

— FULL SEO AUDIT GUIDE

EDIFICE.CA

n/a is losing winnable searches to fixable defects.



OVERALL HEALTH · GRADE C
0 CRITICAL · 22 HIGH · 39 MEDIUM · 37 LOW



PAGES CRAWLED	SITEMAP URLS	BLOG POSTS	KEYWORD OPPS	CONTENT GAPS	COMPETITORS
21	21	1	1	5	00

n/a has a **workable SEO foundation that's leaking value through fixable defects**. Our crawl scored the site **64/100 (grade C)** 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 ORGANIZATION
SCHEMA DETECTED**

Add Organization schema (name, url, logo, sameAs) site-wide.

PRIORITY 02

**NO LOCALBUSINESS
SCHEMA DETECTED**

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

PRIORITY 03

NO H1 ON PAGE

Add exactly one H1 that states the page's primary topic.

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

PAGE	ISSUE	SEVERITY	RECOMMENDED FIX
/FR/CONTACT/	No H1 on page	HIGH	Add exactly one H1 that states the page's primary topic.
/EN/CONTACT/	No H1 on page	HIGH	Add exactly one H1 that states the page's primary topic.
/EN/TEAM/	No H1 on page	HIGH	Add exactly one H1 that states the page's primary topic.
/EN/ABOUT/	No H1 on page	HIGH	Add exactly one H1 that states the page's primary topic.
/EN/SERVICES/	No H1 on page	HIGH	Add exactly one H1 that states the page's primary topic.
/FR/SERVICES/	No H1 on page	HIGH	Add exactly one H1 that states the page's primary topic.
/FR/TEAM/	No H1 on page	HIGH	Add exactly one H1 that states the page's primary topic.
/FR/ABOUT/	No H1 on page	HIGH	Add exactly one H1 that states the page's primary topic.
/FR/PROJECTS/	No H1 on page	HIGH	Add exactly one H1 that states the page's primary topic.
/EN/PROJECTS/	No H1 on page	HIGH	Add exactly one H1 that states the page's primary topic.
/FR/	No H1 on page	HIGH	Add exactly one H1 that states the page's primary topic.
/CATEGORY/EN/	No H1 on page	HIGH	Add exactly one H1 that states the page's primary topic.
/CATEGORY/FR/	No H1 on page	HIGH	Add exactly one H1 that states the page's primary topic.
/TAG/COMMERCIAL/	No H1 on page	HIGH	Add exactly one H1 that states the page's primary topic.
/TAG/CONSTRUCTION-MANAGEMENT/	No H1 on page	HIGH	Add exactly one H1 that states the page's primary topic.
/TAG/FAITH-BASED/	No H1 on page	HIGH	Add exactly one H1 that states the page's primary topic.
/TAG/INDUSTRIAL/	No H1 on page	HIGH	Add exactly one H1 that states the page's primary topic.
/TAG/INSTITUTIONAL/	No H1 on page	HIGH	Add exactly one H1 that states the page's primary topic.

PAGE	ISSUE	SEVERITY	RECOMMENDED FIX
/TAG/TECHNOLOGY/	No H1 on page	HIGH	Add exactly one H1 that states the page's primary topic.
/ (HOME)	Missing meta description	MEDIUM	Write a 140–160 char description with a value prop + CTA.
/ (HOME)	3 H1s on page	MEDIUM	Use a single H1; demote the rest to H2/H3.
/ (HOME)	15/15 images missing alt text	MEDIUM	Add descriptive alt text for accessibility + image SEO.
+ 70 MORE — SEE THE FULL INTERACTIVE DASHBOARD FOR THE COMPLETE LIST.			

**HTTPS**

SERVED OVER HTTPS

**XML sitemap**

21 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 165 KB, MAX 372 KB

**Response time**

AVG 120MS FETCH

**Canonical tags**

8/21 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**

4 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/

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 edifice.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 · 97

HIGH	Add Organization schema (name, url, logo, sameAs) site-wide.	30 MIN	HIGH	Add LocalBusiness schema with address, geo, telephone, openingHours.	30 MIN
MEDIUM	Set lang to the correct locale (e.g. en-CA) site-wide.	5 MIN	LOW	Expand toward 30–60 chars with a keyword + location.	—
MEDIUM	Write a 140–160 char description with a value prop + CTA.	—	MEDIUM	Use a single H1; demote the rest to H2/H3.	—
MEDIUM	Add descriptive alt text for accessibility + image SEO.	—	LOW	Defer non-critical JS, lazy-load images, compress markup.	—
LOW	Trim to ≤ 160 chars.	—	HIGH	Add exactly one H1 that states the page's primary topic.	—
MEDIUM	Add descriptive alt text for accessibility + image SEO.	—	LOW	Trim to ≤ 160 chars.	—

+ 85 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