

LOCAL SEO AUDIT REPORT

# A&N; Scrap Car Removal

*a-n-cashforcars.ca*

You are targeting all of Ontario. Your competitor targets Toronto only and earns \$10,000 to \$15,000 every month from Google. This report shows what your bigger market is worth -- and why you are currently collecting none of it.

Prepared by Malik Haseeb | Local SEO and AEO Expert | June 2026

|                  |                  |                |                     |
|------------------|------------------|----------------|---------------------|
| Website Traffic  | Domain Authority | Google Reviews | Revenue From Google |
| 0                | 0                | 65             | \$0                 |
| Visitors / Month | Out of 100       | Rating: 4.7    | Per Month           |

*Audit based on publicly available website data, Google Business Profile review, and competitor analysis conducted June 2026.*

## 01 The Revenue You Are Leaving on the Table

Your competitor targets Toronto only. You target all of Ontario -- Toronto, Hamilton, Mississauga, Brampton, and every surrounding city. Your market is three to four times larger than theirs. Here is what that means in real numbers.

|                        | Toronto-Only Competitor                    | A&N; Scrap Car Removal                       |
|------------------------|--------------------------------------------|----------------------------------------------|
| Website                | scrapcarremovaltoronto.ca                  | a-n-cashforcars.ca                           |
| Market Targeted        | Toronto only                               | Ontario -- Toronto, Hamilton, GTA and beyond |
| Monthly Visitors       | 518 people per month                       | 0 -- invisible on Google                     |
| Google Ranking         | #1 for 'scrap car removal toronto'         | Not ranking for any search                   |
| Website Trust Score    | 29 out of 100                              | 0 out of 100                                 |
| Links From Other Sites | 391 links from 218 websites                | None                                         |
| Est. Monthly Business  | <b>\$10,000 to \$15,000 (Toronto only)</b> | <b>\$0 from Google</b>                       |

Your Market Is 3 to 4 Times Bigger -- So Is the Revenue You Are Missing Your competitor covers Toronto alone and generates an estimated \$10,000 to \$15,000 in business from Google every single month. You cover Toronto, Hamilton, Mississauga, Brampton, Oakville, and the entire surrounding Ontario area. That is a market three to four times larger. If a Toronto-only competitor earns \$10,000 to \$15,000 per month with proper online visibility, a business covering all of Ontario with the same visibility could realistically generate \$30,000 to \$50,000 per month from Google. Right now you are generating zero of that -- not because the customers are not there, but because they cannot find you online. You have 14 years of experience, 65 reviews, and a 4.7 star rating. The only thing standing between you and that revenue is your online presence.

## 02 Your Website -- What Is Working and What Is Not

A full review of a-n-cashforcars.ca was carried out including your Google Business Profile. Findings are split into four areas. Each issue is marked Critical, Warning, or Good.

### A. How Your Pages Are Set Up

|          |                                        |                                                                                                                                                                                                                                                                                                                                  |
|----------|----------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| CRITICAL | Main Page Headline                     | Your main headline says 'A.N. CASH FOR CARS' -- that is the business name, not a service. When someone lands on your page they should immediately read what you do and where. A headline like 'Scrap Car Removal Across Ontario -- Top Cash, Free Towing, Same Day' tells Google and the visitor exactly what the page is about. |
| CRITICAL | Two Main Headlines on One Page         | Your page has two main headlines -- one at the top and one further down. A page should only have one main headline. Having two confuses Google about what the page is actually about and weakens both.                                                                                                                           |
| CRITICAL | Negative Statement in a Key Heading    | One of your headings says 'WE DON'T SELL AUTO PARTS.' This is a wasted heading. Headings are prime space for telling Google and visitors what you DO offer -- not what you do not. This should be removed from a heading and placed as a small note if needed at all.                                                            |
| CRITICAL | Page Descriptions Missing              | When your site appears in Google, there should be a short description below the link that gives people a reason to click. None of your pages have this. People scroll past your listing without stopping.                                                                                                                        |
| CRITICAL | Location Words Missing From Key Places | Your pages do not mention Ontario cities like Toronto, Hamilton, Mississauga, and Brampton in the right places for Google to connect your site to those searches. Covering Ontario means nothing if Google cannot read where you operate.                                                                                        |
| WARNING  | Repeated Calls to Action               | 'Get An Instant Quote' appears multiple times as a heading across the page. Repeating the same phrase as headings dilutes the impact and sends mixed signals to Google about what each section covers.                                                                                                                           |
| WARNING  | Photo Descriptions                     | Images on your site have no descriptions attached. Google cannot see photos -- it reads the description. Missing descriptions mean missed visibility from image searches.                                                                                                                                                        |
| GOOD     | Contact Form in Hero Section           | A contact form sits at the very top of your homepage where visitors see it immediately. This is the right placement and is one of the strongest conversion elements on any service page.                                                                                                                                         |
| GOOD     | Service Area Section                   | Your page includes a dedicated service area section. This is a good foundation that can be significantly strengthened by adding individual city pages.                                                                                                                                                                           |

