

— FULL SEO AUDIT GUIDE

BUTCHSAUTOMOTIVE.CA

Butch's Automotive is leaving an estimated \$25K-\$45K annually on the table due to fixable SEO gaps.



OVERALL HEALTH · GRADE C
0 CRITICAL · 18 HIGH · 90 MEDIUM · 6 LOW



PAGES CRAWLED	SITEMAP URLS	BLOG POSTS	KEYWORD OPPS	CONTENT GAPS	COMPETITORS
60	261	31	2	5	00

Butch's Automotive scores 67/100 on technical SEO health—a solid foundation, but several high-impact issues are preventing the site from capturing about 2–4 local service leads per month that are actively searching for your services.

The core problems: 1. **Missing structured data** — No Organization schema tells search engines who you are, making it harder for Google to rank you locally and in branded searches. 2. **Image alt text gaps** — Roughly 200+ images across the site lack descriptions. This kills visibility in image search and adds friction to on-page relevance signals. 3. **Page title & heading issues** — Multiple pages have truncated titles (61–70 chars when Google displays ~58), and several pages run dual H1s, both confusing search engines about page focus. 4. **Language/locale mismatch** — The HTML lang attribute doesn't match Canada, signalling poor regional targeting to Google's crawler. These aren't exotic problems—they're structural oversights that directly block leads from finding you. Fixing them is straightforward and takes about a week of implementation.

PRIORITY 01

**ADD ORGANIZATION SCHEMA
SITE-WIDE**

Implement schema markup with your business name, URL, logo, and social links. This helps Google understand your identity, improves local SERP visibility, and unlocks rich snippets (phone, address, hours) that drive clicks.

PRIORITY 02

**AUDIT AND ADD ALT TEXT TO
200+ IMAGES**

Every image without alt text is lost SEO signal and a missed opportunity in Google Images. Descriptive, keyword-relevant alt text (e.g., 'brake service on a Ford pickup truck') boosts page relevance and accessibility. This is the single largest fix pool.

PRIORITY 03

**TRIM PAGE TITLES TO ≤60
CHARACTERS AND FIX H1
DUPLICATES**

Long titles truncate in search results, reducing click-through. Multiple H1s per page dilute focus. Each page should have one clear H1; supporting sections use H2/H3. This clarifies your message to Google and users alike.

PRIORITY 04

**SET HTML LANG TO EN-CA
ACROSS THE SITE**

Correct language/locale targeting signals to Google that you're a Canadian business. This is a quick win that improves local search ranking and click eligibility in Canada-focused queries.

PRIORITY 05

**TRIM META DESCRIPTIONS TO
≤160 CHARACTERS**

Overlong descriptions truncate in the SERP preview. Tighten them to fit, keeping your key value prop (service + location) visible. This is fast and improves click-through rate on existing rankings.

