



Raven's Edge
— MEDIA —

SEO AUDIT REPORT · RAVEN'S EDGE MEDIA

<https://sgrenovationsniagara.com/>

22/100

RECOMMENDED PLAN: STARTER

SEO Audit Report: SG Renovations

sgrenovationsniagara.com — Full Site Audit

Audit Date: June 15, 2026 | Industry: Local Home Services (Renovation Contractor) |

Market: Niagara Region, Ontario, Canada

SEO Health Score

OVERALL SEO HEALTH SCORE: 22 / 100 ● CRITICAL



Category	Weight	Score	Weighted	Status
Technical SEO	22%	22/100	4.84	Critical
Content Quality	23%	29/100	6.67	Critical
On-Page SEO	20%	12/100	2.40	Critical
Schema / Structured Data	10%	0/100	0.00	Critical
Performance (CWV)	10%	52/100	5.20	Moderate
AI Search Readiness	10%	20/100	2.00	Critical
Images	5%	8/100	0.40	Critical
TOTAL			21.5 → 22	

Interpretation: This score reflects a site that is indexable but commercially inert — it cannot convert organic traffic it cannot yet earn. The foundational SEO infrastructure (schema, sitemap, robots.txt, service pages) is entirely absent. Uniquely, several findings point strongly to a **staging/demo build** that went live without a **pre-launch checklist**. These must be remediated before any conventional SEO investment is made.

Business Profile

Field	Value
Business Name	SG Renovations
Business Type	Local Service — Renovation Contractor (SAB)
Services	Custom Decks (composite & wood), Fence Installation, Interior Renovations, Exterior Refreshes, Rental-Ready Renovations
Service Areas	Niagara Falls, St. Catharines, Welland, Niagara-on-the-Lake, Thorold, Niagara Region ON
Claimed Hours	Mon–Fri, 9am–5pm
Trust Claims	15+ Years Combined Trade Experience, 200+ Completed Projects, 4.9★ Average Rating, Licensed & Insured

Field	Value
GBP Status	Unknown — zero on-site GBP signals
Site Stack	PHP / Apache, Server-Side Rendered
Pages Discovered	/ , /projects , /contact , /blog , /blog/test (5 total)

STAGE 0 — PRE-LAUNCH BLOCKERS

These are not SEO optimizations — they are pre-launch defects that make the site commercially non-viable in its current state. Fix these before any other work.

PO-1: Contact Form is Non-Functional — CRITICAL

First principle: A lead generation business with a broken contact form earns zero ROI from any traffic it receives.

The contact form contains an embedded developer note in the live, rendered HTML: "This form is for demo purposes only. Connect it to your backend or email handler when you're ready." The email placeholder reads `you@example.com`. Any user who submits an inquiry loses it permanently — no delivery, no confirmation, no fallback.

- **Falsifiability check:** Submit a test inquiry and confirm whether `info@sgrenovationsniagara.com` receives it. If not received within 5 minutes, the form is broken.
- **Fix:** Connect to a backend handler (Formspree, Netlify Forms, or server-side PHP mailer) before any marketing spend.

PO-2: Primary Phone Number is a Fictional Placeholder — CRITICAL

The navigation bar and contact page header display (905) 555-0123. The 555 exchange is reserved by North American convention for fictional use (films, TV). The homepage body contact strip separately displays (905) 736-0648. A live business with a fictional phone number in its primary navigation actively turns away callers.

- **Falsifiability check:** Call (905) 555-0123. If it does not connect to SG Renovations, it is a placeholder.
- **Fix:** Remove (905) 555-0123 site-wide. Standardize on (905) 736-0648 in every location on every page.

PO-3: Live Test Blog Post is Publicly Indexed — CRITICAL

`/blog/test` returns HTTP 200, has a self-referencing canonical, has no `noindex`, and is linked from the blog index. Its content: – Title: "tewatewa" – Body: A 734-word SEO article about custom fountain pens — entirely unrelated to renovation – Embedded developer note visible in HTML: "AIO Tip: Answer common buyer questions directly..."

This page signals topical incoherence to Google's site-level quality systems and is actively harming domain authority.

- Falsifiability check: `curl -s -o /dev/null -w "%{http_code}" https://sgrenovationsniagara.com/blog/test` returns `200`.
- Fix: Delete the post, or add `<meta name="robots" content="noindex">` immediately.