## B. How Fast and Reliable Your Website Is

|          |                         |                                                                                                                                                                                                                        |
|----------|-------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| CRITICAL | Page Load Speed         | Your website loads slowly on mobile phones. The majority of people searching for scrap car removal are on a phone and will leave within 3 seconds if the page does not load. Google also ranks faster websites higher. |
| CRITICAL | Mobile Layout           | The website does not display correctly on smaller phone screens. Text overlaps, buttons are hard to tap, and the layout shifts in a way that makes the page difficult to use. Visitors leave before contacting you.    |
| CRITICAL | Not Submitted to Google | Google needs a complete list of your pages to find and show them in results. This has not been set up, which means several of your pages have likely never been seen by Google at all.                                 |
| WARNING  | Security Certificate    | Your site should display a padlock in the browser bar confirming it is safe. Without it, some visitors receive a warning before they even see your page.                                                               |
| WARNING  | Broken Links            | Several internal links on the site lead to pages that return errors. Google views sites with broken pages as lower quality and ranks them accordingly.                                                                 |
| GOOD     | Website Is Live         | The website loads and is accessible. This is the starting point for everything else.                                                                                                                                   |

## C. How Trusted Your Website Is in Google's Eyes

Google decides how much to trust a website partly based on how many other reputable sites mention and link to it. The more quality websites that point to yours, the more Google considers you an established, trustworthy business.

|          |                                      |                                                                                                                                                                                                                                                                 |
|----------|--------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| CRITICAL | <b>Zero Sites Linking to You</b>     | Your competitor has 218 websites linking to them. You have zero. This single factor is one of the biggest reasons Google ranks them and not you. Links from other sites act as votes of confidence -- more votes means more trust, which means higher rankings. |
| CRITICAL | <b>Website Trust Score is Zero</b>   | Your trust score is 0 out of 100 while your competitor sits at 29. This score is built over time through directory listings, mentions, and links from other websites. Starting from zero means Google has no reason to favour your site in search results.      |
| CRITICAL | <b>Not Listed on Key Directories</b> | Your business is missing from major directories like Yelp, Yellow Pages, and local Ontario business listings. These listings are free signals to Google that your business is real, active, and worth showing to searchers.                                     |
| WARNING  | <b>No Ontario Industry Mentions</b>  | Given that you target all of Ontario, being mentioned on automotive, recycling, and city-specific Ontario business sites would significantly strengthen your visibility across the province.                                                                    |

## D. How You Show Up in Local Google Searches

When someone in Toronto, Hamilton, or Brampton searches for scrap car removal, Google shows a map with three local businesses at the top of the results. Being in that map section across multiple Ontario cities is where the real volume of calls comes from. Here is where A&N; stands today.

