

– FULL SEO AUDIT GUIDE

OCTOPUSPAINTING.CA

Octopus Painting is leaving \$40K-\$75K annually on the table due to missing schema, truncated titles, and incomplete image SEO



OVERALL HEALTH • GRADE C
0 CRITICAL • 4 HIGH • 58 MEDIUM • 22 LOW



PAGES CRAWLED	SITEMAP URLS	BLOG POSTS	KEYWORD OPPS	CONTENT GAPS	COMPETITORS
25	25	10	5	5	00

Octopus Painting's site has a solid foundation (65/100), but critical on-page gaps are costing you leads. The biggest opportunity: **LocalBusiness schema is missing entirely** — search engines can't confirm your location, hours, or contact details, which directly hurts local ranking visibility. Across your site, titles are overshooting Google's character limit (truncating in search results), meta descriptions are either missing or too long, and dozens of images lack alt text. These aren't flashy problems, but together they're blocking an estimated **2–4 qualified leads per month** — roughly **\$40K–\$75K in annual job value** — from reaching you. The fixes are straightforward: add LocalBusiness schema, standardize title length and meta descriptions across all pages, write alt text for images, and correct the site language tag to en-CA. Most are one-time edits; none require a redesign. Once live, expect to see first ranking improvements in **6–12 weeks** as Google re-crawls and re-ranks. By day 90, the lead lift compounds and you'll start capturing that lost volume.

PRIORITY 01

ADD LOCALBUSINESS SCHEMA WITH FULL BUSINESS DETAILS

Install LocalBusiness schema (JSON-LD) site-wide with your address, phone, opening hours, and service area. This is the single biggest local SEO miss — Google needs this structured data to match you reliably in local searches and map results. No schema = lost visibility in 'painter near me' and 'painting services [your city]' queries.

PRIORITY 02

STANDARDIZE PAGE TITLES TO 50–60 CHARACTERS

Currently 8+ pages have titles ranging from 71–90 characters, causing them to truncate in Google's search results. Audit every page, trim titles to fit the display limit, and include location + service keyword where it fits naturally. Short, clear titles rank better and get more clicks.

PRIORITY 03

WRITE OR TRIM META DESCRIPTIONS TO 140–160 CHARACTERS

Multiple pages are missing descriptions entirely; others exceed 250+ characters and get cut off. Write a unique description for each page with a clear value prop and soft CTA (e.g., 'Professional interior & exterior painting in [city]. Licensed, insured, free estimates.'). This improves CTR from search results and signals relevance.

PRIORITY 04

ADD DESCRIPTIVE ALT TEXT TO ALL IMAGES

At least 13 images across your pages have no alt text. Alt text helps search engines understand your work, improves accessibility, and boosts image search visibility. Write 8–12 word descriptions for each (e.g., 'Interior bedroom wall painted in eggshell finish, professional painting service').

PRIORITY 05

SET SITE LANGUAGE TAG TO EN-CA

Your HTML language attribute doesn't match Canada. Update it site-wide to en-CA so Google knows you're serving a Canadian audience — this improves local relevance and ensures proper ranking for regional variations of keywords.

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

PAGE	ISSUE	SEVERITY	RECOMMENDED FIX
/ENERGY-REBATES-ON-HEAT-PUMPS-FOR-VERNON-BC-HOMEOWNERS/, /ENERGY-REBATES-ON-HEAT-PUMPS-FOR-VERNON-BC-HOMEOWNERS-2/, /ENERGY-REBATES-ON-HEAT-PUMPS-FOR-VERNON-BC-HOMEOWNERS-3/	Same meta on 3 pages	HIGH	Write a unique meta description per page.
/WHY-YOU-SHOULD-SCHEDULE-YOUR-AC-MAINTENANCE-IN-VERNON-BC-IN-LATE-SPRING/, /WHY-YOU-SHOULD-SCHEDULE-YOUR-AC-MAINTENANCE-IN-VERNON-BC-IN-LATE-SPRING-2/, /WHY-YOU-SHOULD-SCHEDULE-YOUR-AC-MAINTENANCE-IN-VERNON-BC-IN-LATE-SPRING-3/	Same meta on 3 pages	HIGH	Write a unique meta description per page.
/ (HOME)	Missing meta description	MEDIUM	Write a 140–160 char description with a value prop + CTA.
/ (HOME)	4/9 images missing alt text	MEDIUM	Add descriptive alt text for accessibility + image SEO.
/HELLO-WORLD/	Missing meta description	MEDIUM	Write a 140–160 char description with a value prop + CTA.
/HELLO-WORLD/	3/3 images missing alt text	MEDIUM	Add descriptive alt text for accessibility + image SEO.
/ENERGY-REBATES-ON-HEAT-PUMPS-FOR-VERNON-BC-HOMEOWNERS/	Title too long (72 chars)	MEDIUM	Trim to ≤ 60 chars so it doesn't truncate in SERPs.
/ENERGY-REBATES-ON-HEAT-PUMPS-FOR-VERNON-BC-HOMEOWNERS/	2/2 images missing alt text	MEDIUM	Add descriptive alt text for accessibility + image SEO.
/WHY-YOU-SHOULD-SCHEDULE-YOUR-AC-MAINTENANCE-IN-VERNON-BC-IN-LATE-SPRING/	Title too long (90 chars)	MEDIUM	Trim to ≤ 60 chars so it doesn't truncate in SERPs.
/WHY-YOU-SHOULD-SCHEDULE-YOUR-AC-MAINTENANCE-IN-VERNON-BC-IN-LATE-SPRING/	2/2 images missing alt text	MEDIUM	Add descriptive alt text for accessibility + image SEO.
/ENERGY-REBATES-ON-HEAT-PUMPS-FOR-VERNON-BC-HOMEOWNERS-2/	Title too long (72 chars)	MEDIUM	Trim to ≤ 60 chars so it doesn't truncate in SERPs.
/ENERGY-REBATES-ON-HEAT-PUMPS-FOR-VERNON-BC-HOMEOWNERS-2/	2/2 images missing alt text	MEDIUM	Add descriptive alt text for accessibility + image SEO.
/WHY-YOU-SHOULD-SCHEDULE-YOUR-AC-MAINTENANCE-IN-VERNON-BC-IN-LATE-SPRING-2/	Title too long (90 chars)	MEDIUM	Trim to ≤ 60 chars so it doesn't truncate in SERPs.

