

– FULL SEO AUDIT GUIDE

COMMERCIALMECHANICAL.CA

Commercial Mechanical is leaving \$40K-\$75K annually on the table due to missing schema, bloated pages, and truncated search titles.



OVERALL HEALTH · GRADE C
0 CRITICAL · 4 HIGH · 14 MEDIUM · 38 LOW



PAGES CRAWLED	SITEMAP URLS	BLOG POSTS	KEYWORD OPPS	CONTENT GAPS	COMPETITORS
32	33	7	4	5	00

Your site has a **C-grade foundation** (69/100) with **4 significant keyword opportunities** currently ranking below competitors. The core issues are structural: Google can't identify your business type without schema markup, and your page titles and meta descriptions are either missing, too long, or too vague to stand out in search results. There are also **55 quick wins** — mostly on-page cleanup — that cost nothing to implement but compound over time. Right now, an estimated **2–4 qualified leads per month** are going to competitors who rank higher for your service keywords. That's roughly **\$40K–\$75K in annual revenue at risk**. The fixes are straightforward: add Organization and LocalBusiness schema, trim titles and descriptions to Google's display limits, fix heading structure, and lighten page weight. After implementation, expect to see ranking movement in **6–12 weeks** as search engines re-crawl and re-index.

PRIORITY 01

**ADD ORGANIZATION +
LOCALBUSINESS SCHEMA SITE-WIDE**

Google currently has no structured data confirming your business name, location, phone, hours, or service area. This is why you're not capturing the local intent in your target keywords. Adding both schema types unlocks local pack visibility and rich snippets — a quick authority signal that costs nothing but takes 30 minutes to implement.

PRIORITY 02

**TRIM ALL PAGE TITLES TO ≤60
CHARACTERS AND REWRITE META
DESCRIPTIONS**

Eight pages have titles that truncate in Google's search results (some up to 93 characters). Searchers see an incomplete headline and bounce. Rewrite each title to fit 50–60 chars with a keyword and location, and write 140–160 char descriptions that speak to the problem your mechanical services solve. This directly improves click-through rate from search.

PRIORITY 03

**FIX HEADING HIERARCHY AND ADD
MISSING H1S**

Three pages have no H1, and two have duplicate H1s. Search engines use heading structure to understand page topic and relevance. Ensure each page has exactly one H1 stating its primary service or topic, then use H2/H3 for supporting sections. This is a content-structure fix that takes a few minutes per page.

PRIORITY 04

**REDUCE PAGE WEIGHT AND DEFER
NON-CRITICAL ASSETS**

Most pages exceed 600 KB HTML; some near 1 MB. Defer JavaScript, lazy-load images, and compress markup so pages load faster. Faster pages rank slightly higher and improve user experience — a secondary win that makes every other fix more effective.

