

— SEARCH VISIBILITY SNAPSHOT · NO. 740

FORDSALON.CA

— WHERE THE LOCAL LEADS ARE LEAKING

PREPARED FOR

Colin

Ford Salon

PROPERTY

fordsalon.ca

<https://fordsalon.ca/>

DATE

June 15, 2026



UNDERPERFORMING — REVENUE ON THE TABLE



69/100

OVERALL · GRADE C

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

Ford Salon has a capable, established site — but fixable gaps keep it off page one for the searches that book work. High-intent local buyers searching for what you do are going to more-visible competitors, so an estimated **\$40K–\$75K of annual job value** is slipping away. The fixes are foundational, not a teardown — a realistic path to **+2–4 LEADS / MO** of new inbound.

— TODAY'S COST

\$40K–\$75K

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

— TIME TO RECOVERY

6–12 WEEKS

From the core technical & content fixes to first measurable ranking gains.

— 90-DAY UPSIDE

+2–4 LEADS / MO

Estimated new inbound inquiries per month from search and AI assistants, 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.