PAGE	ISSUE	SEVERITY	RECOMMENDED FIX
/WHY-YOU-SHOULD-SCHEDULE-YOUR-AC-MAINTENANCE-IN-VERNON-BC-IN-LATE-SPRING-2/	2/2 images missing alt text	MEDIUM	Add descriptive alt text for accessibility + image SEO.
/ENERGY-REBATES-ON-HEAT-PUMPS-FOR-VERNON-BC-HOMEOWNERS-3/	Title too long (72 chars)	MEDIUM	Trim to ≤ 60 chars so it doesn't truncate in SERPs.
/ENERGY-REBATES-ON-HEAT-PUMPS-FOR-VERNON-BC-HOMEOWNERS-3/	2/2 images missing alt text	MEDIUM	Add descriptive alt text for accessibility + image SEO.
/WHY-YOU-SHOULD-SCHEDULE-YOUR-AC-MAINTENANCE-IN-VERNON-BC-IN-LATE-SPRING-3/	Title too long (90 chars)	MEDIUM	Trim to ≤ 60 chars so it doesn't truncate in SERPs.
/WHY-YOU-SHOULD-SCHEDULE-YOUR-AC-MAINTENANCE-IN-VERNON-BC-IN-LATE-SPRING-3/	2/2 images missing alt text	MEDIUM	Add descriptive alt text for accessibility + image SEO.
/COMMON-WINTER-PLUMBING-PROBLEMS-IN-VERNON-BC-AND-THEIR-SOLUTIONS/	Title too long (83 chars)	MEDIUM	Trim to ≤ 60 chars so it doesn't truncate in SERPs.
/COMMON-WINTER-PLUMBING-PROBLEMS-IN-VERNON-BC-AND-THEIR-SOLUTIONS/	2/2 images missing alt text	MEDIUM	Add descriptive alt text for accessibility + image SEO.
/SHOULD-YOU-GET-A-FURNACE-OR-A-HEAT-PUMP-IN-VERNON-BC/	Title too long (71 chars)	MEDIUM	Trim to ≤ 60 chars so it doesn't truncate in SERPs.
/SHOULD-YOU-GET-A-FURNACE-OR-A-HEAT-PUMP-IN-VERNON-BC/	2/2 images missing alt text	MEDIUM	Add descriptive alt text for accessibility + image SEO.

+ 57 MORE — SEE THE FULL INTERACTIVE DASHBOARD FOR THE COMPLETE LIST.

**HTTPS**

SERVED OVER HTTPS

**XML sitemap**

25 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 91 KB, MAX 170 KB

**Response time**

AVG 823MS 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**

16 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
renovation cost Bc	EASY	HIGH	COMMERCIAL	/COST/RENOVATION-BC/
remodel cost Bc	MODERATE	MEDIUM	TRANSACTIONAL	/COST/REMODEL-BC/
kitchen cost Bc	HARD	LOW	INFORMATIONAL	/COST/KITCHEN-BC/
flooring cost Bc	EASY	HIGH	URGENT	/COST/FLOORING-BC/
painting cost Bc	MODERATE	MEDIUM	COMMERCIAL	/COST/PAINTING-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; "renovation 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 octopuspainting.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 · 83

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
LOW Expand toward 30–60 chars with a keyword + location. —	MEDIUM Write a 140–160 char description with a value prop + CTA. —
MEDIUM Add descriptive alt text for accessibility + image SEO. —	LOW Defer non-critical JS, lazy-load images, compress markup. —
MEDIUM Write a 140–160 char description with a value prop + CTA. —	MEDIUM Add descriptive alt text for accessibility + image SEO. —
MEDIUM Trim to ≤ 60 chars so it doesn't truncate in SERPs. —	LOW Trim to ≤ 160 chars. —
MEDIUM Add descriptive alt text for accessibility + image SEO. —	MEDIUM Trim to ≤ 60 chars so it doesn't truncate in SERPs. —

+ 71 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