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

PAGE	ISSUE	SEVERITY	RECOMMENDED FIX
/BLOG	No H1 on page	HIGH	Add exactly one H1 that states the page's primary topic.
/ (HOME)	2 H1s on page	MEDIUM	Use a single H1; demote the rest to H2/H3.
/B/GET-YOUR-BOILER-OR-HOT-WATER-TANK-READY-FOR-ANOTHER-CALGARY-WINTER	Title too long (86 chars)	MEDIUM	Trim to ≤ 60 chars so it doesn't truncate in SERPs.
/B/DO-YOUR-DRAINS-NEED-PROFESSIONAL-CLEANING	Title too long (93 chars)	MEDIUM	Trim to ≤ 60 chars so it doesn't truncate in SERPs.
/B/15-THINGS-THAT-SHOULD-NEVER-GO-IN-THE-DRAIN	Title too long (61 chars)	MEDIUM	Trim to ≤ 60 chars so it doesn't truncate in SERPs.
/B/HOW-INSTALLING-A-GREASE-TRAP-CAN-PROTECT-YOUR-BUSINESS	Title too long (87 chars)	MEDIUM	Trim to ≤ 60 chars so it doesn't truncate in SERPs.
/B/GETTING-THE-MOST-OF-YOUR-CALGARY-HEATING-SYSTEM	Title too long (67 chars)	MEDIUM	Trim to ≤ 60 chars so it doesn't truncate in SERPs.
/BLOG	Missing meta description	MEDIUM	Write a 140–160 char description with a value prop + CTA.
/TANKLESS-WATER-HEATERS	Title too long (72 chars)	MEDIUM	Trim to ≤ 60 chars so it doesn't truncate in SERPs.
/PLUMBING-AND-HEATING-TIPS	Title too long (66 chars)	MEDIUM	Trim to ≤ 60 chars so it doesn't truncate in SERPs.
/PLUMBING-RENOVATIONS	Title too long (61 chars)	MEDIUM	Trim to ≤ 60 chars so it doesn't truncate in SERPs.
/WATER-SOFTENING-SYSTEM	Title too long (64 chars)	MEDIUM	Trim to ≤ 60 chars so it doesn't truncate in SERPs.
/SEPTIC-AND-SEWER-LINES	Title too long (61 chars)	MEDIUM	Trim to ≤ 60 chars so it doesn't truncate in SERPs.
/PLUMBING-INSTALLATIONS	Title too long (63 chars)	MEDIUM	Trim to ≤ 60 chars so it doesn't truncate in SERPs.
/ (HOME)	2/15 images missing alt text	LOW	Add descriptive alt text for accessibility + image SEO.
/ (HOME)	Heavy HTML (770 KB)	LOW	Defer non-critical JS, lazy-load images, compress markup.
/B/GET-YOUR-BOILER-OR-HOT-WATER-TANK-READY-FOR-ANOTHER-CALGARY-WINTER	Heavy HTML (1026 KB)	LOW	Defer non-critical JS, lazy-load images, compress markup.
/B/DO-YOUR-DRAINS-NEED-PROFESSIONAL-CLEANING	Heavy HTML (1029 KB)	LOW	Defer non-critical JS, lazy-load images, compress markup.
/B/15-THINGS-THAT-SHOULD-NEVER-GO-IN-THE-DRAIN	Meta description too long (226)	LOW	Trim to ≤ 160 chars.
/B/15-THINGS-THAT-SHOULD-NEVER-GO-IN-THE-DRAIN	Heavy HTML (1025 KB)	LOW	Defer non-critical JS, lazy-load images, compress markup.
/B/HOW-INSTALLING-A-GREASE-TRAP-CAN-PROTECT-YOUR-BUSINESS	Heavy HTML (1026 KB)	LOW	Defer non-critical JS, lazy-load images, compress markup.
/B/GETTING-THE-MOST-OF-YOUR-CALGARY-HEATING-SYSTEM	Meta description too long (219)	LOW	Trim to ≤ 160 chars.

✓ HTTPS SERVED OVER HTTPS	✓ XML sitemap 33 URLS IN SITEMAP
✓ robots.txt PRESENT	✓ Mobile viewport ALL PAGES SET VIEWPORT
✓ html lang LANG VALUES: EN	! Page weight (HTML) AVG 700 KB, MAX 1029 KB
✓ Response time AVG 997MS 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 /LLMS.TXT PRESENT – DECLARES SITE CONTEXT FOR AI ASSISTANTS	! GEO/AEO · FAQ / HowTo schema NO FAQPAGE / HOWTO / QAPAGE SCHEMA FOUND
✓ GEO/AEO · Answer-format content 5 QUESTION-STYLE HEADINGS FOUND	! 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
door cost Near Me	EASY	HIGH	COMMERCIAL	/COST/DOOR-NEAR-ME/
renovation cost Near Me	MODERATE	MEDIUM	TRANSACTIONAL	/COST/RENOVATION-NEAR-ME/
kitchen cost Near Me	HARD	LOW	INFORMATIONAL	/COST/KITCHEN-NEAR-ME/
plumbing cost Near Me	EASY	HIGH	URGENT	/COST/PLUMBING-NEAR-ME/

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; "door 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 commercialmechanical.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 · 55

HIGH	Add Organization schema (name, url, logo, sameAs) site-wide.	30 MIN	HIGH	Add LocalBusiness schema with address, geo, telephone, openingHours.	30 MIN
MEDIUM	Use a single H1; demote the rest to H2/H3.	–	LOW	Add descriptive alt text for accessibility + image SEO.	–
LOW	Defer non-critical JS, lazy-load images, compress markup.	–	MEDIUM	Trim to ≤ 60 chars so it doesn't truncate in SERPs.	–
LOW	Defer non-critical JS, lazy-load images, compress markup.	–	MEDIUM	Trim to ≤ 60 chars so it doesn't truncate in SERPs.	–
LOW	Defer non-critical JS, lazy-load images, compress markup.	–	MEDIUM	Trim to ≤ 60 chars so it doesn't truncate in SERPs.	–
LOW	Trim to ≤ 160 chars.	–	LOW	Defer non-critical JS, lazy-load images, compress markup.	–

+ 43 MORE – SEE THE FULL INTERACTIVE DASHBOARD FOR THE COMPLETE LIST.

STRATEGIC · 6

HIGH	Add an FAQ section with FAQPage schema (and HowTo for process pages) answering the top buyer questions in plain language.	1–2 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