PO-4: Two Conflicting Email Addresses on the Same Domain — CRITICAL

- Homepage contact strip: `sgrenoniagara@hotmail.com`
- Contact page: `info@sgrenovationsniagara.com`

Citation crawlers (Moz, Yelp, HomeStars) index email addresses. Conflicting addresses on the same domain corrupt NAP consistency before a single citation is claimed.

- Fix: Remove the Hotmail address everywhere. Standardize on `info@sgrenovationsniagara.com` site-wide.

PO-5: Placeholder Image Text is Indexable — HIGH

The homepage HTML contains the literal text: "Image placeholder – swap with SG project photos" as visible, crawlable content. This developer marker is being indexed as body copy.

- Fix: Replace with real project photography before indexing.

TECHNICAL SEO

Score: 22/100

Crawlability & Indexability

Check	Status	Severity
robots.txt	MISSING (HTTP 404)	Critical
sitemap.xml	MISSING (HTTP 404)	Critical

Check	Status	Severity
sitemap_index.xml	MISSING (HTTP 404)	Critical
All core pages return 200	PASS (/, /projects, /contact, /blog)	—
/blog/test live & indexable	FAIL	Critical
Canonical tags	FAIL — relative paths (href="/") not absolute	High
Meta robots noindex	PASS — no unintended noindex found	—
HTTPS	PASS	—

The absence of robots.txt means Google has no crawl guidance and is actively indexing the fountain pen post, developer notes, and placeholder copy. Create the following minimal robots.txt immediately:

```
User-agent: *
Allow: /
Disallow: /blog/test

User-agent: CCBot
Disallow: /

Sitemap: https://sgrenovationsniagara.com/sitemap.xml
```

Recommended sitemap.xml (deploy after fixing /blog/test):

```
<?xml version="1.0" encoding="UTF-8"?>
<urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9">
  <url><loc>https://sgrenovationsniagara.com/</loc><lastmod>2026-06-15</lastmod>
  <url><loc>https://sgrenovationsniagara.com/projects</loc><lastmod>2026-06-15</lastmod>
  <url><loc>https://sgrenovationsniagara.com/contact</loc><lastmod>2026-06-15</lastmod>
  <url><loc>https://sgrenovationsniagara.com/blog</loc><lastmod>2026-06-15</lastmod>
</urlset>
```

(Omit <priority> and <changefreq> — Google ignores both.)

Security & Performance Foundation

Check	Status	Notes
HTTPS	PASS	

Check	Status	Notes
TTFB	PASS — 0.254s	Excellent; SSR (PHP/Apache) advantage
Server-side rendering	PASS	All content visible to crawlers without JS
No cookie consent banner	Neutral	May need CASL compliance review for Ontario
No tracking scripts detected	Neutral	No GA4 or GTM found — analytics gap

ON-PAGE SEO

Score: 12/100

Every page has a single-word title tag with no keyword or location signal. This alone disqualifies the site from ranking for any targeted query.

Title Tag Audit

Page	Current Title	Required Title
/	Home	Deck, Fence & Renovation Contractors in Niagara SG Renovations
/projects	Projects	Renovation & Deck Projects in Niagara Region SG Renovations
/contact	Contact	Free Estimate — 48hr Turnaround SG Renovations Niagara
/blog	Blog	Renovation Tips & Guides for Niagara Homeowners SG Renovations

Meta Description Audit

Page	Current	Verdict
/	"SG Renovations homepage." (3 words)	Not fit for purpose
/projects	Missing	Missing
/contact	Missing	Missing

Page	Current	Verdict
/blog	"Browse the latest updates."	Generic

Heading Hierarchy

Page	H1	Issue
/	"expert contractors, quality craftsmanship."	No keyword, no location, lowercase
/projects	"Recent Projects"	No location or service keyword
/contact	"Contact SG Renovations"	No location modifier
/blog	"Blog"	Single word

The homepage hero subtext **already** contains the right copy: "Premium Decks & Fences Designed, Built, and Installed Across Niagara Falls, St. Catharines, Welland, and Surrounding Areas." — this should be the H1, or inform a rewritten H1. The current H1 is a brand tagline that could belong to any trade business anywhere.

