



Raven's Edge MEDIA

SEO AUDIT REPORT · RAVEN'S EDGE MEDIA

<https://sgrenovationsniagara.com/>

19/100

RECOMMENDED PLAN: STARTER

SGRenovations SEO Audit Report

Site: <https://sgrenovationsniagara.com/> Business: SG Renovations — Home Renovation Contractor (Decks, Fences, Interior/Exterior) Location: Niagara Region, Ontario, Canada
Audit Date: June 15, 2026

SEO Health Score: 19 / 100

Category	Weight	Score	Weighted
Technical SEO	22%	18/100	3.96
Content Quality (E-E-A-T)	23%	31/100	7.13
On-Page SEO	20%	20/100	4.00
Schema / Structured Data	10%	0/100	0.00

Category	Weight	Score	Weighted
Performance (CWV)	10%	32/100	3.20
AI Search Readiness (GEO)	10%	8/100	0.80
Images	5%	4/100	0.20
TOTAL			19.3 / 100

Executive Summary

SGRenovations has a visually credible site template that was launched in an incomplete, **demo-stage state** — a non-functional contact form, a disconnected placeholder phone number in the header, and unfilled placeholder images are actively destroying leads right now. The site scores 19/100 primarily because the foundational infrastructure for local SEO visibility is entirely absent: no Google Business Profile, no robots.txt, no XML sitemap, no schema markup, and no individual service pages. A competing contractor with 25 Google reviews and a GBP profile will outrank this site in every Niagara query regardless of content quality. The good news: most critical issues are technical fixes (hours, not weeks) and the underlying business signals — 200+ projects, 4.9 stars, 15+ years experience, named testimonials — are genuinely strong once surfaced properly.

CRITICAL Issues — Fix This Week (Site Is Losing Leads Today)

C1 — Non-Functional Contact Form

Impact: Zero lead capture. Every form submission is lost.

The contact form displays "This form is for demo purposes only. Connect it to your backend or email handler when you're ready." This text is visible to every visitor. The site cannot capture a single inquiry.

Fix: Connect the form to `info@sgrenovationsniagara.com` using Formspree (free), EmailJS, or a backend handler. 1–2 hours, zero cost.

C2 — Fake Phone Number in Site Header

Impact: Every visitor who calls from the header reaches a disconnected line.

The navigation header on every page displays (905) 555-0123 — a fictional placeholder used in Figma/web templates. The real number, (905) 736-0648, appears only in the homepage body. Visitors calling from the header or mobile tap-to-call reach nothing and call a competitor.

Fix: Replace every instance of (905) 555-0123 with (905) 736-0648 site-wide. Single template variable change.

C3 — Placeholder Images Throughout

Impact: Destroys trust for a business whose primary selling point is visual portfolio work.

Images on the homepage are explicitly labelled "Image placeholder – swap with SG project photos" in the source. The projects page has six project cards with no real photos. For a renovation contractor, before/after project photography is the #1 trust and conversion signal.

Fix (immediate): Book a photography session — even a single afternoon with a smartphone in good light. As a stopgap, AI-generated temporary images (see Image Audit section) can replace the obvious placeholders until real photos are ready.

C4 — No robots.txt + No XML Sitemap

Impact: Google cannot efficiently discover or crawl the site. AI crawlers receive no directives.

Both robots.txt and sitemap.xml return HTTP 404. The sitemap specialist agent has generated both files ready to deploy:

- sitemap.xml — written to the audit directory, covering / , /projects/ , /contact/
- robots.txt — written to the audit directory, with explicit AI crawler permissions (GPTBot, ClaudeBot, Google-Extended, PerplexityBot all allowed) and a Sitemap directive

Fix: Upload both files to the site root. Submit the sitemap in Google Search Console. 30 minutes total.

C5 — Blog Navigation Link Returns 404

Impact: Every visitor clicking "Blog" in the nav lands on an error page. Signals an unfinished site.

`/blog/` is listed in the site's main navigation menu but returns HTTP 404. This is the exact signal a Quality Rater or discerning customer uses to conclude the site is abandoned or unprofessional.

Fix (immediate): Remove the Blog link from navigation. Add it back once real blog content is published.

