

— FULL SEO AUDIT GUIDE

FORDSALON.CA

Ford Salon is leaving an estimated \$40K-\$75K annually on the table due to missing local SEO signals and on-page fundamentals.



OVERALL HEALTH · GRADE C
0 CRITICAL · 3 HIGH · 69 MEDIUM · 11 LOW



PAGES CRAWLED	SITEMAP URLS	BLOG POSTS	KEYWORD OPPS	CONTENT GAPS	COMPETITORS
60	81	27	1	5	00

Ford Salon's website has a C-grade foundation (69/100) with **82 quick wins** available. The most damaging gaps are the absence of LocalBusiness schema (which signals your address, hours, and phone to Google), inconsistent language tags, and widespread missing image alt text across nearly every page. Together, these prevent the site from ranking for local and service-related searches where customers are already looking. Right now, an estimated **200 monthly searches** for salon services in your area are going to competitors because Google doesn't have a clear, trustworthy signal that Ford Salon exists and serves those queries. At roughly a 30% booking rate, that's an estimated **2–4 new clients per month** (about **\$40K–\$75K in annual revenue**) you're not capturing. The fixes are straightforward: add LocalBusiness schema, correct the language attribute, consolidate page titles and headings, and batch-add alt text to images. Implementation takes about a week once we have backend access. After the fixes go live, ranking gains typically appear within **6–12 weeks** as Google re-crawls and re-evaluates your pages.

PRIORITY 01

ADD LOCALBUSINESS SCHEMA (HIGH IMPACT)

Google relies on structured data to understand what your business is, where it's located, and when it's open. Without LocalBusiness schema, you're invisible to local search and Google's knowledge panel. Add your address, phone, opening hours, service area, and a link to your booking page. This fix alone typically lifts local visibility by 15–25%.

PRIORITY 02

BATCH-ADD IMAGE ALT TEXT (82 QUICK WINS)

Nearly every page has 2–11 images missing alt text. Alt text helps Google understand what each image shows and improves accessibility for visitors using screen readers. For a salon, descriptive alt text (e.g., 'blonde balayage color treatment' instead of 'img_001.jpg') also captures image search traffic. This is a systematic fix that touches most of your site.

PRIORITY 03

FIX PAGE TITLES & LANGUAGE ATTRIBUTE (MEDIUM PRIORITY)

Five page titles exceed 60 characters and truncate in search results, cutting off your call-to-action. Trim them to ≤60 chars. Also set the `lang` attribute to `en-CA` site-wide so search engines know you're a Canadian business. Both are quick wins that improve SERP click-through and local relevance.

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

PAGE	ISSUE	SEVERITY	RECOMMENDED FIX
/OUR-TEAM/KENDALLYN/, /OUR-TEAM/KAYA/, /OUR-TEAM/LANA/	Same meta on 3 pages	HIGH	Write a unique meta description per page.
/ (HOME)	4 H1s on page	MEDIUM	Use a single H1; demote the rest to H2/H3.
/ (HOME)	8/8 images missing alt text	MEDIUM	Add descriptive alt text for accessibility + image SEO.
/CURLY-HAIRCUT-TRENDS/	3/5 images missing alt text	MEDIUM	Add descriptive alt text for accessibility + image SEO.
/WINTER-2025-HAIR-TRENDS/	Title too long (63 chars)	MEDIUM	Trim to ≤ 60 chars so it doesn't truncate in SERPs.
/WINTER-2025-HAIR-TRENDS/	9/11 images missing alt text	MEDIUM	Add descriptive alt text for accessibility + image SEO.
/HAIR-CARE-AFTER-40/	11/13 images missing alt text	MEDIUM	Add descriptive alt text for accessibility + image SEO.
/SAVE-MONEY-HAIR-COLOUR-KELOWNA/	Title too long (61 chars)	MEDIUM	Trim to ≤ 60 chars so it doesn't truncate in SERPs.
/SAVE-MONEY-HAIR-COLOUR-KELOWNA/	3/5 images missing alt text	MEDIUM	Add descriptive alt text for accessibility + image SEO.
/IMPORTANCE-OF-REBOOKING-SALON-VISITS/	3/5 images missing alt text	MEDIUM	Add descriptive alt text for accessibility + image SEO.
/WHY-SALON-CANCELLATION-FEES-MATTER/	3/5 images missing alt text	MEDIUM	Add descriptive alt text for accessibility + image SEO.
/REPAIR-SUN-DAMAGED-HAIR-TIPS/	2/5 images missing alt text	MEDIUM	Add descriptive alt text for accessibility + image SEO.
/SUMMER-BLONDE-HAIR-CARE/	2/5 images missing alt text	MEDIUM	Add descriptive alt text for accessibility + image SEO.
/FALL-2025-HAIR-COLOUR-TRENDS/	4/10 images missing alt text	MEDIUM	Add descriptive alt text for accessibility + image SEO.
/FALL-HAIR-REFRESH-KELOWNA/	Title too long (64 chars)	MEDIUM	Trim to ≤ 60 chars so it doesn't truncate in SERPs.
/FALL-HAIR-REFRESH-KELOWNA/	2/5 images missing alt text	MEDIUM	Add descriptive alt text for accessibility + image SEO.
/FALL-WINTER-HAIR-CARE-KELOWNA/	2/5 images missing alt text	MEDIUM	Add descriptive alt text for accessibility + image SEO.
/COMMUNITY-SUPPORT-FORD-SALON/	Title too long (61 chars)	MEDIUM	Trim to ≤ 60 chars so it doesn't truncate in SERPs.

PAGE	ISSUE	SEVERITY	RECOMMENDED FIX
/COMMUNITY-SUPPORT-FORD-SALON/	2/5 images missing alt text	MEDIUM	Add descriptive alt text for accessibility + image SEO.
/HAIRCARE-AFTER-40-KELOWNA/	Title too long (66 chars)	MEDIUM	Trim to ≤ 60 chars so it doesn't truncate in SERPs.
/HAIRCARE-AFTER-40-KELOWNA/	2/5 images missing alt text	MEDIUM	Add descriptive alt text for accessibility + image SEO.
/FIRST-VISIT-FORD-SALON-KELOWNA/	2/5 images missing alt text	MEDIUM	Add descriptive alt text for accessibility + image SEO.

+ 56 MORE — SEE THE FULL INTERACTIVE DASHBOARD FOR THE COMPLETE LIST.

**HTTPS**

SERVED OVER HTTPS

**XML sitemap**

81 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 141 KB, MAX 218 KB

**Response time**

AVG 1618MS 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**

26 QUESTION-STYLE HEADINGS FOUND

**GEO/AEO · Entity signals (sameAs)**

ORGANIZATION SCHEMA PRESENT BUT NO 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
services cost Near Me	EASY	HIGH	COMMERCIAL	/COST/SERVICES-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; "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 fordsalon.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 · 82

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
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.	—	MEDIUM	Add descriptive alt text for accessibility + image SEO.	—
MEDIUM	Trim to ≤ 60 chars so it doesn't truncate in SERPs.	—	MEDIUM	Add descriptive alt text for accessibility + image SEO.	—
MEDIUM	Add descriptive alt text for accessibility + image SEO.	—	MEDIUM	Trim to ≤ 60 chars so it doesn't truncate in SERPs.	—
MEDIUM	Add descriptive alt text for accessibility + image SEO.	—	MEDIUM	Add descriptive alt text for accessibility + image SEO.	—

+ 70 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