

Approved Restorations

approvedrestorations.com · Water Damage Restoration · Toronto & GTA

ORGANIC TRAFFIC

0

visits / month

DOMAIN RATING

0

out of 100

TOTAL BACKLINKS

202

across 183 domains

DOFOLLOW LINKS

21%

of total backlinks

COMPETITOR BENCHMARK — CALLTHEMFIRST.COM

Monthly Traffic

366/mo

Domain Rating

DR 14

Total Backlinks

131

Est. Traffic Value

\$1,300/mo

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Local SEO & AEO Expert · Confidential · Prepared exclusively for Approved Restorations · June 2026

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Complete SEO Audit · approvedrestorations.com · June 2026

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01

Executive Summary

This audit was conducted in June 2026 across the full approvedrestorations.com website. The site has a solid content foundation, a mobile-friendly design, and reasonable page speed. However, it is currently **not visible in Google search results at all**. With zero organic traffic and a Domain Rating of 0, the business is missing inbound calls from potential customers every day — customers who are actively searching for emergency restoration services and finding competitors instead. The issues identified in this report are all fixable, and the potential revenue from organic search is substantial.

Metric	Your Site	Competitor	Gap
Organic Traffic / Month	0 visits	366 visits	-366
Domain Rating	0	14	-14 DR
Estimated Traffic Value / Month	\$0	\$1,300	-\$1,300
Dofollow Backlinks	~42 (21%)	~58 (44%)	-16 links
Linking Websites	183	81	+102 (quantity)
Ranking Keywords	0	30+	-30+ keywords

REVENUE OPPORTUNITY — GOOGLE SEARCH + AI ENGINES

Estimated monthly revenue from Google organic (matching competitor)

**\$7,500/
mo**

Additional monthly revenue from AI engine visibility (+15%)

**+
\$1,125/
mo**

Combined annual revenue opportunity (SEO + AEO)

**~\$103,500/
yr**

Average restoration job value (Toronto market)	\$7,500 CAD
Lead-to-booking conversion rate (emergency services)	18%
Website visitor-to-lead rate (realistic estimate)	1.5%
Competitor monthly organic traffic (Ahrefs, June 2026)	366 visits
AI engine uplift — ChatGPT, Claude, Perplexity	+15% on top of Google revenue
Calculation: $366 \times 1.5\% = 5.5 \text{ leads} \times 18\% \approx 1 \text{ booking} \times \$7,500$	= \$7,500/mo

Why AI Engines Matter: Customers are increasingly searching "best water damage restoration Toronto" directly in ChatGPT, Claude, and Perplexity. Businesses that appear in both Google and AI engine results capture significantly more inbound calls. The 15% uplift is a conservative estimate — this channel will grow as AI search usage increases.

Key Insight: These estimates are based on matching the competitor's current traffic level (~366 visits/month). Their Domain Rating is only 14 — achievable within 3-6 months with focused SEO work. Your current revenue from organic and AI search is \$0. This is the gap that SEO + AEO closes.

02

Competitor Benchmark —
callthemfirst.com

SIGNAL	CALLTHEMFIRST.COM	WHY IT MATTERS
Domain Rating	14	Low enough to outrank with focused effort
Organic Traffic	366/mo (+200% growth)	Strong upward trend — this competitor is gaining ground fast
Traffic Value	\$1,300/mo	Confirms these keywords have high commercial value
Top Keyword #1	"water damage restoration toronto" — Position 2	200 searches/mo — direct booking intent
Top Keyword #2	"water restoration company" — Position 5	450 searches/mo — high volume target
Top Keyword #3	"water damage restoration company" — Position 7	350 searches/mo
Dofollow Link %	44% (vs your 21%)	Higher quality link profile despite fewer total links
Linking Domains	81 (vs your 183)	Fewer domains but stronger authority signals per link

Competitive Opportunity: callthemfirst.com's Domain Rating of 14 is very achievable — a focused link-building campaign over 3-6 months can match or exceed it. Their traffic has tripled between February and June 2026. Acting now prevents a wider gap from forming.

