

— FULL SEO AUDIT GUIDE

SERWA.CA

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



OVERALL HEALTH · GRADE C
0 CRITICAL · 7 HIGH · 8 MEDIUM · 7 LOW



PAGES CRAWLED	SITEMAP URLS	BLOG POSTS	KEYWORD OPPS	CONTENT GAPS	COMPETITORS
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Serwa Excavating has a **workable SEO foundation that's leaking value through fixable defects**. Our crawl scored the site **71/100 (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 LOCALBUSINESS 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
/ (HOME)	No H1 on page	HIGH	Add exactly one H1 that states the page's primary topic.
/PROJECTS	No H1 on page	HIGH	Add exactly one H1 that states the page's primary topic.
/CAREERS	No H1 on page	HIGH	Add exactly one H1 that states the page's primary topic.
/HISTORY	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.
/PROJECTS	Missing meta description	MEDIUM	Write a 140–160 char description with a value prop + CTA.
/CAREERS	Missing meta description	MEDIUM	Write a 140–160 char description with a value prop + CTA.
/CAREERS	6/8 images missing alt text	MEDIUM	Add descriptive alt text for accessibility + image SEO.
/HISTORY	Missing meta description	MEDIUM	Write a 140–160 char description with a value prop + CTA.
/ (HOME)	Title too short (29 chars)	LOW	Expand toward 30–60 chars with a keyword + location.
/ (HOME)	2/18 images missing alt text	LOW	Add descriptive alt text for accessibility + image SEO.
/ (HOME)	Heavy HTML (707 KB)	LOW	Defer non-critical JS, lazy-load images, compress markup.
/PROJECTS	Title too short (29 chars)	LOW	Expand toward 30–60 chars with a keyword + location.
/PROJECTS	Heavy HTML (407 KB)	LOW	Defer non-critical JS, lazy-load images, compress markup.
/CAREERS	Heavy HTML (447 KB)	LOW	Defer non-critical JS, lazy-load images, compress markup.
/HISTORY	Heavy HTML (445 KB)	LOW	Defer non-critical JS, lazy-load images, compress markup.

**HTTPS**

SERVED OVER HTTPS

**robots.txt**

PRESENT

**html lang**

LANG VALUES: EN

**Response time**

AVG 413MS FETCH

**Core Web Vitals**

RUN LIGHTHOUSE MANUALLY — NOT MEASURED IN V1 CRAWL

**GEO/AEO · llms.txt manifest**

/LLMS.TXT PRESENT — DECLARES SITE CONTEXT FOR AI ASSISTANTS

**GEO/AEO · Answer-format content**

NO QUESTION-FORMAT HEADINGS — CONTENT ISN'T ANSWER-SHAPED

**XML sitemap**

4 URLS IN SITEMAP

**Mobile viewport**

ALL PAGES SET VIEWPORT

**Page weight (HTML)**

AVG 502 KB, MAX 707 KB

**Canonical tags**

ALL PAGES CANONICALIZED

**GEO/AEO · AI answer-engine access**

ANSWER ENGINES ALLOWED

**GEO/AEO · FAQ / HowTo schema**

NO FAQPAGE / HOWTO / QAPAGE SCHEMA FOUND

**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 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 serwa.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 · 20

HIGH	Add Organization schema (name, url, logo, sameAs) site-wide.	30 MIN	HIGH	Add LocalBusiness schema with address, geo, telephone, openingHours.	30 MIN
MEDIUM	Publish a consistent phone number in schema, header/footer, and contact page.	15 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.	–
LOW	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	Defer non-critical JS, lazy-load images, compress markup.	–

+ 8 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			