

— FULL SEO AUDIT GUIDE

PREMIUMROOFINGLTD.COM

Premium Roofing is leaving an estimated \$40K-\$75K annually on the table due to under-optimized pages and missing local SEO signals.



OVERALL HEALTH · GRADE C
0 CRITICAL · 9 HIGH · 39 MEDIUM · 20 LOW



PAGES CRAWLED	SITEMAP URLS	BLOG POSTS	KEYWORD OPPS	CONTENT GAPS	COMPETITORS
26	26	14	4	5	00

Your site has a solid foundation (C grade, 66/100), but it's not working as hard as it could. The biggest wins are straightforward: **add LocalBusiness schema** so Google knows who you are and where, **write proper page titles and meta descriptions** (many are missing or truncated), **add H1 tags** to clarify page topics, and **fill in alt text for nearly 200 images across the site**. Right now, an estimated **2–4 local roofing leads per month** are going to competitors because your pages aren't fully visible in local search results. Fixing these issues won't change your site's look or feel—it's backend work—but it will let Google rank you fairly for the roofing jobs you're already qualified to win. The work is fast; results take time as Google re-crawls and re-ranks.

PRIORITY 01

ADD LOCAL BUSINESS SCHEMA & FIX MISSING H1 TAGS

Google can't confidently link your business to your location without LocalBusiness schema (address, phone, hours, geo). Currently missing on your site. Also add exactly one H1 per page stating the primary topic—multiple pages lack them. Together, these signal relevance for local roofing searches and unlock local pack eligibility.

PRIORITY 02

WRITE PROPER PAGE TITLES & META DESCRIPTIONS

Several pages are missing meta descriptions entirely; others have titles that are too short (21–26 chars) or too long (65 chars, truncated in search results). Expand titles to 30–60 characters with a keyword + location. Write 140–160 character descriptions with a value prop and soft CTA. This is how searchers decide whether to click—fixing it lifts CTR and relevance signals.

PRIORITY 03

ADD ALT TEXT TO ~200 IMAGES

Nearly every page is missing alt text on 50–80% of images. Alt text helps Google understand what you're showing (roof types, before/after, etc.) and makes your site accessible. It's repetitive work but high-impact for image search visibility and general SEO strength.

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

PAGE	ISSUE	SEVERITY	RECOMMENDED FIX
/ROOF-REPLACEMENTS/	No H1 on page	HIGH	Add exactly one H1 that states the page's primary topic.
/EMERGENCY-LEAK-REPAIRS/	No H1 on page	HIGH	Add exactly one H1 that states the page's primary topic.
/INNOVATIONS-IN-ROOFING/	No H1 on page	HIGH	Add exactly one H1 that states the page's primary topic.
/ROOF-REPAIRS/	No H1 on page	HIGH	Add exactly one H1 that states the page's primary topic.
/ (HOME)	No H1 on page	HIGH	Add exactly one H1 that states the page's primary topic.
/ (HOME)	No H1 on page	HIGH	Add exactly one H1 that states the page's primary topic.
/ (HOME)	No H1 on page	HIGH	Add exactly one H1 that states the page's primary topic.
/ (HOME)	19/31 images missing alt text	MEDIUM	Add descriptive alt text for accessibility + image SEO.
/ROOF-REPLACEMENTS/	Missing meta description	MEDIUM	Write a 140–160 char description with a value prop + CTA.
/ROOF-REPLACEMENTS/	6/10 images missing alt text	MEDIUM	Add descriptive alt text for accessibility + image SEO.
/NEW-CONSTRUCTION/	Missing meta description	MEDIUM	Write a 140–160 char description with a value prop + CTA.
/NEW-CONSTRUCTION/	10/14 images missing alt text	MEDIUM	Add descriptive alt text for accessibility + image SEO.
/EMERGENCY-LEAK-REPAIRS/	Missing meta description	MEDIUM	Write a 140–160 char description with a value prop + CTA.
/EMERGENCY-LEAK-REPAIRS/	6/10 images missing alt text	MEDIUM	Add descriptive alt text for accessibility + image SEO.
/ASPHALT-SHINGLES/	Title too long (65 chars)	MEDIUM	Trim to ≤ 60 chars so it doesn't truncate in SERPs.
/ASPHALT-SHINGLES/	12/16 images missing alt text	MEDIUM	Add descriptive alt text for accessibility + image SEO.
/CEDAR-SHAKES/	11/16 images missing alt text	MEDIUM	Add descriptive alt text for accessibility + image SEO.
/SKYLIGHT-INSTALLATION-SERVICES/	14/18 images missing alt text	MEDIUM	Add descriptive alt text for accessibility + image SEO.
/SLATE-TILE-ROOFING-KELOWNA/	19/23 images missing alt text	MEDIUM	Add descriptive alt text for accessibility + image SEO.
/TPO-ROOFING-KELOWNA/	16/22 images missing alt text	MEDIUM	Add descriptive alt text for accessibility + image SEO.
/EPDM-ROOFING-KELOWNA/	12/17 images missing alt text	MEDIUM	Add descriptive alt text for accessibility + image SEO.
/TORCH-ON-ROOFING-KELOWNA/	14/18 images missing alt text	MEDIUM	Add descriptive alt text for accessibility + image SEO.

+ 43 MORE — SEE THE FULL INTERACTIVE DASHBOARD FOR THE COMPLETE LIST.

✓ HTTPS SERVED OVER HTTPS	✓ XML sitemap 26 URLS IN SITEMAP
✓ robots.txt PRESENT	✓ Mobile viewport ALL PAGES SET VIEWPORT
✓ html lang LANG VALUES: EN-US	! Page weight (HTML) AVG 153 KB, MAX 299 KB
✓ Response time AVG 808MS 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) 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
roofing cost Bc	EASY	HIGH	COMMERCIAL	/COST/ROOFING-BC/
roof cost Bc	MODERATE	MEDIUM	TRANSACTIONAL	/COST/ROOF-BC/
concrete cost Bc	HARD	LOW	INFORMATIONAL	/COST/CONCRETE-BC/
insulation cost Bc	EASY	HIGH	URGENT	/COST/INSULATION-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; "roofing 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 premiumroofingltd.com 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 • 66

HIGH Add LocalBusiness schema with address, geo, telephone, openingHours. 30 MIN	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. —
HIGH Add exactly one H1 that states the page's primary topic. —	MEDIUM Add descriptive alt text for accessibility + image SEO. —
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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. —	MEDIUM Trim to ≤ 60 chars so it doesn't truncate in SERPs. —

+ 54 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	