

— 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