

— FULL SEO AUDIT GUIDE

OAKANDIRONCONSTRUCTION.CA

A capable contractor that prospects can't fully find when they go looking.



OVERALL HEALTH · GRADE C
0 CRITICAL · 4 HIGH · 6 MEDIUM · 6 LOW



PAGES CRAWLED	SITEMAP URLS	BLOG POSTS	KEYWORD OPPS	CONTENT GAPS	COMPETITORS
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Oak and Iron Construction has a **workable SEO foundation that's leaking value through fixable defects**. Our crawl scored the site **74/100 (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 LOCAL BUSINESS 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
/INSTAGRAM	No H1 on page	HIGH	Add exactly one H1 that states the page's primary topic.
/CONTACT	Missing meta description	MEDIUM	Write a 140–160 char description with a value prop + CTA.
/INSTAGRAM	Missing meta description	MEDIUM	Write a 140–160 char description with a value prop + CTA.
/TESTIMONIALS	Missing meta description	MEDIUM	Write a 140–160 char description with a value prop + CTA.
/MEET-THE-TEAM	Missing meta description	MEDIUM	Write a 140–160 char description with a value prop + CTA.
/ (HOME)	Meta description thin (67)	LOW	Expand toward 70–160 chars.
/ (HOME)	Heavy HTML (495 KB)	LOW	Defer non-critical JS, lazy-load images, compress markup.
/CONTACT	Heavy HTML (436 KB)	LOW	Defer non-critical JS, lazy-load images, compress markup.
/INSTAGRAM	Heavy HTML (387 KB)	LOW	Defer non-critical JS, lazy-load images, compress markup.
/TESTIMONIALS	Heavy HTML (464 KB)	LOW	Defer non-critical JS, lazy-load images, compress markup.
/MEET-THE-TEAM	Heavy HTML (441 KB)	LOW	Defer non-critical JS, lazy-load images, compress markup.

✓ HTTPS SERVED OVER HTTPS	✓ XML sitemap 5 URLS IN SITEMAP
✓ robots.txt PRESENT	✓ Mobile viewport ALL PAGES SET VIEWPORT
✓ html lang LANG VALUES: EN	! Page weight (HTML) AVG 445 KB, MAX 495 KB
✓ Response time AVG 670MS 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 /LLMS.TXT PRESENT — DECLARES SITE CONTEXT FOR AI ASSISTANTS	! 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
services cost Bc	EASY	HIGH	COMMERCIAL	/COST/SERVICES-BC/

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 oakandironconstruction.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 · 14

HIGHAdd Organization schema (name, url, logo, sameAs) site-wide.30 MIN	HIGHAdd LocalBusiness schema with address, geo, telephone, openingHours.30 MIN
LOWExpand toward 70–160 chars.—	LOWDefer non-critical JS, lazy-load images, compress markup.—
MEDIUMWrite a 140–160 char description with a value prop + CTA.—	LOWDefer non-critical JS, lazy-load images, compress markup.—
MEDIUMWrite a 140–160 char description with a value prop + CTA.—	HIGHAdd exactly one H1 that states the page's primary topic.—
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+ 2 MORE — SEE THE FULL INTERACTIVE DASHBOARD FOR THE COMPLETE LIST.

STRATEGIC · 7

HIGHAdd an FAQ section with FAQPage schema (and HowTo for process pages) answering the top buyer questions in plain language.1–2 HRS	MEDIUMRestructure key pages around the real questions buyers ask, with the answer in the first sentence under each question heading.2–3 HRS
HIGHCost pages for core servicesMODERATE	HIGHEmergency / urgent-intent landing pagesQUICK WIN
HIGHComparison contentSUBSTANTIAL	MEDIUMFAQ schema on service pagesQUICK WIN
MEDIUMReview / AggregateRating schemaQUICK WIN	