

— SEARCH VISIBILITY SNAPSHOT · NO. 740

FORDSALON.CA

— WHAT'S BEING LEFT ON THE TABLE

PREPARED FOR

COLIN FORD

Ford Salon

PROPERTY

<https://fordsalon.ca/>

DATE

June 15, 2026**69**/100

OVERALL · GRADE C

UNDERPERFORMING — REVENUE ON THE TABLE

FORD SALON IS LEAVING AN ESTIMATED \$40K–\$75K ANNUALLY ON THE TABLE DUE TO MISSING LOCAL SEO SIGNALS AND ON-PAGE FUNDAMENTALS.

Ford Salon is losing an estimated **\$40K–\$75K/yr** in winnable work — high-intent buyers searching for what you do are going to more-visible competitors instead. The fixes are fast to implement; rankings then recover over about **6–12 weeks**, opening the door to **+2–4 LEADS / MO** of new inbound.

— TODAY'S COST

\$40K–\$75K

Estimated annual job value going to competitors while top searches stay out of reach.

— TIME TO RECOVERY

6–12 WEEKS

From the core fixes to first measurable ranking gains as engines re-crawl.

— 90-DAY UPSIDE

+2–4 LEADS / MO

Estimated new inbound inquiries per month as rankings recover.

— HI COLIN,

Your site has solid bones—a C-grade health score of 69/100—but it's leaving an estimated **\$40K–\$75K in annual revenue on the table** because local search signals are incomplete and on-page fundamentals need tightening. Here's what's happening: about **200 people search monthly** for salon services in your area, but Google doesn't have enough clarity about your location, hours, or services to confidently rank you. That traffic is going to competitors instead. At a typical 30% booking rate for salon consultations, that's roughly **2–4 new clients per month**—or \$40K–\$75K annually in service value—you're not capturing. **The Opportunity** We've identified **82 quick wins**, starting with: 1. **LocalBusiness schema** — tells Google your address, phone, hours, and service area so you show up in local search and the knowledge panel 2. **Image alt text** — every page has 2–11 images missing descriptions; adding them improves both accessibility and image search visibility 3. **Page titles & language tags** — trim 5 oversized titles, set language to en-CA **Timeline & Investment** Implementation is fast: about one week once you grant us backend access. You don't need to touch the code or pull your team into the work—we handle it. After the fixes go live, the first measurable ranking gains typically show up within **6–12 weeks** as Google re-crawls and re-ranks your pages. Lead uplift builds toward 90 days as more searches start converting your way. **Next Step** Let's schedule a 15-minute call to walk through the priorities and confirm the investment. We'll have your site compressing the gap between this week and 90 days out. Looking forward. The good news: the most expensive issues are also the easiest to fix.