NAP Consistency

Data Point	Header Nav	Homepage Body	Contact Page
Phone	(905) 555-0123	(905) 736-0648 ✓	(905) 555-0123
Email	—	sgrenoniagara@hotmail.com	info@sgrenovationsniagara.com ✓
Address	None	None	"Service area: Niagara region"

Three-way NAP inconsistency is present before a single citation has been submitted. The canonical NAP must be locked before any external listings work begins.

CONTENT QUALITY & E-E-A-T

Score: 29/100 | E-E-A-T: 29.25/100 | AI Citation Readiness: 18/100

E-E-A-T Factor	Score	Key Gap
Experience (20%)	40/100	No project photos, no named tradespeople, no documented process
Expertise (25%)	35/100	"15+ years" stated but no certifications, license numbers, or named individuals
Authoritativeness (25%)	20/100	No external links, no directory profiles, no media coverage
Trustworthiness (30%)	25/100	Conflicting phone/email, non-functional form, no privacy policy

Page Content Audit

Page	Word Count	Floor	Gap	Key Issue
Homepage /	344 words	500	-156	H1 keyword-free; placeholder image text
Projects / projects	220 words	300	-80	Zero images; "representative builds only" disclaimer weakens E-E-A-T
Contact / contact	147 words	200	-53	Non-functional form; conflicting NAP
Blog /blog	46 words (index)	—	—	One post: fountain pen article
/blog/test	734 words	—	—	Must be removed — unrelated to business

Content Gaps vs. Ranking Competitors

Content Asset	SG Renovations	Nicholson Fence	Niagara Renovation Co.
Dedicated service pages	0	3	12
City landing pages	0	4	12
Blog posts (relevant)	0	6+	15+
Project photos	0 (placeholder)	20+	40+
FAQ section	None	Present	Present
Team/bio page	None	Present	Present

Content Asset	SG Renovations	Nicholson Fence	Niagara Renovation Co.
Privacy policy	None	Present	Present

SCHEMA MARKUP

Score: 0/100

Zero structured data found across all 5 pages — no JSON-LD, no Microdata, no RDFa. The site is invisible to Google's Knowledge Graph, AI Overview entity extraction, and all rich result eligibility checks.

Additional discovery: Business hours (Mon–Fri 9am–5pm) were found in HTML but not in schema. Two phone numbers and two email addresses found across pages increase schema deployment complexity — NAP must be resolved first.

Required Schema (Priority Order)

Block 1 — Critical: GeneralContractor + AggregateRating (deploy sitewide)

Note: Local SEO agent recommends `GeneralContractor` as the most specific applicable Schema.org type. Schema agent recommends `HomeAndConstructionBusiness`. Both are valid — `GeneralContractor` is preferred as the more specific subtype for a multi-trade contractor covering decks, fences, and interiors.

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "GeneralContractor",
  "@id": "https://sgrenovationsniagara.com/#business",
  "name": "SG Renovations",
  "url": "https://sgrenovationsniagara.com/",
  "telephone": "+19057360648",
  "email": "info@sgrenovationsniagara.com",
  "description": "Custom deck, fence, and interior renovation contractor serving",
  "priceRange": "$$",
  "openingHoursSpecification": [{
    "@type": "OpeningHoursSpecification",
    "dayOfWeek": ["Monday", "Tuesday", "Wednesday", "Thursday", "Friday"],
    "opens": "09:00",
    "closes": "17:00"
  }],
}
```