C6 — Zero Schema Markup Anywhere

Impact: Google cannot determine what this business does, where it is, what it charges, or what rating it has.

No JSON-LD, Microdata, or RDFa exists on any page. The schema specialist agent has generated complete, ready-to-deploy JSON-LD blocks:

- LocalBusiness (GeneralContractor) with AggregateRating (4.9★) — deploy on all pages
- Organization with sameAs — deploy on homepage
- WebSite with SearchAction — deploy on homepage
- Service schema for all 4 services — deploy on homepage
- BreadcrumbList — deploy on `/projects/` and `/contact/`
- ImageObject — deploy on `/projects/` once real photos are live
- FAQPage — deploy if FAQ section is added (AI/LLM citation benefit only, not Google rich result)

Phone note before deploying: The contact page still shows `(905) 555-0123` .

Fix C2 first, then deploy schema using `(905) 736-0648` as the canonical phone everywhere.

HIGH Priority — Fix Within 1 Week

H1 — No Google Business Profile

Impact: The site is invisible in Google Maps and the local pack for every target query.

No GBP profile was found for any Niagara contractor query. Local map pack results account for the majority of contractor lead flow. A competitor with even 20 Google reviews and a GBP profile will appear before SG Renovations for "deck contractor Niagara Falls" regardless of on-page optimization.

Fix: 1. Create a GBP profile at business.google.com as a Service Area Business (no storefront address needed) 2. Primary category: General Contractor 3. Secondary categories: Deck Builder, Fence Contractor, Remodeling Contractor, Home Improvement 4. Service area: Niagara Falls, St. Catharines, Welland, Fort Erie, Thorold, Grimsby, Niagara-on-

the-Lake, Pelham 5. Upload minimum 8 photos at launch (cover photo, logo, 5+ project photos, team photo) 6. Use `info@sgrenovationsniagara.com` for GBP, not the Hotmail address

H2 — Page Titles Are Generic Placeholders

Impact: Zero keyword value in the most heavily weighted on-page signal.

Page	Current Title	Required Title
Homepage	"Home"	Deck & Fence Contractor Niagara Falls, St. Catharines & Welland \ SG Renovations
Projects	"Projects"	Deck, Fence & Renovation Projects – Niagara Region \ SG Renovations
Contact	"Contact"	Free Estimate – Renovation Contractor Niagara Region \ SG Renovations

H3 — No Meta Descriptions on Any Inner Page

Impact: Google writes its own snippets, reducing SERP click-through rate.

All inner pages (Projects, Contact) have no meta description. Homepage has a generic one ("SG Renovations homepage").

Recommended meta descriptions: – Homepage: "Licensed deck builders, fence installers & renovation contractors serving Niagara Falls, St. Catharines & Welland. 200+ projects. Free estimate in 48 hrs." – Projects: "Browse SG Renovations' portfolio of composite decks, cedar decks, privacy fences, and interior renovations across the Niagara Region." – Contact: "Request a free estimate from SG Renovations — Niagara's deck, fence & renovation contractor. Response within 48 hours."

H4 — Missing H1 Tag on Homepage

Impact: Google cannot determine the primary topic of the homepage.

No `<h1>` tag was confirmed in the homepage HTML. The hero headline appears to be styled `<div>` or `<p>` elements. The text should be wrapped in an `<h1>` :

Recommended H1: Custom Deck & Fence Contractors in Niagara Falls, St. Catharines & Welland

H5 — NAP Inconsistency (Multiple Variants)

Critical for local ranking: NAP must be identical across the site, schema, and all directories.

Data Point	Correct Value	Current Problem
Business Name	SG Renovations	"SGRenovations" (one word) used in About section
Phone	(905) 736-0648	(905) 555-0123 placeholder in header/contact
Email	info@sgrenovationsniagara.com	sgrenoniagara@hotmail.com on homepage
Address	Not published (SAB)	Completely absent — fine for SAB but must be in GBP

Do not build any directory citations until the website NAP is fully standardized. Building citations while the site shows conflicting data anchors the wrong information in aggregators.

H6 — No Open Graph / Social Preview Tags

Impact: Shares of the site on Facebook, Instagram, WhatsApp, LinkedIn display no image or title.

Zero OG tags detected on any page. Social shares are text-only, reducing click-through dramatically.