03

Domain Authority & Backlink
Profile

CRITICAL

Domain Rating Is 0 — Site Has No Authority With Google Yet

Your Domain Rating is 0 while the competitor holds DR 14. Google uses domain authority as a trust signal when deciding which sites to rank. A DR of 0 means the site has not yet accumulated enough trusted links for Google to assign it meaningful ranking weight.

Action: Acquire 15–20 high-quality dofollow backlinks from Canadian local directories, home-improvement platforms, and news mentions. Target sources with DR 10 or higher.

CRITICAL

Only 21% of Backlinks Pass SEO Value (vs Competitor's 44%)

You have 202 backlinks from 183 domains, but only ~42 are "dofollow" — meaning only 21% of your links actually contribute to your authority. The remaining 79% pass no SEO value. Your competitor has fewer total links (131) but nearly double the useful link percentage.

Action: Review all 183 linking domains. Contact webmasters of high-value nofollow links (HomeStars, Houzz, BBB, etc.) and request that they be updated to dofollow.

WARNING

Links Are Not Targeting the Right Keywords

Without ranking keywords, your incoming links are likely using generic or URL-only anchor text, which doesn't reinforce the search terms you want to rank for.

Action: When building new links, use keyword-rich anchor text such as "water damage restoration Toronto," "mold remediation GTA," and "emergency restoration company Toronto."

04

On-Page SEO — Meta Tags Audit

PAGE	META TITLE	LENGTH	STATUS
Homepage	Approved Restorations 24/7 Emergency Water Damage Restoration Toronto & GTA	81 chars	Too Long
Services	Our Services - Approved Restorations Professional Restoration Solutions Water, Fire...	95 chars	Far Too Long
About	About Us - Approved Restorations IICRC Certified Restoration Experts Toronto & GTA	88 chars	Too Long
Toronto Location	Water Damage Restoration Toronto 24/7 Emergency Service Approved Restorations	82 chars	Slightly Long
Blog	Blog & Restoration Tips Approved Restorations Approved Restorations Toronto & GTA	87 chars	Brand repeated twice
Contact	Contact Us Approved Restorations Toronto 24/7 Emergency Line: 1-833-RESTORE	78 chars	Slightly Long

CRITICAL

All Meta Titles Exceed Google's 60-Character Display Limit

5 out of 6 audited pages have meta titles that Google will cut off or rewrite, reducing the keyword signals you intended to send. Ideal format: Primary Keyword | Secondary Keyword | Brand Name (60 characters or less).

Action: Rewrite all titles to 60 characters or fewer. Example for Homepage: "Water Damage Restoration Toronto | Approved Restorations"

WARNING

Meta Descriptions Are Missing a Clear Call to Action

The descriptions are factually accurate but don't give potential customers a reason to click. For an emergency service, short and direct calls to action significantly improve click-through rates from search results.

Action: Add key differentiators and CTAs to every description — e.g., "IICRC Certified · 60-Min Response · Free Estimate. Call 1-833-RESTORE"

05

Heading Hierarchy (H1-H6) Audit

CRITICAL

Homepage H1 Contains No Location or Service Keyword

Current H1: "Expert Home Remediation When You Need It Most" — no city name, no primary service. Google weighs the H1 heavily as a relevance signal for what the page is about.

Action: Change to: "Water Damage Restoration Toronto & GTA | 24/7 Emergency Service"

WARNING

All 6 Services Are on One Page — Each Cannot Rank Individually

Water, Fire, Mold, Storm, Crime Scene, and Reconstruction all live on a single services page under H2 headings. This means the site can only rank for one keyword from this page instead of six.

Action: Create individual pages for each service: /water-damage-restoration-toronto, /mold-remediation-toronto, etc.

WARNING

Location Page H2s Are Missing City Names

Toronto page H2s read "Water Damage Restoration" instead of "Water Damage Restoration in Toronto." The location modifier is exactly what customers type into Google.

Action: Add the city name to all H2 headings on location pages.

NOTE

Blog Posts Have No Individual Pages or H1s

All blog articles are on a single page. Each "Read More" button anchors to the same URL. Google sees one page, not multiple articles — none of the content can rank individually.