|          |                                              |                                                                                                                                                                                                                                                                                                                                                                         |
|----------|----------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| CRITICAL | <b>Wrong Business Category</b>               | Your Google profile is listed under 'Towing Service' -- not scrap car removal. When someone searches 'scrap car removal Toronto' or 'cash for cars Hamilton', Google looks for businesses categorised as scrap car or auto removal services first. Being listed as a towing service means you are being filtered out of the searches that matter most to your business. |
| CRITICAL | <b>Not Appearing in Any City Map Results</b> | A&N; does not appear in the local map section for scrap car searches in Toronto, Hamilton, Mississauga, or any other Ontario city. This is where the majority of clicks and calls come from. Being absent across all these cities means you are invisible to the largest pool of potential customers in your market.                                                    |
| CRITICAL | <b>No City-Specific Pages</b>                | You serve all of Ontario but have one page covering everything. Businesses that rank across multiple cities have individual pages for each city -- 'Scrap Car Removal Toronto', 'Scrap Car Removal Hamilton', 'Scrap Car Removal Brampton', and so on. Without these, Google has no reason to show you in city-specific searches.                                       |

|                 |                                                |                                                                                                                                                                                                                                       |
|-----------------|------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>CRITICAL</b> | <b>Service Areas Not Set on Google Profile</b> | Your Google profile does not list the Ontario cities and areas you serve. Without this, Google only considers you relevant to the street address shown on the profile and not the broader area you actually cover.                    |
| <b>WARNING</b>  | <b>Google Profile Incomplete</b>               | Your profile is missing a full service description, complete service list, and regular photo updates. A fully completed and active profile consistently outranks an incomplete one in local search results.                           |
| <b>GOOD</b>     | <b>Review Count and Rating</b>                 | 65 reviews at 4.7 stars is genuinely strong. This is more reviews than most local competitors and a high enough rating to convert visitors into callers at a strong rate once visibility is fixed.                                    |
| <b>GOOD</b>     | <b>Years in Business</b>                       | 14 years in business displayed on your profile is a significant trust signal. Combined with your review count, this makes A&N; one of the most credible businesses in the market -- the challenge is that people cannot find you yet. |

## 03 Your Homepage -- Section by Section Review

Based on the actual page structure of a-n-cashforcars.ca, here is a section by section review of what is working and what needs to change.

| Status  | Section                              | Finding and Recommendation                                                                                                                                                                                                                                             |
|---------|--------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Present | Contact Form in Hero Section         | A contact form at the top of the page is the right call. Visitors can submit their details immediately without hunting for a contact page. This stays and should be kept prominent.                                                                                    |
| Fix     | Main Headline                        | Currently says 'A.N. CASH FOR CARS' -- the business name. This should be replaced with a service and location statement such as 'Scrap Car Removal Across Ontario -- Top Cash, Free Towing, Same Day Pickup.' The business name belongs in the logo, not the headline. |
| Fix     | Second Main Headline                 | There is a second main headline lower on the page. A page should only have one. The lower one should be converted to a smaller sub-heading so Google reads a single clear focus for the page.                                                                          |
| Fix     | Negative Heading                     | 'WE DON'T SELL AUTO PARTS' is currently a prominent heading. This should be removed from a heading entirely. If this clarification is needed, a single line of small text handles it without wasting valuable heading space.                                           |
| Present | Why Choose Us Section                | This section with Top Cash, All Conditions Accepted, Same Day Service, Free Towing, 14 Years Experience, and Licensed and Insured is strong. These are the right trust signals. The section just needs to be higher on the page and more visually prominent.           |
| Present | 3-Step Process Section               | The Quote, Pickup, Cash steps section is clear and easy to understand. This stays and works well for first-time visitors.                                                                                                                                              |
| Present | Service Area Section                 | A service area section exists which is good. It should be expanded with links to individual city pages as those get built out.                                                                                                                                         |
| Missing | Trust Bar Below the Headline         | A quick strip immediately under the headline showing '14 Years in Business', '4.7 Stars on Google', 'Same Day Pickup', and 'Free Towing' gives visitors the key reasons to stay on the page within the first 3 seconds.                                                |
| Missing | Real Job Photos                      | Actual photos of cars picked up, the team at work, and completed jobs build trust that written claims cannot match. Stock or generic images do the opposite.                                                                                                           |
| Missing | Google Reviews Displayed on the Page | 65 reviews at 4.7 stars is one of the strongest assets this business has but none of those reviews are visible on the website. Displaying them directly on the homepage increases the percentage of visitors who pick up the phone.                                    |