Minimum required on homepage `<head>` :

```
<meta property="og:title" content="Deck & Fence Contractor Niagara Falls | SG Re
<meta property="og:description" content="Custom decks, fences & renovations acro
<meta property="og:image" content="https://sgrenovationsniagara.com/images/og/hor
<meta property="og:image:width" content="1200" />
<meta property="og:image:height" content="630" />
<meta name="twitter:card" content="summary_large_image" />
```

H7 — Core Web Vitals: Estimated to Fail All Three Metrics on Mobile

Metric	Estimated Status	Primary Cause
LCP	Poor (3.8–6.5s)	

Metric	Estimated Status	Primary Cause
		No CDN, unoptimized hero image, render-blocking resources
CLS	Needs Improvement–Poor (0.18–0.42)	Images without explicit width/height dimensions
INP	Needs Improvement–Poor (220–480ms)	Unknown JS bundle, no code splitting, likely undeferred third-party scripts

Immediate wins: 1. Deploy Cloudflare free tier (Toronto PoP for Niagara visitors) — 30 min, no code 2. Add `width` and `height` attributes to every `<img>` tag — eliminates CLS immediately 3. Add `fetchpriority="high"` to hero image; remove any `loading="lazy"` from above-fold images

MEDIUM Priority — Fix Within 1 Month

M1 — No Individual Service Landing Pages

Impact: The homepage tries to rank for 5 service intents simultaneously — it will not win any of them.

SERP research confirms every competitor ranking for "deck contractor Niagara Falls", "fence installation Niagara", and "composite deck builder St. Catharines" uses dedicated service + city page combinations. SGRenovations has one homepage serving all intents.

Required pages (priority order): 1. `/deck-contractor-niagara-falls/` — highest search volume, primary market 2. `/fence-installation-niagara/` — second service priority 3. `/interior-renovations-niagara/` — captures investor/rental market 4. `/deck-builder-st-catharines/` — second-highest city volume 5. `/rental-renovations-niagara/` — differentiated niche, competitor owns it (builtbynic.com)

Each page requires minimum 600 words of genuinely location-specific content (local permit office references, project examples from that city, city-specific building code notes). Do not create thin doorway pages.

M2 — No Physical Address or Team Information

Impact: Users hiring someone to enter their home cannot verify who they are.

- No physical address anywhere (needed for GBP SAB verification)
- No named team members or contractors
- Hotmail email signals low business maturity

Fix: Add a named "About" section with at least the owner's first name and credentials.
Replace Hotmail with `info@sgrenovationsniagara.com` everywhere.

M3 — No Third-Party Review Citations

Impact: The 4.9★ claim is unverifiable — no platform, no link, no count.

The 4.9-star claim on the homepage has zero SEO or trust value without a linked source.
Competitors in the Niagara map pack have 30–80 verifiable Google reviews.

Review acquisition priority: 1. Google Business Profile (primary — direct local pack impact)
2. HomeStars.com (most important Canadian contractor platform) 3. Houzz (project portfolio + reviews) 4. BBB Canada (trust signal for Ontario consumers)

Target: 40–60 Google reviews to be competitive in the Niagara Falls map pack.

M4 — No Privacy Policy

Impact: Legal exposure under PIPEDA (Canada's federal privacy law).

The contact form collects name, email, phone, and project details. Collecting personal information without a posted privacy policy is a PIPEDA compliance gap. Google also flags sites without privacy policies as lower-trust signals.

M5 — Thin Homepage Content (~520 words for 5 services)

Impact: Below minimum threshold for local contractor homepage; insufficient for E-E-A-T.

Recommended homepage expansion: – Add process section: "How it works" (3 steps: consultation → quote → build) – Add material descriptions: composite vs cedar deck content – Add permit information: "We handle all Ontario Building Code permits" – Add FAQ section (8–10 questions targeting informational queries) – Target: 900–1,200 words for the homepage

LOW Priority / Backlog

L1 — Establish Social Media Presence

The site has no social media links. Instagram is the highest-ROI platform for a renovation contractor (visual portfolio, local hashtags, story content). Facebook is important for Niagara region demographics. Create both, link from website, and add profiles to `sameAs` in Organization schema.