Action: Create individual pages at /pages/blog/[post-slug].html for each article.

06

Image Audit — Alt Text, Format & Geo-Tagging

IMAGE FILE	ALT TEXT FOUND	FORMAT	ISSUE
logo.png	"Approved Restorations"	PNG	No keyword in alt text
WSIB-Logo.svg	None	SVG	Missing alt text entirely
iicrc-logo.jpg	"IICRC Logo"	JPG	Generic — no brand context
before-water-damage.jpg	"Water Damage Before"	JPG	No city name in alt text
after-water-damage.jpg	"Water Damage After"	JPG	No city name in alt text
before-storm-roof.jpg	"Storm Damage Before"	JPG	Generic, no location
before-mold-basement.jpg	"Mold Before"	JPG	No location keyword
after-mold-basement.jpg	"Mold After"	JPG	No location keyword

CRITICAL

WSIB Logo Has No Alt Text — Accessibility & SEO Miss

The WSIB certification logo has no alt attribute at all. Trust badges should always carry relevant alt text for both accessibility compliance and SEO context.

Action: Add: alt="WSIB Certified — Approved Restorations Toronto"

CRITICAL

No Images Are in WebP Format — Slowing Page Load Speed

All images use older JPG/PNG formats. WebP delivers 25–35% smaller file sizes at the same visual quality, directly improving page load speed scores — which affects both user experience and Google rankings.

Action: Convert all images to WebP using Squoosh or cwebp. Keep originals as fallback for older browsers.

CRITICAL

Job Photos Contain No Location Data (GPS EXIF)

None of the site images contain embedded GPS location data. For a local service business, geo-tagged job photos support Google Maps and local search pack ranking — it tells Google where you work.

Action: Add GPS coordinates (Toronto: 43.6532°N, 79.3832°W) to all job-site photos using ExifTool or Geolmgr before uploading. Apply this to all future project photos as a standard practice.

WARNING

Alt Text Has No Location or Keyword Context

Alt text like "Water Damage Before" adds no local SEO value. Google reads alt text to understand both the image content and the broader page context.

Action: Rewrite all alt texts with location context — e.g., "Water Damage Restoration Toronto — Kitchen Flood Before Treatment", "Mold Remediation Basement Toronto — After Treatment"

07

URL Structure Audit

CURRENT URL	ISSUE	RECOMMENDED URL
/index.html	Visible file extension	/ (root, no extension)
/pages/services.html	No keyword, no city	/water-damage-restoration-toronto/
/pages/about.html	Visible file extension	/about-us/
/pages/insurance.html	Too vague	/insurance-claims-restoration-toronto/
/pages/locations/toronto.html	Good structure but .html extension	/locations/toronto/
/pages/blog.html	Single page for all posts — no individual URLs	/blog/[post-title-slug]/
/pages/contact.html	Visible file extension	/contact/
/pages/faq.html	Visible file extension	/faq/

CRITICAL

.html Extensions on Every Page — Outdated Architecture

Every page ends in .html (e.g., /pages/services.html). Modern SEO practice uses clean URLs without extensions. The .html suffix wastes characters that could hold keywords and signals an older site architecture to Google's crawler.

Action: Migrate to clean URLs. If on a static host, set up redirect rules. Alternatively, a CMS like WordPress or Webflow handles this automatically.

CRITICAL

Only 1 City Page for 20+ Service Areas — A Major Local SEO Gap

The site claims to serve 20+ cities (Vaughan, Markham, Barrie, Newmarket, etc.) but only Toronto has a dedicated landing page. Anyone searching "water damage restoration Vaughan" or "mold remediation Barrie" will never find this site.

Action: Create individual pages for each city: /water-damage-restoration-vaughan, /mold-remediation-barrie, /fire-damage-restoration-markham, etc.

08

Content Quality & Keyword Gap Analysis

CRITICAL**Homepage Does Not Target Any Specific Search Keyword**

The homepage H1 reads "Expert Home Remediation When You Need It Most." There is no mention of "Toronto," "water damage restoration," or any location-modified keyword in the H1, opening paragraph, or page body. Google has no clear signal for what this page should rank for.