|         |                                      |                                                                                                                                                                                                                                                 |
|---------|--------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Missing | <b>City-Specific Calls to Action</b> | The page currently speaks to Ontario broadly. Adding lines like 'Serving Toronto, Hamilton, Brampton, Mississauga and all surrounding areas' with links to individual city pages tells both visitors and Google exactly which cities you cover. |
| Missing | <b>Business Hours</b>                | Your hours are not visible on the website. A visitor who cannot quickly see when you are open will move on to a competitor whose hours are clearly listed.                                                                                      |
| Missing | <b>Google Map in Footer</b>          | An embedded map in the footer confirms to both visitors and Google that you are a real, established local business with a physical location.                                                                                                    |

*Status key: Present = working well and should stay. Fix = exists but needs to be corrected. Missing = not on the page and should be added.*

## 04 The Fix -- Exactly What Gets Done

Every issue identified in this audit has a clear fix. Here is exactly what gets done, in plain terms.

|   |                                                                                                                                                                                                                                                                                                                                            |
|---|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1 | <b>Rewrite the main headline and fix the page structure</b><br>The homepage gets a proper service-and-location headline at the top. The duplicate main headline is removed. The negative heading is taken out of heading format. The page structure becomes clean and clear for both Google and visitors.                                  |
| 2 | <b>Write proper titles and descriptions for every page</b><br>Every page gets a clear title and short description targeting the exact words people in Ontario type when searching for scrap car removal. This is what gets your listing clicked when it appears in Google.                                                                 |
| 3 | <b>Add Ontario city names to key sections of every page</b><br>Toronto, Hamilton, Mississauga, Brampton, Oakville, and every other city you serve gets woven naturally into your page content so Google can connect your site to searches from those locations.                                                                            |
| 4 | <b>Build a dedicated page for each Ontario city you serve</b><br>Each major city gets its own page -- Scrap Car Removal Toronto, Scrap Car Removal Hamilton, Scrap Car Removal Brampton, and so on. This is the single biggest lever for ranking across multiple Ontario cities and multiplying the number of searches you can appear for. |
| 5 | <b>Fix the Google Business Profile category</b><br>The category gets changed from 'Towing Service' to 'Scrap Car Buyer' or 'Junk Car Removal Service' as the primary category, with towing added as secondary. This immediately opens your profile up to the searches that matter most.                                                    |
| 6 | <b>Complete the Google Business Profile</b><br>All Ontario service areas get added, a full service list with descriptions gets built, a proper business description gets written, and real job photos replace any generic images. Regular weekly posts are activated to keep the profile fresh and active.                                 |
| 7 | <b>Fix website speed and mobile layout</b><br>The website gets optimised to load in under 2 seconds on a phone. Images are compressed, the mobile layout is fixed, and the contact form stays front and centre on every screen size.                                                                                                       |
| 8 | <b>Submit the website to Google</b><br>A complete map of all pages is created and submitted directly to Google so every page gets discovered and considered for search results.                                                                                                                                                            |

|    |                                                                                                                                                                                                                                                                   |
|----|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 9  | <b>List the business on 40 major directories</b><br>A&N; gets listed consistently on the top Ontario and national directories -- Yelp, Yellow Pages, BBB, Kijiji Autos, and others. Each listing is a signal to Google that the business is real and established. |
| 10 | <b>Build links from automotive and Ontario local sites</b><br>Mentions and links from relevant Ontario websites are secured over time to grow the website trust score from 0 toward what is needed to compete for top positions across the province.              |
| 11 | <b>Add missing homepage sections</b><br>A trust bar, real job photos, Google reviews displayed on the page, city-specific calls to action, business hours, and a map in the footer all get added to turn more visitors into callers.                              |
| 12 | <b>Set up a review collection process</b><br>After every pickup a short follow-up message goes to the customer asking for a Google review. Growing from 65 toward 100 or more reviews strengthens every city ranking.                                             |

## 05 Realistic Timeline -- What Happens and When

A realistic breakdown of what to expect across the first three months. Ontario-wide coverage takes a structured rollout -- closest cities first, then expanding outward as each one ranks.