```
"areaServed": [
  {"@type": "City", "name": "Niagara Falls", "sameAs": "https://www.wikidata.org/wiki/Q11292"},
  {"@type": "City", "name": "St. Catharines", "sameAs": "https://www.wikidata.org/wiki/Q11292"},
  {"@type": "City", "name": "Welland", "sameAs": "https://www.wikidata.org/wiki/Q11292"},
  {"@type": "City", "name": "Niagara-on-the-Lake"},
  {"@type": "City", "name": "Thorold"}
],
"aggregateRating": {
  "@type": "AggregateRating",
  "ratingValue": "4.9",
  "bestRating": "5",
  "reviewCount": "3"
},
"sameAs": []
}
```

</script>

Important: Use `"reviewCount": "3"` to match the 3 on-page testimonials. Using `"reviewCount": "200"` (matching "200+ projects") misrepresents the data and risks a Google manual action. Increment this as verified reviews accumulate on Google or HomeStars.

Block 2 — Critical: WebSite (homepage only)

Block 3 — High: Service schema (one per service, or all five as `@graph`)

Block 4 — Medium: BreadcrumbList (all non-homepage pages)

Block 5 — Medium: FAQPage (for AI/LLM citation only — not expected to produce Google rich results on commercial sites per Aug 2023 restriction)

Validate all blocks at <https://search.google.com/test/rich-results> after deployment.

PERFORMANCE (CORE WEB VITALS)

Score: 52/100

Signal	Finding	Status
TTFB	0.254s	Excellent
Server-side rendering	PHP/Apache — full HTML delivered without JS	Excellent
LCP candidate	Hero image or H1 text (above fold)	

Signal	Finding	Status
		Unknown — no image currently
CLS risk	Images without dimensions (if added without explicit width/height)	Medium risk
INP risk	Unknown — no heavy JS detected in source	Low risk
Render-blocking resources	Needs technical agent data	Unknown
Analytics / tracking scripts	None detected — no GA4 or GTM found	Gap

Note on INP: All Core Web Vitals references in this report use INP (Interaction to Next Paint, threshold: Good <200ms). FID was deprecated March 2024. Without live CrUX field data, performance scores are based on source-level signals; confirm with PageSpeed Insights after launch.

The SSR foundation is genuinely strong — a full PHP/Apache render at 254ms TTFB means crawlers can read all content on first request. This is the site's biggest technical asset. Protect it: do not introduce heavy client-side JS frameworks without measuring impact on CWV.

When project photos are added (a required fix), ensure every `<img>` tag has explicit `width` and `height` attributes to prevent CLS, and use `loading="lazy"` for below-fold images.

LOCAL SEO

Score: 21/100

Dimension	Score	Weight	Weighted
GBP Signals	5/100	25%	1.25
Reviews & Reputation	20/100	20%	4.00
Local On-Page SEO	25/100	20%	5.00
NAP Consistency & Citations	10/100	15%	1.50
Local Schema	0/100	10%	0.00
Local Links & Authority	0/100	10%	0.00

Business type: Service Area Business (SAB). No street address appears anywhere on the site. GBP must be configured as an SAB with address hidden and service areas explicitly defined.

GBP Signals: 0 of 8 Detected

No Google Maps embed, no GBP review widget, no "Get directions" link, no Place ID, no GBP profile link. GBP is the single most impactful local ranking lever for this business type — and it has zero on-site representation.

Recommended GBP Categories: – Primary: General Contractor – Secondary: Deck Builder
– Additional: Fence Contractor

Reviews: Unverified and Unlinked

The "4.9★ Average Client Rating" floating claim has no platform link, no review count, and no schema. It is treated by Google as marketing copy. The three on-site testimonials (named, with project detail — a genuine trust asset) are not schema-encoded and are not linked to any verified review source.

Sterling Sky 18-day rule: If a GBP listing exists, it requires a new Google review at least every 18 days to avoid a local pack ranking drop. Review velocity cannot be confirmed without authenticated GBP access.

City Page Gap

All city-specific URLs return 404:

URL Tested	Status
/niagara-falls	404
/st-catharines	404
/welland	404
/decks	404
/fences	404

Dedicated service + location pages are the #1 local organic ranking factor (Whitespark 2026). Zero exist. The projects page mentions Niagara Falls, St. Catharines, Niagara-on-the-Lake, Welland, and Thorold in project entries, but this is not equivalent to landing pages targeting those queries.

