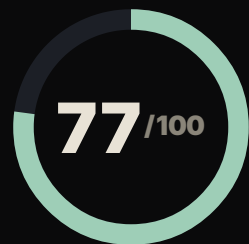


— FULL SEO AUDIT GUIDE

SITKASPRUCE.CA

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



OVERALL HEALTH · GRADE C
0 CRITICAL · 1 HIGH · 13 MEDIUM · 6 LOW



PAGES CRAWLED	SITEMAP URLS	BLOG POSTS	KEYWORD OPPS	CONTENT GAPS	COMPETITORS
07	7	2	5	5	00

Sitka Spruce Contracting has a **workable SEO foundation that's leaking value through fixable defects**. Our crawl scored the site **77/100 (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 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 02

LOCAL BUSINESS MISSING OPENING HOURS

Add openingHoursSpecification with day + open/close times.

PRIORITY 03

HTML LANG DOESN'T MATCH COUNTRY

Set lang to the correct locale (e.g. en-CA) site-wide.

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

PAGE	ISSUE	SEVERITY	RECOMMENDED FIX
/ (HOME)	Title too long (92 chars)	MEDIUM	Trim to ≤ 60 chars so it doesn't truncate in SERPs.
/ (HOME)	14/17 images missing alt text	MEDIUM	Add descriptive alt text for accessibility + image SEO.
/CHOOSING-SITKA-IS-CHOOSING-QUALITY/	Title too long (65 chars)	MEDIUM	Trim to ≤ 60 chars so it doesn't truncate in SERPs.
/CHOOSING-SITKA-IS-CHOOSING-QUALITY/	2/3 images missing alt text	MEDIUM	Add descriptive alt text for accessibility + image SEO.
/RESIDENTIAL-COMMERCIAL-SERVICES/	Title too long (64 chars)	MEDIUM	Trim to ≤ 60 chars so it doesn't truncate in SERPs.
/RESIDENTIAL-COMMERCIAL-SERVICES/	13/14 images missing alt text	MEDIUM	Add descriptive alt text for accessibility + image SEO.
/CONTACT/	1/2 images missing alt text	MEDIUM	Add descriptive alt text for accessibility + image SEO.
/BLOG/	2/3 images missing alt text	MEDIUM	Add descriptive alt text for accessibility + image SEO.
/CATEGORY/UNCATEGORIZED/	Missing meta description	MEDIUM	Write a 140–160 char description with a value prop + CTA.
/CATEGORY/UNCATEGORIZED/	2/3 images missing alt text	MEDIUM	Add descriptive alt text for accessibility + image SEO.
/ (HOME)	Heavy HTML (316 KB)	LOW	Defer non-critical JS, lazy-load images, compress markup.
/RESIDENTIAL-COMMERCIAL-SERVICES/	Heavy HTML (366 KB)	LOW	Defer non-critical JS, lazy-load images, compress markup.
/CONTACT/	Heavy HTML (184 KB)	LOW	Defer non-critical JS, lazy-load images, compress markup.
/GALLERY/	1/8 images missing alt text	LOW	Add descriptive alt text for accessibility + image SEO.
/GALLERY/	Heavy HTML (269 KB)	LOW	Defer non-critical JS, lazy-load images, compress markup.

**HTTPS**

SERVED OVER HTTPS

**XML sitemap**

7 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 214 KB, MAX 366 KB

**Response time**

AVG 889MS 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**

2 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
siding cost Bc	EASY	HIGH	COMMERCIAL	/COST/SIDING-BC/
gutter cost Bc	MODERATE	MEDIUM	TRANSACTIONAL	/COST/GUTTER-BC/
fascia cost Bc	HARD	LOW	INFORMATIONAL	/COST/FASCIA-BC/
soffit cost Bc	EASY	HIGH	URGENT	/COST/SOFFIT-BC/
renovation cost Bc	MODERATE	MEDIUM	COMMERCIAL	/COST/RENOVATION-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; "siding 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 sitkaspruce.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 · 19

MEDIUM Add openingHoursSpecification with day + open/close times. 10 MIN	MEDIUM Set lang to the correct locale (e.g. en-CA) site-wide. 5 MIN
MEDIUM Trim to ≤ 60 chars so it doesn't truncate in SERPs. —	MEDIUM Add descriptive alt text for accessibility + image SEO. —
LOW Defer non-critical JS, lazy-load images, compress markup. —	MEDIUM Trim to ≤ 60 chars so it doesn't truncate in SERPs. —
MEDIUM Add descriptive alt text for accessibility + image SEO. —	MEDIUM Trim to ≤ 60 chars so it doesn't truncate in SERPs. —
MEDIUM Add descriptive alt text for accessibility + image SEO. —	LOW Defer non-critical JS, lazy-load images, compress markup. —
MEDIUM Add descriptive alt text for accessibility + image SEO. —	LOW Defer non-critical JS, lazy-load images, compress markup. —

+ 7 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