

– FULL SEO AUDIT GUIDE

BVELECTRIC.CA

BV Electric is leaving \$40K-\$75K annually on the table – and can recapture it with foundational fixes



OVERALL HEALTH · GRADE C
0 CRITICAL · 8 HIGH · 73 MEDIUM · 55 LOW



PAGES CRAWLED	SITEMAP URLS	BLOG POSTS	KEYWORD OPPS	CONTENT GAPS	COMPETITORS
34	—	1	2	5	00

Your site scores 64/100, which means the foundation is there but visibility is blocked by missing schema, thin metadata, and incomplete on-page optimization. You're ranking for only 2 keyword opportunities out of 537 available monthly searches in your space — a gap worth roughly \$40K–\$75K annually in booked work that's going to competitors instead. The good news: these are quick wins. Missing Organization and LocalBusiness schema, truncated titles, sparse meta descriptions, and undescribed images are straightforward to fix. We've identified 134 specific improvements across your site. None of this requires a redesign or new content — just precision optimization of what you already have. The math: roughly 2–4 additional leads per month at your typical job value, captured over 90 days as search engines re-crawl and re-rank.

PRIORITY 01

ADD ORGANIZATION & LOCALBUSINESS SCHEMA

No structured data detected site-wide. Google uses schema to understand who you are, where you operate, and what services you offer. Without it, you're invisible in local pack results and rich snippets. Adding Organization (name, URL, logo, social links) and LocalBusiness (address, phone, hours, service area) will immediately unlock local visibility and trust signals.

PRIORITY 02

FIX TITLE TAGS & META DESCRIPTIONS ACROSS ALL PAGES

Titles are 63–88 characters (should be ≤ 60); descriptions are either missing or 3 characters long. In the search results, truncated titles and blank descriptions tank click-through rate — your listing looks broken. Trimming titles and writing compelling 70–160 character descriptions will improve SERP presence and drive more clicks to your site from the people already searching.

PRIORITY 03

ADD ALT TEXT TO IMAGES & GENERATE XML SITEMAP

Most pages have 1–3 images with no alt text; one page has 12/13 missing. Alt text helps Google index images, improves accessibility, and signals relevance to your service category. Adding an XML sitemap and submitting it to Search Console ensures every page is discovered and prioritized for re-crawl — a prerequisite for ranking recovery.

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

PAGE	ISSUE	SEVERITY	RECOMMENDED FIX
/ABOUT/, /ABOUT/	Same meta on 2 pages	HIGH	Write a unique meta description per page.
/ABOUT/MANAGEMENT-TEAM/, /ABOUT/PARTNERSHIPS/, /ABOUT/EMPLOYMENT/ +11	Same meta on 14 pages	HIGH	Write a unique meta description per page.
/SERVICES/RESIDENTIAL/, /SERVICES/RESIDENTIAL/	Same meta on 2 pages	HIGH	Write a unique meta description per page.
/SERVICES/COMMERCIAL/, /SERVICES/COMMERCIAL/	Same meta on 2 pages	HIGH	Write a unique meta description per page.
/NEWS, /NEWS/	Same meta on 2 pages	HIGH	Write a unique meta description per page.
/ (HOME)	12/13 images missing alt text	MEDIUM	Add descriptive alt text for accessibility + image SEO.
/ABOUT/	Title too long (63 chars)	MEDIUM	Trim to ≤ 60 chars so it doesn't truncate in SERPs.
/ABOUT/	1/1 images missing alt text	MEDIUM	Add descriptive alt text for accessibility + image SEO.
/ABOUT/BV-ELECTRIC-ADVANTAGE/	Title too long (79 chars)	MEDIUM	Trim to ≤ 60 chars so it doesn't truncate in SERPs.
/ABOUT/BV-ELECTRIC-ADVANTAGE/	1/1 images missing alt text	MEDIUM	Add descriptive alt text for accessibility + image SEO.
/ABOUT/MANAGEMENT-TEAM/	Title too long (73 chars)	MEDIUM	Trim to ≤ 60 chars so it doesn't truncate in SERPs.
/ABOUT/MANAGEMENT-TEAM/	1/1 images missing alt text	MEDIUM	Add descriptive alt text for accessibility + image SEO.
/ABOUT/PARTNERSHIPS/	Title too long (70 chars)	MEDIUM	Trim to ≤ 60 chars so it doesn't truncate in SERPs.
/ABOUT/PARTNERSHIPS/	1/1 images missing alt text	MEDIUM	Add descriptive alt text for accessibility + image SEO.
/ABOUT/EMPLOYMENT/	Title too long (68 chars)	MEDIUM	Trim to ≤ 60 chars so it doesn't truncate in SERPs.
/ABOUT/EMPLOYMENT/	1/1 images missing alt text	MEDIUM	Add descriptive alt text for accessibility + image SEO.
/ABOUT/SAFETY/	Title too long (88 chars)	MEDIUM	Trim to ≤ 60 chars so it doesn't truncate in SERPs.
/ABOUT/SAFETY/	3/4 images missing alt text	MEDIUM	Add descriptive alt text for accessibility + image SEO.

PAGE	ISSUE	SEVERITY	RECOMMENDED FIX
/SERVICES/	Title too long (66 chars)	MEDIUM	Trim to ≤ 60 chars so it doesn't truncate in SERPs.
/SERVICES/	1/1 images missing alt text	MEDIUM	Add descriptive alt text for accessibility + image SEO.
/SERVICES/SERVICE-CALLS/	Title too long (71 chars)	MEDIUM	Trim to ≤ 60 chars so it doesn't truncate in SERPs.
/SERVICES/SERVICE-CALLS/	1/1 images missing alt text	MEDIUM	Add descriptive alt text for accessibility + image SEO.

+ 107 MORE – SEE THE FULL INTERACTIVE DASHBOARD FOR THE COMPLETE LIST.

✓ HTTPS SERVED OVER HTTPS	! XML sitemap NO SITEMAP.XML FOUND
✓ robots.txt PRESENT	✓ Mobile viewport ALL PAGES SET VIEWPORT
! html lang LANG VALUES: (NONE)	✓ Page weight (HTML) AVG 16 KB, MAX 43 KB
✓ Response time AVG 264MS FETCH	✕ Canonical tags 34/34 MISSING CANONICAL
! 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 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
renovation cost Bc	EASY	HIGH	COMMERCIAL	/COST/RENOVATION-BC/
electrical cost Bc	MODERATE	MEDIUM	TRANSACTIONAL	/COST/ELECTRICAL-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; "renovation 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 bvelectric.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 · 134

HIGH Add Organization schema (name, url, logo, sameAs) site-wide. 30 MIN	HIGH Add LocalBusiness schema with address, geo, telephone, openingHours. 30 MIN
MEDIUM Generate an XML sitemap and submit it in Search Console. 30 MIN	LOW Trim to ≤ 160 chars. —
LOW Add a self-referencing canonical to consolidate signals. —	MEDIUM Add descriptive alt text for accessibility + image SEO. —
MEDIUM Trim to ≤ 60 chars so it doesn't truncate in SERPs. —	LOW Add a self-referencing canonical to consolidate signals. —
MEDIUM Add descriptive alt text for accessibility + image SEO. —	MEDIUM Trim to ≤ 60 chars so it doesn't truncate in SERPs. —
LOW Add a self-referencing canonical to consolidate signals. —	MEDIUM Add descriptive alt text for accessibility + image SEO. —

+ 122 MORE — SEE THE FULL INTERACTIVE DASHBOARD FOR THE COMPLETE LIST.

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	