

– FULL SEO AUDIT GUIDE

EHPRICESOLUTIONS.CA

EH PRICE is losing winnable searches to fixable defects.



OVERALL HEALTH · GRADE D
0 CRITICAL · 8 HIGH · 132 MEDIUM · 46 LOW



PAGES CRAWLED	SITEMAP URLS	BLOG POSTS	KEYWORD OPPS	CONTENT GAPS	COMPETITORS
60	438	0	2	5	00

EH PRICE has a **workable SEO foundation that's leaking value through fixable defects**. Our crawl scored the site **61/100 (grade D)** 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/HISTOIRES-DE-REUSSITE-2/	No H1 on page	HIGH	Add exactly one H1 that states the page's primary topic.
/ACCESSIBILITY-POLICY/	No H1 on page	HIGH	Add exactly one H1 that states the page's primary topic.
/FR/POLITIQUE-DACCESSIBILITE/	No H1 on page	HIGH	Add exactly one H1 that states the page's primary topic.
/SUCCESS-STORIES/, /OUR-WORK/	Same meta on 2 pages	HIGH	Write a unique meta description per page.
/FR/HISTOIRES-DE-REUSSITE-2/, /FR/CARRIERES/	Same meta on 2 pages	HIGH	Write a unique meta description per page.
/ (HOME)	8 H1s on page	MEDIUM	Use a single H1; demote the rest to H2/H3.
/ (HOME)	21/23 images missing alt text	MEDIUM	Add descriptive alt text for accessibility + image SEO.
/FR/	8 H1s on page	MEDIUM	Use a single H1; demote the rest to H2/H3.
/FR/	21/23 images missing alt text	MEDIUM	Add descriptive alt text for accessibility + image SEO.
/SUCCESS-STORIES/	8 H1s on page	MEDIUM	Use a single H1; demote the rest to H2/H3.
/SUCCESS-STORIES/	9/11 images missing alt text	MEDIUM	Add descriptive alt text for accessibility + image SEO.
/FR/HISTOIRES-DE-REUSSITE-2/	1/3 images missing alt text	MEDIUM	Add descriptive alt text for accessibility + image SEO.
/FR/HISTOIRES-DE-REUSSITE/	8 H1s on page	MEDIUM	Use a single H1; demote the rest to H2/H3.
/FR/HISTOIRES-DE-REUSSITE/	9/11 images missing alt text	MEDIUM	Add descriptive alt text for accessibility + image SEO.
/EHPS-MONTREAL/	Missing meta description	MEDIUM	Write a 140–160 char description with a value prop + CTA.
/EHPS-MONTREAL/	86/88 images missing alt text	MEDIUM	Add descriptive alt text for accessibility + image SEO.
/FR/NOTRE-HISTOIRE/	22/24 images missing alt text	MEDIUM	Add descriptive alt text for accessibility + image SEO.
/ACCESSIBILITY-POLICY/	2/4 images missing alt text	MEDIUM	Add descriptive alt text for accessibility + image SEO.
/FR/POLITIQUE-DACCESSIBILITE/	2/4 images missing alt text	MEDIUM	Add descriptive alt text for accessibility + image SEO.

PAGE	ISSUE	SEVERITY	RECOMMENDED FIX
/LOCATIONS/ALBERTA/	Missing meta description	MEDIUM	Write a 140–160 char description with a value prop + CTA.
/LOCATIONS/ALBERTA/	2/4 images missing alt text	MEDIUM	Add descriptive alt text for accessibility + image SEO.
/FR/NOS-EMPLACEMENTS/ALBERTA/	Missing meta description	MEDIUM	Write a 140–160 char description with a value prop + CTA.

+ 156 MORE – SEE THE FULL INTERACTIVE DASHBOARD FOR THE COMPLETE LIST.

**HTTPS**

SERVED OVER HTTPS

**XML sitemap**

438 URLS IN SITEMAP

**robots.txt**

PRESENT

**Mobile viewport**

ALL PAGES SET VIEWPORT

**html lang**

LANG EN-US, FR-FR ON A .CA DOMAIN

**Page weight (HTML)**

AVG 182 KB, MAX 345 KB

**Response time**

AVG 236MS 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)**

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 Vancouver	EASY	HIGH	COMMERCIAL	/COST/DOOR-VANCOUVER/
hvac cost Vancouver	MODERATE	MEDIUM	TRANSACTIONAL	/COST/HVAC-VANCOUVER/

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 ehpricesolutions.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 · 184

HIGH Add Organization schema (name, url, logo, sameAs) site-wide. 30 MIN	HIGH Add LocalBusiness schema with address, geo, telephone, openingHours. 30 MIN
MEDIUM Publish a consistent phone number in schema, header/footer, and contact page. 15 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 Use a single H1; demote the rest to H2/H3. –
MEDIUM Add descriptive alt text for accessibility + image SEO. –	MEDIUM Use a single H1; demote the rest to H2/H3. –
MEDIUM Add descriptive alt text for accessibility + image SEO. –	LOW Trim to ≤ 160 chars. –
MEDIUM Use a single H1; demote the rest to H2/H3. –	MEDIUM Add descriptive alt text for accessibility + image SEO. –

+ 172 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	