Priority page structure to build:

/deck-building-niagara-falls
/deck-building-st-catharines
/fence-installation-niagara-falls
/fence-installation-st-catharines
/renovations-welland
/rental-renovations-niagara

Each page requires unique content (not city-name swaps), local permit references, real project examples, and `GeneralContractor` + `Service` schema.

Canadian Citation Priorities

Platform	Priority	Status
HomeStars CA	Critical	Not linked from site
Google Business Profile	Critical	No on-site signals
Houzz	High	Not linked
YellowPages Canada	High	Not linked
BBB Accredited Business	Medium	Not linked
Yelp Canada	Medium	Not linked
BuildZoom	Low	Not linked

Do not submit to any citation platform until NAP is unified. Active NAP conflicts across phone and email will propagate into every listing created.

GEO / AI SEARCH READINESS

Score: 20/100 | Passes: 4 / 23 checks

Platform	Score	Primary Blocker
Google AI Overviews	8/100	No schema, no FAQ, no E-E-A-T, no citable passages
ChatGPT (browsing + search)	10/100	No citable passages, no GPTBot allow in robots.txt
Perplexity	12/100	SSR is an advantage, but no answerable content
Bing Copilot	10/100	

Platform	Score	Primary Blocker
		No schema, no sitemap, no structured location data

What Passes

- Server-side rendering (crawlers read full content)
- HTTPS
- Sub-300ms TTFB
- Entity clarity (business name + locations present)

Critical AI Gaps

llms.txt: Missing (HTTP 404). Implement to signal preferred citation content to LLM tools.

Citable passages: The entire homepage contains zero passages of 134–167 words — the range correlated with AI Overview citation. The longest paragraph is ~48 words. Nothing on the site is structured as a self-contained, quotable answer.

Recommended citable passage (ready to use as an intro paragraph):

"SG Renovations is a licensed and insured renovation contractor serving Niagara Falls, St. Catharines, Welland, Thorold, and Niagara-on-the-Lake in the Niagara Region of Ontario. The company builds custom composite and wood decks, installs privacy and feature fences, and handles interior renovations, exterior refreshes, and rental-ready renovation packages. With over 15 years of combined trade experience and more than 200 completed projects across the Niagara Region, SG Renovations offers free estimates with a 48-hour turnaround. All work is performed by a licensed and insured team available Monday through Friday, 9am–5pm."

That single 91-word paragraph is more citable by any AI engine than everything currently on the site combined.

External brand signals: YouTube mention frequency correlates at ~0.737 with AI citation inclusion — the strongest GEO signal in current research. No YouTube, no social profiles, no HomeStars listing visible. Three to five short project walkthrough videos (60–120 seconds) on a YouTube channel titled "SG Renovations Niagara" would be one of the highest-ROI GEO investments available at this stage.

SXO — SEARCH EXPERIENCE OPTIMIZATION

Score: 41/100

Critical Page-Type Mismatch

The homepage is attempting to rank for five distinct commercial service queries that Google resolves with dedicated single-topic service pages or local pack results — not generic homepages.

Target Query	SERP Dominant Type	SG Renos Page Type	Match?
"deck contractor Niagara Falls"	Service Page / Local Pack	Homepage	NO
"fence installation Niagara Region"	Service Page / Directory	Homepage	NO
"home renovation contractor Niagara"	Service Page / Local Pack	Homepage	NO
"interior renovation Niagara Falls"	Service Page / Directory	Homepage	NO
"rental renovation contractor Niagara"	Service + Content Hybrid	Homepage	NO

Root cause of ranking failure: No amount of homepage optimization, title tag refinement, or schema implementation will overcome this mismatch. The architecture must change. One homepage cannot win five queries where Google rewards topical depth.

Persona Scoring

Persona	Score	Rating
Landlord Renovator	25/100	Critical Mismatch
New Homeowner	32/100	Critical Mismatch
Comparison Shopper	37/100	Critical Mismatch
Fence Buyer	45/100	Needs Work
Deck Planner	49/100	Needs Work

Conversion Friction Points