L2 — Blog Content Strategy

Once the /blog/ 404 is fixed and the blog is rebuilt, prioritize these high-intent posts: 1. "Do You Need a Building Permit for a Deck in Niagara Falls, Ontario?" (highest local informational volume) 2. "How Much Does a Composite Deck Cost in Niagara? (2026 Guide)" 3. "Composite vs Cedar Decks in Ontario: Which Lasts Through Niagara Winters?"

L3 — Hreflang

Not needed — English-only Canadian contractor site. No action required.

L4 — Industry Association Memberships

RenoMark, Ontario Home Builders' Association (OHBA), Niagara Falls Chamber of Commerce. Each provides a backlink, trust signal, and directory citation.

L5 — Project Case Studies

Expand the 6 project cards on /projects/ into full case studies (300–500 words each) with material specs, timeline, permit details, and client outcome. These create passage-level content citable by AI systems.

Prioritized Action Plan

Dependency-sequenced — earlier items unblock later ones.

#	Action	Blocks	Falsifiability Check	Leading Indicator
1	Fix placeholder phone number in header	All conversion; all citations	Call (905) 736-0648 from the header	Zero "disconnected line" user signals
2	Fix contact form → <code>info@sgrenovationsniagara.com</code>	All lead capture	Submit test form, verify email delivery	Form submissions appearing in inbox
3	Replace placeholder images with real photos	E-E-A-T, trust, conversion	No placeholder text visible anywhere	Bounce rate improvement on /projects/
4	Deploy robots.txt + sitemap.xml (generated files ready)	GBP; GSC; AI crawlers		

#	Action	Blocks	Falsifiability Check	Leading Indicator
			HTTP 200 on both URLs	GSC shows sitemap submitted
5	Remove /blog/ from nav OR create real blog page	Trust; crawl efficiency	Nav link returns 200 or is gone	No 404 for /blog/ in GSC
6	Standardize NAP everywhere (name, phone, email)	All citations; all schema	Audit every page — one name, one phone	Zero inconsistencies in audit re-check
7	Deploy LocalBusiness + AggregateRating schema (generated code ready)	Rich results; map pack; AI citations	Pass Google Rich Results Test	Star rating appears in brand SERPs
8	Rewrite page title tags for all 3 pages	Organic CTR; keyword targeting	Titles appear correctly in Google Search	Impressions for target keywords in GSC
9	Add H1 to homepage, meta descriptions to all pages	Crawl classification; CTR	H1 confirmed in DOM	CTR improvement in GSC
10	Create + verify Google Business Profile	Local pack; review collection	Business appears in Maps search	Map pack impression data in GBP Insights
11	Add OG tags + Twitter card to all pages	Social sharing CTR	Facebook Sharing Debugger shows correct preview	Shares display images
12	Fix CWV: Cloudflare CDN + image dimensions + fetchpriority	PSI scores; ranking	PSI mobile score above 50	CrUX data shifts to "Good" range
13	Build HomeStars + Houzz + BBB citations	Authority; AI citations	Profiles live with consistent NAP	GBP authority score increase

#	Action	Blocks	Falsifiability Check	Leading Indicator
14	Build service landing pages (Decks, Fences, Interior, Rental)	All long-tail organic rankings	Pages indexed in GSC; ranking for target terms	Organic impressions for service queries
15	Add Privacy Policy page	PIPEDA compliance; trust	Page live at /privacy-policy/	Quality Rater trust signal resolved

Local SEO Quick Wins

These 5 actions will have the most direct impact on Niagara map pack visibility:

1. Create GBP as a Service Area Business — cannot appear in the local pack without this
2. Fix the phone number — every GBP click-to-call will fail until this is done
3. Get 10 Google reviews in the first 30 days — contact past clients from the 200+ project list, request GBP reviews with a direct review link
4. Submit to HomeStars.com — Canada's most important contractor directory; competitors appear there; SG Renovations does not
5. Deploy LocalBusiness schema — enables star ratings in brand SERPs and signals business type/area to Google's local algorithm

Schema Markup — Ready to Deploy

The schema specialist agent generated complete, validated JSON-LD for all required types. Deploy Block 1 first — it's the single highest-impact change available.

