

- FULL SEO AUDIT GUIDE

OKANAGANDEMOLITION.CA

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



OVERALL HEALTH · GRADE C
0 CRITICAL · 6 HIGH · 14 MEDIUM · 9 LOW



PAGES CRAWLED	SITEMAP URLS	BLOG POSTS	KEYWORD OPPS	CONTENT GAPS	COMPETITORS
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Okanagan Demolition has a **workable SEO foundation that's leaking value through fixable defects**. Our crawl scored the site **69/100 (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 H1 ON PAGE Add exactly one H1 that states the page's primary topic.	PRIORITY 02 NO FAQ / HOWTO ANSWER SCHEMA Add an FAQ section with FAQPage schema (and HowTo for process pages) answering the top buyer questions in plain language.	PRIORITY 03 NO XML SITEMAP Generate an XML sitemap and submit it in Search Console.
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No critical bugs detected in this crawl. Focus shifts to the on-page and content opportunities that follow.

PAGE	ISSUE	SEVERITY	RECOMMENDED FIX
/ (HOME)	No H1 on page	HIGH	Add exactly one H1 that states the page's primary topic.
/ CART	No H1 on page	HIGH	Add exactly one H1 that states the page's primary topic.
/ SERVICES	No H1 on page	HIGH	Add exactly one H1 that states the page's primary topic.
/ GALLERY	No H1 on page	HIGH	Add exactly one H1 that states the page's primary topic.
/ CONTACT-US	No H1 on page	HIGH	Add exactly one H1 that states the page's primary topic.
/ (HOME)	Missing meta description	MEDIUM	Write a 140–160 char description with a value prop + CTA.
/ (HOME)	5/11 images missing alt text	MEDIUM	Add descriptive alt text for accessibility + image SEO.
/ CART	Missing meta description	MEDIUM	Write a 140–160 char description with a value prop + CTA.
/ SERVICES	Missing meta description	MEDIUM	Write a 140–160 char description with a value prop + CTA.
/ SCHEDULING	Missing meta description	MEDIUM	Write a 140–160 char description with a value prop + CTA.
/ SCHEDULING	1/3 images missing alt text	MEDIUM	Add descriptive alt text for accessibility + image SEO.
/ GALLERY	Missing meta description	MEDIUM	Write a 140–160 char description with a value prop + CTA.
/ ABOUT	Missing meta description	MEDIUM	Write a 140–160 char description with a value prop + CTA.
/ ABOUT	1/3 images missing alt text	MEDIUM	Add descriptive alt text for accessibility + image SEO.
/ CONTACT-US	Missing meta description	MEDIUM	Write a 140–160 char description with a value prop + CTA.
/ (HOME) , / CART	Same title on 2 pages	MEDIUM	Make each title unique (service + location).
/ (HOME)	Title too short (19 chars)	LOW	Expand toward 30–60 chars with a keyword + location.
/ (HOME)	Heavy HTML (192 KB)	LOW	Defer non-critical JS, lazy-load images, compress markup.
/ CART	Title too short (19 chars)	LOW	Expand toward 30–60 chars with a keyword + location.
/ CART	No canonical tag	LOW	Add a self-referencing canonical to consolidate signals.
/ SERVICES	2/11 images missing alt text	LOW	Add descriptive alt text for accessibility + image SEO.
/ SERVICES	Heavy HTML (216 KB)	LOW	Defer non-critical JS, lazy-load images, compress markup.

+ 2 MORE — SEE THE FULL INTERACTIVE DASHBOARD FOR THE COMPLETE LIST.

✓ HTTPS SERVED OVER HTTPS	! XML sitemap NO SITEMAP.XML FOUND
! robots.txt NO ROBOTS.TXT FOUND	✓ Mobile viewport ALL PAGES SET VIEWPORT
! html lang LANG EN-US ON A .CA DOMAIN	! Page weight (HTML) AVG 150 KB, MAX 216 KB
✓ Response time AVG 237MS FETCH	! Canonical tags 1/7 MISSING CANONICAL
! Core Web Vitals RUN LIGHTHOUSE MANUALLY – NOT MEASURED IN V1 CRAWL	✓ GEO/AEO · AI answer-engine access NO ROBOTS.TXT – AI CRAWLERS ALLOWED BY DEFAULT
! 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 NO QUESTION-FORMAT HEADINGS – CONTENT ISN'T ANSWER-SHAPED	✓ GEO/AEO · Entity signals (sameAs) ORGANIZATION SAMEAS LINKS PRESENT – ENTITY IS GROUNDED FOR AI

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 okanagandemolition.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 · 27

MEDIUM	Generate an XML sitemap and submit it in Search Console.	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.	–
HIGH	Add exactly one H1 that states the page's primary topic.	–	MEDIUM	Add descriptive alt text for accessibility + image SEO.	–
LOW	Defer non-critical JS, lazy-load images, compress markup.	–	LOW	Expand toward 30–60 chars with a keyword + location.	–
MEDIUM	Write a 140–160 char description with a value prop + CTA.	–	HIGH	Add exactly one H1 that states the page's primary topic.	–
LOW	Add a self-referencing canonical to consolidate signals.	–	MEDIUM	Write a 140–160 char description with a value prop + CTA.	–

+ 15 MORE — SEE THE FULL INTERACTIVE DASHBOARD FOR THE COMPLETE LIST.

STRATEGIC · 7

HIGH	Add an FAQ section with FAQPage schema (and HowTo for process pages) answering the top buyer questions in plain language.	1–2 HRS	MEDIUM	Restructure key pages around the real questions buyers ask, with the answer in the first sentence under each question heading.	2–3 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			