Action: Rewrite the hero section to include: city name (Toronto / GTA), primary keyword ("water damage restoration"), and a secondary keyword ("mold remediation") — all visible above the fold.

CRITICAL**Blog Has 8 Well-Written Articles That Google Cannot Find**

All blog content sits on a single URL (/pages/blog.html). Google sees one page, not eight. Every "Read More" button anchors to the same page, so none of the articles can appear individually in search results — even though the content is well-written and would rank for terms like "how to prevent mold after water damage" or "burst pipe Toronto."

Action: Create individual pages for each article immediately. This content is ready to drive traffic and just needs its own URLs.

CRITICAL**FAQ Page Has No Schema Markup — Missing Rich Results in Google**

The site has an FAQ page but it has no FAQ structured data. FAQ schema allows Google to display your questions and answers directly in search results, expanding your listing's visibility without needing a higher ranking position.

Action: Add FAQ schema (JSON-LD) to the FAQ page and to each individual service page.

WARNING**Competitor Ranks for 3 High-Value Keywords You Are Not Targeting**

"water restoration company" (450 searches/month), "water damage restoration company" (350/month), and "remediation services" (100/month) — none of these appear as dedicated targets anywhere on the site.

Action: Create dedicated landing pages for each of these keywords, or at minimum include them as H2-level targets on the services page.

WARNING

Conflicting Business Age Claims Across the Site

The homepage trust badge says "4+ Years Experience" while another section states "Family-owned business serving our community for over 15 years." This factual contradiction undermines credibility with potential customers.

Action: Align all messaging to the accurate founding year. Founded in 2020 = approximately 5–6 years of experience. Consistency across all pages is essential for trust.

NOTE

No Team Profiles or Real Project Case Studies

There are no named team members with credentials, no real project case studies with photos, and no author names on blog posts. Google's quality guidelines favour sites that demonstrate genuine human expertise, especially for home service businesses.

Action: Add a "Meet the Team" section with names and photos. Add author bios to blog posts. Add before/after case studies with job details, city, and outcome.

09

Internal Linking Audit

CRITICAL

Navigation Links Go to Homepage Anchors, Not Separate Pages

Menu links for Services and Our Process point to anchor sections on the homepage (/index.html#services, /index.html#process) rather than dedicated pages. All traffic and link value is funnelling into one URL instead of being distributed across service pages — which need their own authority to rank.

Action: Create standalone pages for each service and update navigation links to point to those pages.

WARNING

Social Media Footer Icons Link Nowhere

All three social icons in the footer link to "#" — meaning they go nowhere when clicked. This looks unfinished to visitors and wastes link opportunities.

Action: Update links to your real social profiles (Facebook, Instagram, LinkedIn). If active profiles don't exist yet, remove the icons.

WARNING

Blog "Read More" Buttons All Link to the Same Page

Every "Read More →" button on the blog links to "#" — not an individual article URL. Google cannot crawl any blog content beyond the listing page.

Action: Create individual HTML pages for each blog post and link each "Read More" button to its correct page.

NOTE

No Breadcrumb Navigation on Interior Pages

About, Services, Blog, and Location pages have no breadcrumb trails. Breadcrumbs improve user navigation, reduce bounce rates, and can generate additional rich result appearances in Google.

Action: Add breadcrumb navigation: Home → Services → Water Damage Restoration Toronto, etc.

10

Technical SEO — Schema, Sitemap & Robots

CRITICAL**No Local Business Schema Markup — Missing From Google's Local Results**

The site has no structured data for LocalBusiness, Service, or Organization. This markup is fundamental to local search — Google uses it to populate Knowledge Panels, the Local Map Pack, and voice search answers.

Action: Add LocalBusiness JSON-LD to every page with: business name, address, phone, service area, opening hours, price range, service types, and social profile links.

CRITICAL**No XML Sitemap Detected**

No sitemap.xml was found at the standard location. Without a sitemap, Google must discover all pages by crawling links alone — which is slow and unreliable for a new domain with no authority.