Block 1: LocalBusiness (GeneralContractor) with AggregateRating — paste in `<head>` of every page:

```
<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": "Licensed and insured general contractor specializing in custom
"areaServed": [
  {"@type": "City", "name": "Niagara Falls"},
  {"@type": "City", "name": "St. Catharines"},
  {"@type": "City", "name": "Welland"},
  {"@type": "City", "name": "Fort Erie"},
  {"@type": "City", "name": "Thorold"},
  {"@type": "City", "name": "Lincoln"},
  {"@type": "City", "name": "Grimsby"},
  {"@type": "City", "name": "Niagara-on-the-Lake"},
  {"@type": "City", "name": "Pelham"}
],
"openingHoursSpecification": [{
  "@type": "OpeningHoursSpecification",
  "dayOfWeek": ["Monday", "Tuesday", "Wednesday", "Thursday", "Friday"],
  "opens": "09:00",
  "closes": "17:00"
}],
"priceRange": "$$",
"aggregateRating": {
  "@type": "AggregateRating",
  "ratingValue": "4.9",
  "bestRating": "5",
  "ratingCount": "47"
}
}
</script>

```

Replace `ratingCount: 47` with the actual number of reviews from your GBP or HomeStars profile. Do not inflate it.

Full schema blocks for Organization, WebSite/SearchAction, 4 Service types, BreadcrumbList, and ImageObject are available from the schema agent — ask to output them if needed.

90-Day Roadmap

Month 1 — Stop the Bleeding – Week 1: Fix phone number, fix form, deploy robots.txt + sitemap (generated files ready), remove /blog/ from nav, standardize NAP – Week 2:

Deploy LocalBusiness schema, rewrite all page titles and meta descriptions, add H1 to homepage, add OG tags – Week 3: Photograph real projects (minimum 10 photos), upload and optimize (WebP, alt text, dimensions), add `fetchpriority="high"` to hero – Week 4: Create + verify GBP, request reviews from 10 past clients, deploy Cloudflare CDN

Month 2 — Build the Foundation – Submit to HomeStars, Houzz, BBB Canada, Yellow Pages Canada with consistent NAP – Build first two service pages: `/deck-contractor-niagara-falls/` and `/fence-installation-niagara/` – Add Privacy Policy page – Deploy remaining schema blocks (Service, BreadcrumbList) – Add team/about section with named contractor(s) – Deploy llms.txt (drafted by GEO agent — ask to output)

Month 3 — Compete – Build city pages for St. Catharines and Welland – Publish first 3 blog posts (deck permit guide, cost guide, composite vs cedar comparison) – Expand / projects/ cards into full case studies – Create Instagram account, link from site, begin posting project photos – Target: 25+ Google reviews – Begin rental-renovations landing page

Expected outcome at 90 days: Map pack visibility for primary Niagara queries, first organic rankings for long-tail service terms, functional lead capture across all channels.

Competitor Landscape (From SXO Research)

Sites currently ranking for Niagara deck/renovation queries: – Hickory Dickory Decks — dedicated city pages, named franchise owner, climate-specific copy, buyer's guide – Nicholson Fence & Construction — 14-city service area pages, 5-year warranty, named supplier partners – Niagara Renovation Services — individual "Home Renovations [City]" pages for St. Catharines, Niagara Falls, Grimsby – Fence Squad — pricing anchor (\$56/ft) in SERP snippets (converts fence buyers immediately) – Built by Nic — explicitly targets rental property investors in Niagara (owns that niche)

The competitive moat is achievable. SG Renovations' 200+ project history and 4.9★ rating are genuinely strong signals — the business just needs to surface them in a format Google and customers can find and trust.

Generated Files

The sitemap and robots.txt agents wrote the following files to the audit directory — ready for deployment:

- `/home/ravens/audit-pipeline/audits/f761a57c-ebec-432f-a174-dcf5d1794c10/sitemap.xml` — valid XML sitemap with 3 confirmed URLs

- `/home/ravens/audit-pipeline/audits/f761a57c-ebec-432f-a174-dcf5d1794c10/robots.txt` — robots.txt with AI crawler permissions and sitemap directive

Ask for any section to be expanded: full schema JSON-LD blocks, service page content briefs, llms.txt draft, GBP setup walkthrough, or HomeStars submission guide.

≈