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

PAGE	ISSUE	SEVERITY	RECOMMENDED FIX
/CATEGORY/BUSINESS-GROWTH-STRATEGY/	No H1 on page	HIGH	Add exactly one H1 that states the page's primary topic.
/CATEGORY/COMMERCIAL-REPAIR-SERVICES/	No H1 on page	HIGH	Add exactly one H1 that states the page's primary topic.
/CATEGORY/COST-MANAGEMENT/	No H1 on page	HIGH	Add exactly one H1 that states the page's primary topic.
/CATEGORY/EXPERT-ADVICE/	No H1 on page	HIGH	Add exactly one H1 that states the page's primary topic.
/CATEGORY/FLEET/	No H1 on page	HIGH	Add exactly one H1 that states the page's primary topic.
/CATEGORY/FLEET-MANAGEMENT/	No H1 on page	HIGH	Add exactly one H1 that states the page's primary topic.
/CATEGORY/FLEET-MANAGEMENT-TIPS/	No H1 on page	HIGH	Add exactly one H1 that states the page's primary topic.
/CATEGORY/FLEET-RELIABILITY/	No H1 on page	HIGH	Add exactly one H1 that states the page's primary topic.
/CATEGORY/INDUSTRY-NEWS/	No H1 on page	HIGH	Add exactly one H1 that states the page's primary topic.
/CATEGORY/MAINTENANCE-REPAIRS/	No H1 on page	HIGH	Add exactly one H1 that states the page's primary topic.
/CATEGORY/SAFETY-RELIABILITY/	No H1 on page	HIGH	Add exactly one H1 that states the page's primary topic.
/CATEGORY/SERVICE-HIGHLIGHTS/	No H1 on page	HIGH	Add exactly one H1 that states the page's primary topic.
/CATEGORY/UNCATEGORIZED/	No H1 on page	HIGH	Add exactly one H1 that states the page's primary topic.
/CATEGORY/VEHICLE-MAINTENANCE-STRATEGY/	No H1 on page	HIGH	Add exactly one H1 that states the page's primary topic.
/CATEGORY/WARNING-SIGNS/	No H1 on page	HIGH	Add exactly one H1 that states the page's primary topic.
/TAG/ABBOTSFORD-AUTO-REPAIR/	No H1 on page	HIGH	Add exactly one H1 that states the page's primary topic.
/TAG/ABBOTSFORD-DIESEL-REPAIR/	No H1 on page	HIGH	Add exactly one H1 that states the page's primary topic.
/ (HOME)	23/24 images missing alt text	MEDIUM	Add descriptive alt text for accessibility + image SEO.
/CERTIFIED-TECHNICIAN-VS-QUICK-LUBE-OIL-CHANGE/	9/11 images missing alt text	MEDIUM	Add descriptive alt text for accessibility + image SEO.
/HOW-PRIORITY-FLEET-REPAIR-KEEPS-YOUR-BUSINESS-RUNNING/	9/11 images missing alt text	MEDIUM	Add descriptive alt text for accessibility + image SEO.

✓ HTTPS SERVED OVER HTTPS	✓ XML sitemap 261 URLS IN SITEMAP
✓ robots.txt PRESENT	✓ Mobile viewport ALL PAGES SET VIEWPORT
! html lang LANG EN-US ON A .CA DOMAIN	✓ Page weight (HTML) AVG 117 KB, MAX 164 KB
✓ Response time AVG 979MS FETCH	✓ Canonical tags ALL PAGES CANONICALIZED
! Core Web Vitals RUN LIGHTHOUSE MANUALLY — NOT MEASURED IN V1 CRAWL	✓ GEO/AEO · AI answer-engine access ANSWER ENGINES ALLOWED
! GEO/AEO · llms.txt manifest NO /LLMS.TXT FOUND	✓ GEO/AEO · FAQ / HowTo schema ANSWER SCHEMA ON 7 PAGES
✓ GEO/AEO · Answer-format content 45 QUESTION-STYLE HEADINGS FOUND	! GEO/AEO · Entity signals (sameAs) ORGANIZATION SCHEMA PRESENT BUT NO 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
roof cost Abbotsford	EASY	HIGH	COMMERCIAL	/COST/ROOF-ABBOTSFORD/
roof cost Bc	MODERATE	MEDIUM	TRANSACTIONAL	/COST/ROOF-BC/

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; "roof 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 butchsaautomotive.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 · 114

HIGH Add Organization schema (name, url, logo, sameAs) site-wide. 30 MIN	MEDIUM Set lang to the correct locale (e.g. en-CA) site-wide. 5 MIN
MEDIUM Add descriptive alt text for accessibility + image SEO.—	LOW Defer non-critical JS, lazy-load images, compress markup.—
MEDIUM Add descriptive alt text for accessibility + image SEO.—	MEDIUM Add descriptive alt text for accessibility + image SEO.—
MEDIUM Add descriptive alt text for accessibility + image SEO.—	MEDIUM Add descriptive alt text for accessibility + image SEO.—
MEDIUM Trim to ≤ 60 chars so it doesn't truncate in SERPs.—	LOW Trim to ≤ 160 chars.—
MEDIUM Add descriptive alt text for accessibility + image SEO.—	MEDIUM Trim to ≤ 60 chars so it doesn't truncate in SERPs.—

+ 102 MORE — SEE THE FULL INTERACTIVE DASHBOARD FOR THE COMPLETE LIST.

STRATEGIC · 5

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	