Action: Generate a sitemap.xml with all pages and submit it to both Google Search Console and Bing Webmaster Tools.

CRITICAL**Google Search Console Status Unknown**

With 0 organic traffic and DR 0, it is unclear whether Google Search Console is set up and verified. Without it, there is no way to see indexation status, submit pages for crawling, or identify any crawl errors or manual actions Google may have flagged.

Action: Verify ownership in Google Search Console immediately. Check the Index Coverage report. Submit the sitemap. Review for crawl errors or manual actions.

CRITICAL**5-Star Reviews on Homepage Have No Schema — Not Showing in Google**

The homepage shows 6 five-star testimonials, but none are marked up with review schema. Without this, Google cannot display star ratings next to your search listing — which can double click-through rates from results pages.

Action: Add AggregateRating schema: 5.0 stars, 6 reviews. This is a quick win that can noticeably improve your click-through rate as soon as the site starts ranking.

WARNING

Terms of Service Has Unfilled Placeholder Text

The Terms of Service page contains literal placeholder text: "[Arbitration Organization]" and "[Location]." This is visible to any visitor and undermines trust — especially for a business asking customers to accept terms.

Action: Complete the Terms of Service with the correct arbitration body name and Ontario jurisdiction details.

11

Local SEO & Google Business Profile

CRITICAL**Google Business Profile Status Unknown — Cannot Appear in Google Maps**

For a local emergency service in Toronto, the Google Business Profile (GBP) is the single most important local ranking factor. The site does not link to a GBP profile anywhere. Without a verified GBP, the business cannot appear in Google Maps or the Local 3-Pack results — the three businesses shown at the top of local searches.

Action: Create or claim and fully optimise your GBP: add all 6 service categories, 10+ geo-tagged photos, service area covering all 20+ cities, and request reviews from every completed job.

CRITICAL**No Business Address Anywhere on the Website**

No physical address is visible on the site — not in the footer, not on the contact page, not in any schema markup. For local SEO, having a consistent name, address, and phone number (NAP) across your website and all directory listings is a foundational requirement.

Action: Add your business address to the footer, contact page, and LocalBusiness schema. Ensure it matches exactly across HomeStars, Yelp, BBB, and all other directory listings.

WARNING**Only 1 City Page for 20+ Claimed Service Areas**

The footer lists 12+ cities and the site claims to serve 20+ areas, but only Toronto has a landing page. Customers searching "water damage restoration Vaughan" or "mold remediation Barrie" will not find this business.

Action: Build location pages for at least: Vaughan, Markham, Richmond Hill, Newmarket, Barrie, Innisfil, Stouffville, Aurora, and Bradford. Each page needs 400+ words of unique, location-specific content.

NOTE**No Google Map Embedded on Contact or Location Pages**

An embedded Google Map is a local SEO trust signal that also confirms your service area to Google's algorithm.

Action: Embed an interactive Google Map showing your service area on the contact page and all location pages.

12

Core Web Vitals & Page Speed

Note: Client has confirmed the site loads well and is mobile-optimised. The following findings are based on code and asset analysis. For precise LCP/FID/CLS scores, please provide PageSpeed Insights screenshots.

CRITICAL

Legacy Image Formats Are Slowing Page Load (JPG/PNG Instead of WebP)

Outdated image formats are the most common cause of slow page load scores. The before/after gallery images are likely the largest elements visible on page load and are the main speed bottleneck.

Action: Convert all images to WebP and add width/height attributes to every img tag to prevent layout shift on load.

WARNING

Gallery Images Load Upfront Even If the Visitor Never Scrolls Down

Below-the-fold images appear to be loading immediately on page load, which delays the page for every visitor regardless of whether they view those sections.

Action: Add loading="lazy" to all images that are not in the initial viewport.

NOTE

Footer Shows Copyright Year 2024 — Site Appears Outdated

The footer reads "© 2024 Approved Restorations." It is now 2026. This signals to visitors that the site may not be actively maintained.

Action: Update to "© 2026 Approved Restorations" or use a dynamic year script that updates automatically.

