

— FULL SEO AUDIT GUIDE

CLAYMASTERS.CA

Clay Masters ranks well but is leaving qualified leads on the table.



OVERALL HEALTH · GRADE B
0 CRITICAL · 2 HIGH · 5 MEDIUM · 1 LOW



PAGES CRAWLED	SITEMAP URLS	BLOG POSTS	KEYWORD OPPS	CONTENT GAPS	COMPETITORS
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Clay Masters has a **workable SEO foundation that's leaking value through fixable defects**. Our crawl scored the site **80/100 (grade B)** and surfaced **0 critical issues** plus a stack of quick wins. The pattern is consistent: the business is more capable than its search footprint suggests. Fixing the critical bugs first, then owning the high-intent "cost" and location queries competitors currently take, is the fastest path to more inbound leads.

PRIORITY 01

**NO LOCAL BUSINESS
SCHEMA DETECTED**

Add LocalBusiness schema with address, geo, telephone, openingHours.

PRIORITY 02

**NO FAQ/HOWTO ANSWER
SCHEMA**

Add an FAQ section with FAQPage schema (and HowTo for process pages) answering the top buyer questions in plain language.

PRIORITY 03

NO XML SITEMAP

Generate an XML sitemap and submit it in Search Console.

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

PAGE	ISSUE	SEVERITY	RECOMMENDED FIX
/ (HOME)	Title too long (66 chars)	MEDIUM	Trim to ≤ 60 chars so it doesn't truncate in SERPs.
/ (HOME)	8 H1s on page	MEDIUM	Use a single H1; demote the rest to H2/H3.
/ (HOME)	5/6 images missing alt text	MEDIUM	Add descriptive alt text for accessibility + image SEO.

✓ HTTPS SERVED OVER HTTPS	! XML sitemap NO SITEMAP.XML FOUND
✓ robots.txt PRESENT	✓ Mobile viewport ALL PAGES SET VIEWPORT
✓ html lang LANG VALUES: EN	✓ Page weight (HTML) AVG 32 KB, MAX 32 KB
✓ Response time AVG 385MS 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 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) ORGANIZATION SAMEAS LINKS PRESENT — ENTITY IS GROUNDED FOR AI

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 Bc	EASY	HIGH	COMMERCIAL	/COST/SERVICES-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; "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 claymasters.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 - 6

HIGH Add LocalBusiness schema with address, geo, telephone, openingHours. 30 MIN	MEDIUM Generate an XML sitemap and submit it in Search Console. 30 MIN
MEDIUM Trim to ≤ 60 chars so it doesn't truncate in SERPs. —	MEDIUM Use a single H1; demote the rest to H2/H3. —
MEDIUM Add descriptive alt text for accessibility + image SEO. —	LOW Publish /llms.txt listing your key pages (services, about, contact) with one-line descriptions. 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	