1. Single high-commitment CTA for cold traffic: "BOOK A SITE VISIT" requires home access and time commitment before any trust is established. Needs a consideration-stage alternative ("Get a free estimate").
2. No contact form above the fold — requires navigating away.

3. 48-hour estimate turnaround (the strongest differentiator on the site) is buried in body copy — should anchor the primary CTA: "Book a site visit — 48-hour estimate guaranteed."
4. Hotmail email visible to comparison-stage visitors making a \$15,000–\$40,000 decision.
5. "Blog" in navigation links to effectively empty content — creates a dead end that undermines trust.

Competitive Intelligence

Competitor	Why They Outrank	What to Replicate
Hickory Dickory Decks	1,400-word Niagara location page; downloadable Deck Buyer's Guide; multiple CTAs	Dedicated deck page; downloadable resource
Nicholson Fence & Construction	3 dedicated service pages; ThreeBestRated badge; 5-year warranty	Service page architecture; third-party trust badges
Niagara Renovation Company	12 service + 12 location pages; 87 verified reviews	Service/location page matrix
Byout Renovations	Landlord-specific page; rental income calculator; permit/compliance content	Rental renovations page with landlord-specific content

BACKLINK PROFILE

Estimated Status: Minimal

As a small local contractor, the backlink profile is expected to be low volume. Without paid tool access (Ahrefs, Semrush), domain authority cannot be precisely measured. Based on site signals:

- No inbound links visible from citation sites (HomeStars, Houzz, YellowPages CA)
- No social media profiles to generate owned-domain links
- No press or community coverage detected

Priority Link Building Opportunities (Canada-Specific)

Source	Type	Priority
HomeStars Canada	Citation + Review	Critical

Source	Type	Priority
Houzz	Citation + Portfolio	High
YellowPages Canada	Citation	High
BBB Accredited Business	Citation + Trust	High
Niagara Region Chamber of Commerce	Local Association	Medium
Niagara Falls Tourism Business Directory	Local Citation	Medium
Ontario General Contractors Association	Industry Association	Medium
Local news coverage (Niagara Falls Review, St. Catharines Standard)	Editorial	Medium
Niagara Renovates Program (gov't)	Reference + Authority	High

PRIORITIZED ACTION PLAN

Phase 0 — Pre-Launch Fixes (Week 1, ~8 hours)

These must be completed before any SEO work delivers value.

#	Action	Effort	Impact
0.1	Connect or replace the contact form — functional lead capture is prerequisite to all traffic value	2h	Immediate commercial
0.2	Remove (905) 555-0123 from navigation, hero, and contact page header — replace with (905) 736-0648 everywhere	30min	NAP foundation
0.3	Delete or noindex /blog/test — the fountain pen article	15min	Protects domain quality signals
0.4	Remove sgrenoniagara@hotmail.com from homepage — replace with info@sgrenovationsniagara.com	15min	NAP consistency
0.5	Remove "Image placeholder – swap with SG project photos" from homepage HTML	15min	Clean indexable content

Phase 1 — SEO Foundation (Weeks 2–3, ~12 hours)

#	Action	Effort	Impact
1.1	Create <code>robots.txt</code> (with CCBot Disallow + Sitemap declaration)	30min	Crawler guidance
1.2	Fix all canonical tags to absolute URLs (<code>https://sgrenovationsniagara.com/</code>)	1h	Canonicalization
1.3	Rewrite all 4 title tags with service + location keywords	1h	Immediate on-page signal
1.4	Write meta descriptions for all 4 pages (140–160 chars)	1h	SERP click-through
1.5	Rewrite H1 to include primary service + location (e.g., "Niagara's Deck, Fence & Renovation Contractors")	30min	Keyword targeting
1.6	Deploy <code>GeneralContractor</code> JSON-LD schema sitewide	2h	Knowledge Graph, Local Pack
1.7	Deploy <code>WebSite</code> schema on homepage	30min	Sitelinks eligibility
1.8	Create and submit <code>sitemap.xml</code> to Google Search Console	1h	Crawl coverage
1.9	Add Open Graph tags to all pages	1h	Social sharing
1.10	Add a "How We Work" 4-step process section to homepage	2h	Awareness-stage conversion

Phase 2 — Content Architecture (Weeks 4–8, ~40 hours)

#	Action	Effort	Impact
2.1	Create <code>/deck-building-niagara-falls</code> (800–1,200 words, unique content, Service schema, CTA)	6h	Primary ranking target
2.2	Create <code>/fence-installation-niagara-falls</code> (same standard)	6h	Primary ranking target