13

Mobile Optimisation

PASS

Mobile Viewport Tag Is Correctly Implemented

The site correctly includes the responsive viewport meta tag on all pages — this is the foundation of mobile responsiveness.

PASS

Click-to-Call Phone Number Is Enabled

The 1-833-RESTORE number is wrapped in a tel: link, allowing one-tap calling on mobile — essential for an emergency service business.

WARNING

Emergency Banner May Display Poorly on Small Screens

The top emergency banner may overflow or wrap awkwardly on small screen widths (320px–375px, such as iPhone SE).

Action: Use a CSS media query to display a shortened version of the banner on small screens.

WARNING

Navigation Menu Is Duplicated in the HTML Code

The navigation appears twice in the HTML — once for desktop, once for mobile. This can confuse screen readers and send duplicate link signals to Google's crawler.

Action: Use a single responsive navigation that reflows based on screen size, or ensure the hidden version is not indexed by crawlers.

14

Social Signals & Off-Page SEO

CRITICAL**All Social Media Footer Icons Link Nowhere**

Three social icons exist in the footer, but all link to "#" — they go nowhere when clicked. This looks unfinished to any visitor and misses the opportunity to direct them to active profiles.

Action: Link to real active profiles or remove the icons entirely. Priority: Facebook (most widely used for home services in Canada), Google Business, Instagram.

CRITICAL**No Social Sharing Tags (Open Graph) — Links Share Poorly**

The site has no Open Graph meta tags. When any page is shared on Facebook, LinkedIn, or WhatsApp, it will appear as a plain link with no image, title, or description — significantly reducing the likelihood that anyone clicks it.

Action: Add Open Graph tags to every page: og:title, og:description, og:image (use a professional team or job-site photo), og:url, og:type.

WARNING**Not Listed on Key Canadian Home Service Directories**

HomeStars, Houzz, and Yelp Canada are trusted sources for both backlinks and inbound leads in the Toronto home services market.

Action: Create complete business profiles on: HomeStars, Houzz, Yelp Canada, BBB, Yellow Pages Canada, Toronto.com, and Angi/HomeAdvisor Canada.

15

Priority Action Plan — 30 / 60 / 90 Days

WEEK 1

Immediate — Highest Impact, Lowest Effort

 Set up Google Search Console and submit sitemap	Critical	Week 1
 Rewrite all meta titles to 60 characters or fewer with target keywords	Critical	Week 1
 Claim and fully optimise Google Business Profile with all service categories	Critical	Week 1
 Add LocalBusiness and AggregateRating schema markup to all pages	Critical	Week 1-2
 Fix homepage H1 to include "Water Damage Restoration Toronto"	Critical	Week 1
 Add physical business address to footer, contact page, and schema	Critical	Week 1
 Fix social media footer links (connect to real profiles or remove icons)	High	Week 1

MONTH 1

Foundation Building

 Convert all images to WebP format and add descriptive, location-specific alt text	High	Month 1
 Add GPS location data (EXIF) to all job-site photos using ExifTool	High	Month 1
 Create individual pages for all 8 existing blog articles (content is ready)	High	Month 1
 Create 5 individual service pages: Water, Fire, Mold, Storm, Crime Scene	Critical	Month 1
		

	Add Open Graph and Twitter Card meta tags to all pages	Medium	Month 1
	Fix Terms of Service placeholder text with real legal details	Trust	Month 1

MONTH 2-3

Growth & Scale

	Build 8–10 city landing pages: Vaughan, Barrie, Markham, Richmond Hill, etc.	High	Month 2
	Create profiles on HomeStars, Houzz, BBB, Yellow Pages Canada, and Yelp	High	Month 2
	Add FAQ schema to FAQ page and all service pages	Medium	Month 2
	Add team bios, author bylines on blog posts, and before/after case studies	High	Month 2–3
	Migrate all URLs to clean structure — remove .html extensions sitewide	High	Month 3
	Contact 20 existing linking domains to convert nofollow links to dofollow	High	Month 3

Ready to Start Ranking?

This report outlines everything needed to move from zero visibility to consistent inbound leads.

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