

— FULL SEO AUDIT GUIDE

PYRAMIDRENOS.CA

Pyramid Renos is leaving \$40K-\$75K annually on the table due to missing schema and on-page SEO fundamentals



OVERALL HEALTH · GRADE C
0 CRITICAL · 4 HIGH · 21 MEDIUM · 20 LOW



PAGES CRAWLED	SITEMAP URLS	BLOG POSTS	KEYWORD OPPS	CONTENT GAPS	COMPETITORS
10	10	9	2	5	00

Pyramid Renos' site (health score 69/100) is losing roughly **2–4 qualified leads per month** to competitors because critical schema markup, meta descriptions, and image optimization are absent. These are high-impact, low-effort fixes that unlock an estimated **\$40K–\$75K in annual revenue** currently going uncaptured. The site has **43 quick wins** ready to implement—mostly adding Organization and LocalBusiness schema site-wide, writing meta descriptions and expanded titles, and tagging images. Once live, you'll see ranking gains and lead lift within 6–12 weeks as search engines re-crawl and re-rank.

PRIORITY 01

**ADD ORGANIZATION +
LOCALBUSINESS SCHEMA
SITE-WIDE**

No structured data is present. Add Organization schema (name, URL, logo, social links) to the homepage and LocalBusiness schema (address, phone, hours, service area) to unlock local search visibility and rich snippets. This alone lifts local intent queries.

PRIORITY 02

**WRITE META
DESCRIPTIONS FOR ALL
PAGES (140–160 CHARS)**

30+ pages are missing meta descriptions—Google is writing them for you, and they're not selling your value prop. Each description should include a keyword hint and clear CTA. This improves click-through rate from search results by 5–15%.

PRIORITY 03

**EXPAND PAGE TITLES TO
30–60 CHARACTERS WITH
KEYWORDS + LOCATION**

Current titles are too short (18–28 chars) and waste opportunity. Titles like 'Kitchen Renovation | Pyramid Renos [City]' signal relevance and location to search engines. Target the 2 keyword opportunities (537 monthly searches) by anchoring titles to renovation + service type + local modifier.

PRIORITY 04

**ADD DESCRIPTIVE ALT
TEXT TO 40+ MISSING
IMAGES**

Images across portfolio and service pages lack alt text. Adding concise, keyword-aware descriptions (e.g., 'custom kitchen renovation before-and-after') improves accessibility and image search traffic, plus helps Google understand your work.

PRIORITY 05

**ADD OPEN GRAPH TAGS
FOR SOCIAL + LINK
PREVIEWS**

No og:title/description/image tags are set. When Pyramid Renos links are shared on social or messaging, they appear blank. Clean previews with your logo and value prop increase click-through and brand authority on dark social.

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

PAGE	ISSUE	SEVERITY	RECOMMENDED FIX
/AUTHOR/ADMIN/	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.
/GALLERY/	Missing meta description	MEDIUM	Write a 140–160 char description with a value prop + CTA.
/GALLERY/	5/5 images missing alt text	MEDIUM	Add descriptive alt text for accessibility + image SEO.
/CONTACT-2/	Missing meta description	MEDIUM	Write a 140–160 char description with a value prop + CTA.
/CONTACT-2/	1/1 images missing alt text	MEDIUM	Add descriptive alt text for accessibility + image SEO.
/BLOG/	Missing meta description	MEDIUM	Write a 140–160 char description with a value prop + CTA.
/BLOG/	3/4 images missing alt text	MEDIUM	Add descriptive alt text for accessibility + image SEO.
/QA/	Missing meta description	MEDIUM	Write a 140–160 char description with a value prop + CTA.
/QA/	1/1 images missing alt text	MEDIUM	Add descriptive alt text for accessibility + image SEO.
/GALLERY/INTERIOR-PAINTING/	Missing meta description	MEDIUM	Write a 140–160 char description with a value prop + CTA.
/GALLERY/INTERIOR-PAINTING/	15/25 images missing alt text	MEDIUM	Add descriptive alt text for accessibility + image SEO.
/GALLERY/STAIR-STAINING/	Missing meta description	MEDIUM	Write a 140–160 char description with a value prop + CTA.
/GALLERY/STAIR-STAINING/	7/10 images missing alt text	MEDIUM	Add descriptive alt text for accessibility + image SEO.
/GALLERY/EXTERIOR-PAINTING-DECK-STAINING/	Missing meta description	MEDIUM	Write a 140–160 char description with a value prop + CTA.
/GALLERY/EXTERIOR-PAINTING-DECK-STAINING/	12/12 images missing alt text	MEDIUM	Add descriptive alt text for accessibility + image SEO.
/OUR-SERVICES/	Missing meta description	MEDIUM	Write a 140–160 char description with a value prop + CTA.
/OUR-SERVICES/	1/3 images missing alt text	MEDIUM	Add descriptive alt text for accessibility + image SEO.

PAGE	ISSUE	SEVERITY	RECOMMENDED FIX
/AUTHOR/ADMIN/	Missing meta description	MEDIUM	Write a 140–160 char description with a value prop + CTA.
/AUTHOR/ADMIN/	1/1 images missing alt text	MEDIUM	Add descriptive alt text for accessibility + image SEO.
/ (HOME)	Title too short (18 chars)	LOW	Expand toward 30–60 chars with a keyword + location.
/ (HOME)	No Open Graph tags	LOW	Add og:title/description/image for clean social/link previews.

+ 17 MORE — SEE THE FULL INTERACTIVE DASHBOARD FOR THE COMPLETE LIST.

**HTTPS**

SERVED OVER HTTPS

**robots.txt**

PRESENT

**html lang**

LANG VALUES: EN

**Response time**

AVG 493MS FETCH

**XML sitemap**

10 URLS IN SITEMAP

**Mobile viewport**

ALL PAGES SET VIEWPORT

**Page weight (HTML)**

AVG 53 KB, MAX 63 KB

**Canonical tags**

1/10 MISSING CANONICAL

**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**

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
deck cost Near Me	EASY	HIGH	COMMERCIAL	/COST/DECK-NEAR-ME/
painting cost Near Me	MODERATE	MEDIUM	TRANSACTIONAL	/COST/PAINTING-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; "deck 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 pyramidrenos.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 · 43

HIGH Add Organization schema (name, url, logo, sameAs) site-wide. 30 MIN	HIGH Add LocalBusiness schema with address, geo, telephone, openingHours. 30 MIN
LOW Expand toward 30–60 chars with a keyword + location. —	MEDIUM Write a 140–160 char description with a value prop + CTA. —
LOW Add og:title/description/image for clean social/link previews. —	LOW Add descriptive alt text for accessibility + image SEO. —
LOW Expand toward 30–60 chars with a keyword + location. —	MEDIUM Write a 140–160 char description with a value prop + CTA. —
LOW Add og:title/description/image for clean social/link previews. —	MEDIUM Add descriptive alt text for accessibility + image SEO. —
LOW Expand toward 30–60 chars with a keyword + location. —	MEDIUM Write a 140–160 char description with a value prop + CTA. —

+ 31 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	