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,

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.