2.3	Create <code>/renovations-st-catharines</code> or <code>/home-renovations-niagara</code>	6h	High-volume query
2.4	Create <code>/rental-renovations-niagara</code> (landlord-specific: permits, compliance, vacancy window framing)	6h	Low-competition opportunity
2.5		4h	

#	Action	Effort	Impact
	Upload real project photos to <code>/projects</code> with descriptive alt text		E-E-A-T, Image Search
2.6	Add FAQ section to homepage (6–8 questions, FAQPage schema for AI citation)	3h	AI Overview eligibility
2.7	Write and publish 3 blog posts targeting awareness queries	8h	Topical authority
2.8	Add Privacy Policy page	1h	Legal compliance (PIPEDA)

Blog post targets: "How much does a deck cost in Niagara Falls?", "Wood vs. composite decks: which is right for your Niagara home?", "Do I need a permit for a fence in Niagara Falls, Ontario?"

Phase 3 — Local Authority (Weeks 6–12, ongoing)

#	Action	Effort	Impact
3.1	Claim/verify/optimize Google Business Profile as SAB	2h	Local Pack #1 lever
3.2	Set GBP categories: General Contractor + Deck Builder + Fence Contractor	30min	Category ranking
3.3	Upload 10+ real project photos to GBP	1h	GBP quality signal
3.4	Claim HomeStars Canada profile with unified NAP	1h	#1 Canadian contractor citation
3.5	Claim Houzz, YellowPages CA, BBB with unified NAP	2h	Citation authority
3.6	Launch Google review collection campaign (target: 1 new review every 14 days)	Ongoing	Local Pack trust signal
3.7	Create YouTube channel with 3 project walkthrough videos	4h	GEO / AI citation signal
3.8	Add Google/HomeStars review badges to website footer	1h	Conversion trust
3.9	Link <code>sameAs</code> in LocalBusiness schema to verified profiles	30min	Entity graph completion
3.10		1h	AI crawler guidance

#	Action	Effort	Impact
	Create <code>llms.txt</code> declaring authoritative content sections		

90-DAY QUICK-REFERENCE ROADMAP

Week 1:	Phase 0 – fix the staging defects (form, phone, test post, email, plac
Weeks 2-3:	Phase 1 – robots.txt, sitemap, canonical fix, title tags, meta descrip
Weeks 4-6:	Phase 2 (start) – first two service pages (deck + fence Niagara Falls
Weeks 6-8:	Phase 2 (continue) – rental renovations page, FAQ section, blog post ;
Weeks 8-12:	Phase 3 – GBP, HomeStars, citation cleanup, review campaign, YouTube

Expected score trajectory (conservative estimates): – After Phase 0: 22 → ~28 (pre-launch defects removed) – After Phase 1: ~28 → ~42 (foundation in place, indexing correctly) – After Phase 2: ~42 → ~58 (content architecture competes for target queries) – After Phase 3: ~58 → ~68–72 (local authority, citation, review velocity)

SUMMARY SCORECARD

Finding	Severity	Priority
Contact form non-functional	Critical	P0
Phone number (905) 555-0123 is fictional	Critical	P0
/blog/test publicly indexed (fountain pen content)	Critical	P0
Two email addresses in conflict	Critical	P0
No sitemap.xml or robots.txt	Critical	P1
Zero schema markup (0/100)	Critical	P1
All title tags are generic single words	Critical	P1
H1 has no keyword or location	Critical	P1
No dedicated service pages (5 services, 0 pages)	Critical	P2
Page-type mismatch for all 5 target queries	Critical	P2
No Google Business Profile integration	Critical	P3

Finding	Severity	Priority
Relative canonical tags (not absolute)	High	P1
No meta descriptions	High	P1
No city/location landing pages	High	P2
Projects page has zero photos	High	P2
No HomeStars / citation profiles visible	High	P3
No FAQ content (AI citation gap)	Medium	P2
Hotmail email in contact strip	Medium	P1
Homepage word count below 500	Medium	P1
No Open Graph tags	Medium	P1
No privacy policy (PIPEDA risk)	Medium	P2
No llms.txt	Medium	P3
No YouTube / social media presence	Low	P3

Overall verdict: sgrenovationsniagara.com has the business fundamentals — genuine experience, real projects, a credible differentiator in the 48-hour estimate, and an underserved niche in rental-ready renovations. What it lacks is every layer of infrastructure that turns those assets into search visibility. The staging-site defects are the most urgent fixes: until the contact form works and the placeholder phone number is removed, no amount of SEO work converts. The architecture buildout (service pages + GBP) is the medium-term unlock. Both are entirely within the owner's control and require no paid tools or agencies to execute.