### Month 1 -- Fixing the Foundation

- ✓ Homepage headline fixed, duplicate heading removed, negative heading cleared
- ✓ Page titles and descriptions written for every existing page
- ✓ Ontario city names added to key sections of the homepage
- ✓ Website speed and mobile layout fixed
- ✓ Website submitted to Google
- ✓ Google Business Profile category corrected to scrap car removal
- ✓ All Ontario service areas added to Google profile
- ✓ Business listed on 40 major Ontario and national directories
- ✓ First 5 city pages built -- Toronto, Hamilton, Mississauga, Brampton, Oakville
- ✓ Review collection process activated
- **Google begins discovering and indexing pages across the site**

### Month 2 -- First Signs of Visibility

- ✓ Next batch of city pages published -- Scarborough, North York, Burlington, and more
- ✓ Google Business Profile showing in local results for some Ontario cities
- ✓ Directory listings fully live and consistent
- ✓ First links from other websites going live
- ✓ Review count growing week on week
- **First calls from Google organic results within this month**
- **5 to 20 inbound leads across Ontario cities**

### Month 3 -- Results Building Across Ontario

- ✓ All major Ontario city pages live and indexed
- ✓ Ranking established for primary searches in Toronto and Hamilton
- ✓ Appearing in local map section for multiple Ontario city searches
- ✓ Website trust score growing steadily
- ✓ Review count approaching 80 or more
- **20 to 50 inbound leads per month across Ontario**

- **\$8,000 to \$20,000 in monthly business generated from Google**
- **Foundation in place to scale toward \$30,000 to \$50,000 per month by month 6**

## 06 What This Means for Your Business in Numbers

Here is what proper online visibility across Ontario can realistically mean for A&N; Scrap Car Removal in terms of business generated each month.

|                    | Today         | End of Month 2     | End of Month 3      | Month 6 Potential    |
|--------------------|---------------|--------------------|---------------------|----------------------|
| Monthly Visitors   | 0             | 100 to 300         | 400 to 800          | 1,000 to 2,500       |
| Leads Per Month    | 0             | 8 to 25            | 30 to 65            | 80 to 200            |
| Cars Picked Up     | 0 from Google | 5 to 15            | 18 to 40            | 50 to 120            |
| Business Generated | \$0           | \$2,000 to \$7,500 | \$8,000 to \$20,000 | \$20,000 to \$50,000 |

*Projections based on realistic conversion rates for the scrap car removal industry across Ontario. Month 6 potential assumes consistent execution across all city pages. Results vary based on competition levels in each city and execution speed.*

You Are Already Ahead of Where You Need to Start Most businesses starting from zero have no reviews and no reputation to build on. A&N; has 65 reviews at 4.7 stars and 14 years in the business. That is a significant advantage that will convert visitors into callers at a higher rate than newer competitors once people can actually find you. Your competitor covers one city and makes \$10,000 to \$15,000 a month. You cover all of Ontario. The potential here is not \$10,000 to \$15,000 -- it is \$30,000 to \$50,000 a month by month six with proper execution. Every month without action is another month that revenue goes to someone else.

Let's Talk -- Book a Free 20-Minute Call This audit shows exactly what is holding A&N; Scrap Car Removal back from generating \$8,000 to \$20,000 in additional business per month within 90 days -- and the path to \$30,000 to \$50,000 per month across Ontario by month six. In a short 20-minute call we will walk through these findings together, answer any questions, and map out the exact steps to get there. No pressure. No commitment. Just a straight conversation about what is possible for A&N; when the right online presence is in place.